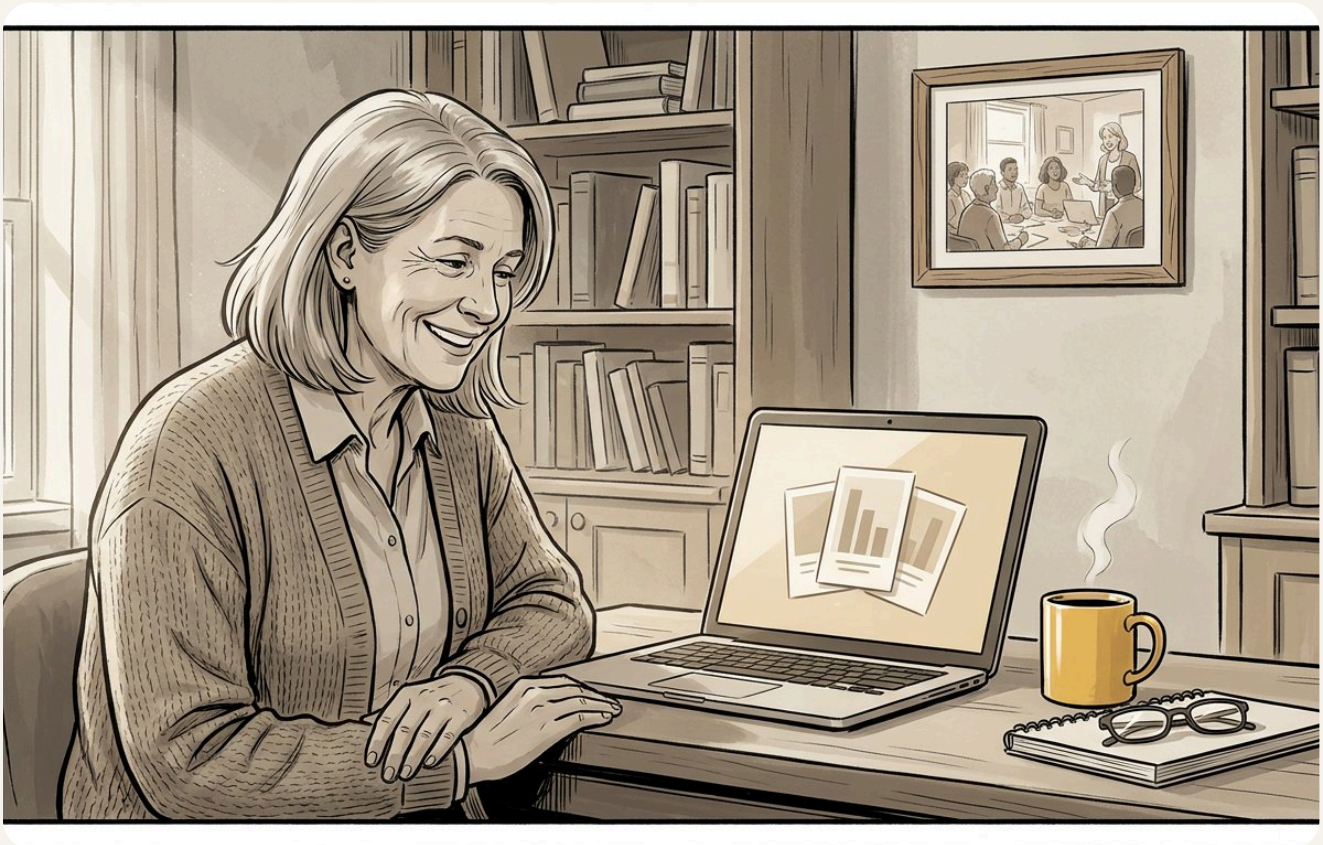
Use online training to attract and keep customers

Five ways businesses and associations use courses to win customers and members, keep them longer and add income. Each comes with what to build first and what to measure.



A good course teaches people to get more from your product, service or membership. People who get more value are more likely to stay and renew. This guide shows five ways to use that, and a 90-day plan to start.

Five ways to use courses at a glance

Model	Suits	Build first	Main measure
Free starter course	Experts and businesses that need new leads	One short course that solves one problem	Sign-ups and how many go on to buy
Onboarding academy	Businesses whose customers must set something up	A getting-started course for new customers	Support tickets from new customers
Certification	Businesses that sell through partners or to client companies	One certified level with a quiz and certificate	People certified and renewals
Paid courses	Experts and associations with skills people pay to learn	One flagship course with a sales page	Enrolments and revenue
Member CPD	Associations and professional bodies	A small library of CPD courses	Member renewals and CPD hours logged

A free starter course brings in leads

A free course gives people a useful result in exchange for their email. It also shows them how you teach before they pay for anything.

- **Who it suits:** experts with a workshop and businesses with a product people need to learn.
- **Build first:** one 15-minute course that solves one common problem and ends with a clear next step.
- **Measure:** sign-ups, completion rate, and how many free learners become paying customers within 90 days.
- **Platform features that matter:** free enrolment with email capture, a link to your email tool, and course pages search engines can find.

> **Teach one complete skill**
>
> A free course that gets people a result shows them what your paid course will be like. A course that only teases the paid one tends to put people off.

An onboarding academy cuts support calls

An onboarding academy teaches new customers to set up and use what they bought. Customers who can help themselves need fewer calls and emails to your team.

