Course Options & Comparisons 2022

Kajabi

https://kajabi.com/

https://www.capterra.co.uk/software/154682/kajabi

Kajabi discount: N/A at this time

Kajabi Tutorial: https://www.youtube.com/watch?v=Y_3t3J4wIxI

Free option: No free option, free trial.

Basic – $119 per /mo billed annually

3 Products, 3 Funnels, Unlimited Landing Pages, Unlimited Marketing Emails, 10,000 Contacts, 1,000 Active Customers, 1 Website, 1 Admin User.

Kajabi University, 0% Transaction Fee, Webinars & Events, Ready to Use Templates, Assessments (Quizzes & Surveys), 1 Welcome Call with a Kajabi Expert, 1 Check-in Call with a Kajabi Expert, Chat Support, Automations.

Growth – $159 /mo billed annually

15 Products, 15 Funnels, Unlimited Landing Pages, Unlimited Marketing Emails, 25,000 Contacts, 10,000 Active Customers, 1 Website, 10 Admin Users, Kajabi University, 0% Transaction Fee, Webinars & Events, Ready to Use Templates, Assessments (Quizzes & Surveys), 1 Welcome Call with a Kajabi Expert, 1 Check-in Call with a Kajabi Expert, 24/7 Chat Support, Advanced Automations, Ability to Remove Kajabi Branding, Affiliate Program.

Pro - $319 /mo billed annually

100 Products, 100 Funnels, Unlimited Landing Pages, Unlimited Marketing Emails, 100,000 Contacts, 20,000 Active Customers, 3 Websites, 2Kajabi University, 0% Transaction Fee, Webinars & Events, Ready to Use Templates, Assessments (Quizzes & Surveys), 1 Welcome Call with a Kajabi Expert, 1 Check-in Call with a Kajabi Expert, 24/7 Chat Support, Advanced Automations, Ability to Remove Kajabi Branding, Affiliate Program, Code Editor, 5 Admin Users

Points of interest

- You keep all the money you charge for your products aside from the standard Stripe merchant processing fee of 2.9% + 30 cents per transaction.
- Best in person client support
- More expensive option but it is also one of the more long-standing options.

Thinkific

https://www.thinkific.com/

https://www.capterra.co.uk/software/132888/thinkific

Thinkific discount: https://bit.ly/3kfbmP5

Thinkific 2022 tutorial: https://youtu.be/pcuZhYpPckA

Free option – Easy drag and drop Course Builder, Full e-commerce, Easy to use website templates, Email and phone support, Thinkific App Store.

Basic - $49 per month or $39 annually - Unlimited courses, students, and content, 1 site admin account

Includes all Free features, Live Chat support, Custom domain, Coupons & Promotions, Drip (scheduled) content, One-to-One Student Email, Thinkific Academy Basic Courses.

Pro - $99 per month or $79 annually - Unlimited courses, students, and content, 2 site admin accounts, Priority Support, Private & hidden courses, Subscription & Flexible Pricing, Completion Certificates, Single Communities, Live lessons, Advanced Course Building, Thinkific Academy Pro Courses

Premier $499 per month or $119 annually - Unlimited courses, students, and content, 5 site admin accounts, includes all Free, Basic, and Pro features, Groups, Onboarding package, 15 Group Analysts, Unlimited Communities, Brillium exams integration, White labelling, API access

Points of interest

- Has a member's affiliate scheme, if your clients like your content they can share them directly with their friends.
- No transaction fees
- Best for beginners
- No Blog option

Learnworlds

https://www.learnworlds.com/

https://www.capterra.com/p/236331/LearnWorlds/

Learnworlds discount: https://bit.ly/2Zt6Ruz

2022 tutorial: https://youtu.be/hGwhQi4vsTE

Free option – no free option, besides the free 30 day trial

Starter - $29 per month: $5 fee per course sale, 1 Admin, Custom domain, Unlimited paid courses, Site Builder (3 pages), Popup builder (2 popups), Built-in Community, 4 Payment gateways, Coupons, Basic Integrations, Free SSL certificate, Drip Feed Courses, 24/5 e-mail support

Pro Trainer - $79 per month: No transaction fees, 5 Admins / Instructors, Unlimited courses, Unlimited Landing Pages, Complete Site Builder with Blog, Unlimited popups, Subscriptions & Memberships, Installments, Fully customizable Course Player, Customizable checkout page, Custom Certificates, Live Classes & Webinars via Zoom & Webex, Form Builder, 20 SCORMs / HTML5, File Assignments, Affiliate Management, Advanced Zapier & Premium Integrations, Question Banks, 100% Off LW Academy, 24/7 Priority e-mail support

Learning Center - $249 per month, 20 predefined and custom user roles, Bulk User Actions, Full White-label Options, Interactive Video, Auto-Transcripts & Subtitles for your Videos, Zoom & Webex Multiple Accounts, Unlimited SCORMs / HTML5, User Segments / Progress Reports, Course Insights Reports, Scheduled automated reports, Advanced Affiliate Management, Integrations with API, Webhooks Integrations, Advanced SSO, iOS & Android App (extra fee), 100% Off LW Academy, Premium Onboarding, Dedicated Customer Success Manager, 24/7 Premium Support

High volume & Corporate – contact them for more details, Additional Admins, Custom bulk enrolments, Branded corporate academy, 99.95% Server Uptime Premium Cloud Servers, Dedicated Account Manager, Optional SLA, Flexible Invoicing, Custom Reports & Services, Premium Support options, Tailored pricing options

Teachable

https://teachable.com/

https://www.capterra.co.uk/software/147019/teachable

Teachable discount: https://bit.ly/3HWSjVr

Tutorial 2022: https://youtu.be/29miMHud_WM

Free option - Transaction fees on sales $1 + 10%, Admin users 1, 1 Course, Unlimited students, Integrated Website and Builder, Integrated payment processing, Tax handling, Referral Marketing, E-mail Support,

Basic - $39 per month or $348 per year, Transaction fees 5%, Admin users 2, Unlimited Courses, Unlimited students, Integrated Website and Builder, Custom domain, Direct integrations, Integrated payment processing, Tax handling, Referral Marketing, E-mail Marketing, E-mail Support, Private Community, Launch Accelerator,

Pro - $119 per month or $1,188 per year, Transaction fees 0%, Admin users 5, Unlimited Courses, Unlimited students, Integrated Website and Builder, Custom domain, Direct integrations, New Public API, Integrated payment processing, Tax handling, Referral Marketing, E-mail Marketing, Affiliate Marketing, Advanced reporting, E-mail Support, Private Community, Launch Accelerator, Live Chat, Live Group Coaching

Business - $299 per month or $2,988 per year, Transaction fees 0%, Admin users 20, Unlimited Courses, Unlimited students, Integrated Website and Builder, Custom domain, Direct integrations, New Public API, Advanced theme customisation, Integrated payment processing, Tax handling, Referral Marketing, E-mail Marketing, Affiliate Marketing, Advanced reporting, E-mail Support, Private Community, Launch Accelerator, Live Chat, Live Group Coaching

Points of interest:

- Best online resources

Podia

https://www.podia.com/

https://www.capterra.co.uk/software/160788/coach

Podia discount: https://hi.switchy.io/8SFs

Free option - $0 per month 8% fees, Full website, Email marketing, Live chat, Full community, 1 download, 1 coaching product, Draft courses, Draft webinars

Mover - $39 per mo, $33 per mo annually, No transaction fees, Full website, Email marketing, Live chat, Full community, Unlimited downloads, Unlimited coaching, Unlimited courses

Shaker -$89 mo, $75 mo annually, No transaction fees, Full website, Email marketing, Live chat, Full community, Unlimited downloads, Unlimited coaching, Unlimited courses, Unlimited webinars, Affiliates

Earthquaker - $199 mo, $166/mo billed annually, No transaction fees, Full website, Email marketing, Live chat, Full community, Unlimited downloads, Unlimited coaching, Unlimited courses, Unlimited webinars, Affiliates, Priority support, Onboarding calls, Monthly creator call