- **Who it suits:** software companies, equipment suppliers, franchises and service businesses with a set-up process.
- **Build first:** a getting-started course built from the ten questions your support team answers most. Ask the team for the list.
- **Measure:** support tickets per new customer in their first 90 days, time to first use, and course completion.
- **Platform features that matter:** easy invite links or single sign-on, short lessons that play well on a phone, and search across the academy.

Certification builds skilled partners and client companies

Certification trains the people who sell, install or use your product for you. It gives them a reason to learn, and gives you a way to check their skills.

- **Who it suits:** businesses that sell through resellers, installers or agents, and suppliers that train their client companies' staff.
- **Build first:** one certification level with a short course, a quiz and a certificate. Add more levels and a public list of certified partners later.
- **Measure:** the number certified, renewals of certification, and partner sales or quality complaints before and after.
- **Platform features that matter:** quizzes, certificates with expiry dates, separate groups for each client company, and reports their managers can see.

Paid courses add a new income line

If people already pay to attend your workshop, many will pay for a course they can do in their own time. A course also reaches people who can't travel to you.

- **Who it suits:** experts with a proven workshop, associations with specialist knowledge, and businesses whose customers ask how to do things.
- **Build first:** one flagship course from your best workshop, with a sales page and launch emails.
- **Measure:** enrolments, revenue, completion, refund requests and reviews.
- **Platform features that matter:** checkout, coupons and bundles, a sales page builder, and payments made straight to your account.

> **Planning to sell courses?**
>
> Read our guide to selling your course online. It covers pricing, sales pages and launch emails.

Member CPD gives members a reason to renew

Members of professional bodies often need CPD hours each year. When your association provides those hours, membership becomes part of how they keep their licence or standing.

- **Who it suits:** associations, peak bodies and professional institutes.
- **Build first:** three to five short CPD courses on the topics members ask about most, each with a certificate showing CPD hours.
- **Measure:** renewal rates of members who complete CPD compared with those who don't, CPD hours logged, and new members who join for CPD.
- **Platform features that matter:** member-only access linked to your membership list, certificates with CPD hours, and a learning record members can download.

Choose the platform to match the model

Discover Learning's quick rule is LearnWorlds if you sell courses and TalentLMS if you train your own people. Customer training can go either way, so match the platform to your model.

Model	Usually suits
Free starter course	LearnWorlds, because it leads to paid courses
Onboarding academy	Either platform. Choose LearnWorlds if customers pay for access.
Certification for client companies	TalentLMS when each client company needs its own group and reports. LearnWorlds when partners pay to certify.
Paid courses	LearnWorlds
Member CPD	LearnWorlds when members pay per course. Either platform when CPD comes with membership.

Both platforms charge in US dollars and change their plans often, so check each platform's pricing page. Our platforms page compares them in more detail.

The funnel from free course to paid

1. **Attract.** Share the free course through your website, social posts, newsletter and events.
2. **Capture.** Learners give their name and email to enrol. Ask one question about their goal.
3. **Teach.** The free course solves one problem and ends with a clear next step.
4. **Follow up.** Send three to five emails over two weeks with tips, a learner's example and an offer.
5. **Convert.** Offer the paid course, a bundle or a membership. Add a launch price or a deadline if it suits you.
6. **Keep.** Paid learners get a certificate, a community space and a suggested next course.

Stage	What we will use	What we will measure
Attract		
Capture		
Teach		
Follow up		
Convert		
Keep		

Grow without adding staff

Automate the routine

Set the platform to enrol learners, send reminders, issue certificates and send follow-up emails. Your team steps in only for questions the course can't answer.

Make it self-paced

Self-paced courses run at any hour for any number of learners. Add live sessions later if learners ask for them.

Build a community

A discussion space lets learners answer each other's questions. Post a prompt each week and thank the people who help.

Reuse what you have

Turn webinars, workshops and help articles into short lessons. Discover Learning builds courses from the slides you already use.

A 90-day plan for your first course

Weeks	What to do	Done when
1 to 2	Pick one model and one audience. Choose the one measure that will show it worked.	You have today's figure for that measure.
3 to 4	Choose the platform. Gather slides, recordings and FAQs for the first course.	The platform account is open and the material is in one folder.
5 to 8	Build the first course. Set up enrolment, certificates and emails.	Five people have tested the course.
9 to 10	Open the course to a small group and fix what they find.	Feedback is in and changes are made.
11 to 12	Launch to everyone and promote it through every channel you have.	The course is live and promoted.
13	Compare your measure with the starting figure and decide the next step.	A short report is written.

Content ideas worksheet

Work through these questions with your team. Start with the questions people already ask you, because those show what they want to learn.

The five questions customers or members ask us most

The mistakes people make with our product or in our field

The workshop or talk people rate most highly

What a new customer or member must know in their first week

A skill people would pay to learn from us

Material we already have

Slides, recordings, webinars, manuals, help articles and FAQs.

Our first course will be

The title, the audience, the one result learners will get, and which model it serves.

Get a fixed quote for your first course

Discover Learning sets up your platform and builds your first course from your slides for a fixed price. If you plan to sell, read how to sell your course online first, then send us your slides.

Get a fixed quote

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A member of the Hungry Minds family. Bigger appetite? Hungry Minds designs and builds full programs. Learning to design? Instructional Design Australia.

General information only. Check platform prices and features on the vendor site before you buy.

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