Points of interest:

- Best overall value – break down here https://youtu.be/fsHWcm_aZD0
- Digital downloads

WordPress

There are various options for WordPress including some free plugins. I have not explored the free versions at all yet but can do upon request. Two of the more well known options are as follows:

LearnDash - LearnDash has no free version. The paid plan starts at $159 for a single site license. In the core plugin, LearnDash includes simple monetization options that let you sell courses as one-time payments or recurring subscriptions. Get even more creative, LearnDash also includes built-in integrations for WooCommerce, as well as popular membership plugins such as Restrict Content Pro, Paid Memberships Pro, and others.

- Create new lessons and topics from the editor as needed
- Go back and add the actual content later on
- To actually create the content for each lesson and topic, you'll essentially use the normal WordPress editor to create content for each lesson
- Each course that you create with LearnDash contains two core elements: lessons and topics.
- Lessons are the broad sections. And you can break up each lesson into different topics
- LearnDash uses a drag-and-drop course builder, which makes it easy to visualize how everything comes together.
- To display your course content on the frontend of your site, you'll use the included shortcode builder.

LearnDash has a deep feature list, so this is not a full list of everything that LearnDash lets you do. But here are the most important features you get access to:

- Create unlimited courses and lessons
- Use text and multimedia in your lessons
- Create special video lessons that automatically play and skip straight to the next topic once they're finished (kind of like Udemy)
- Include quizzes and assignments
- Drip-feed course content on a schedule rather than making it all available at once
- Require students to complete prerequisite courses before they can take a course
- Offer certificates and badges after a user completes a course
- Create special course forums
- Send email notifications, including automation
- Connect to Zapier for more automation, including lots of built-in triggers

LifterLMS

Universe Bundle – $360 per year. Includes everything except the advanced add-ons.

Infinity Bundle – $1200 per year.

Along with LearnDash, LifterLMS is probably the other most well-known LMS plugin.

It sets you up with a similar level of depth, where you're able to create both simple courses, as well as more complicated offerings with quizzes and assignments built in.

It also has a free core version listed at WordPress.org, which lets you play around with it for free. If you want to see the plugin in action, here are some good live examples of LifterLMS:

- WP101
- WPCrafter
- LifterLMS Feature List

Across the free core version and the premium add-ons, LifterLMS lets you:

- Create unlimited courses with a drag-and-drop course builder
- Include multimedia content like video and audio
- Include assignments and quizzes as part of your courses
- Require users to complete prerequisite courses and/or create course tracks to offer certifications
- Drip-feed course content on a set schedule
- Assign instructors to courses
- Include course discussion areas like lesson comments, forums, and more
- Sell courses on either a one-time or subscription basis, including flexible bundles
- Offer private coaching upsells (this is a neat feature)
- Trigger email notifications based on users' actions

Again, this is by no means the complete feature list.

A Deeper Look at the LifterLMS Course Builder

Like LearnDash, LifterLMS gives you a drag-and-drop course builder to help you structure your course content.

LifterLMS Monetization Options

Compared to LearnDash, LifterLMS includes more robust built-in monetization options, which eliminates the need for a third-party plugin.

You can:

- Offer courses for free
- Sell courses for a one-time payment

- Sell recurring subscriptions for course access
- You also get the ability to create course bundles and upsells for even more flexibility.

To accept payments, you can easily integrate with services such as PayPal, Stripe, and Authorize.net.

You can add functionality to the free core version of LifterLMS in two ways.

First, you can purchase individual add-ons for $120+ each. Depending on your needs, you might just need to purchase a single premium payment gateway, which makes LifterLMS potentially quite affordable.

On the other hand, if you want more than one add-on, you might do better with a bundle, in which case LifterLMS can quickly get a lot pricier than something like LearnDash. There are two bundle options:

More information on other Plugins can be found here https://athemes.com/collections/best-wordpress-lms-plugins/