

# Start Selling Your Webinars as Courses Online

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CAMPUSWP.COM

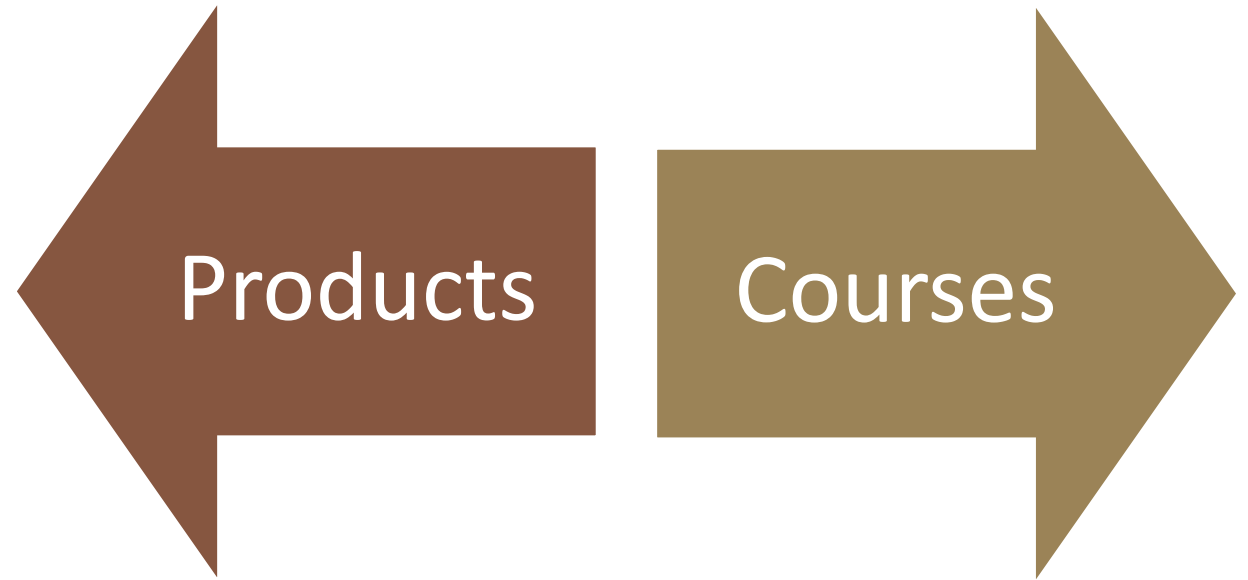
# Webinars + LMS

How To Build Your Business With  
Webinars and WordPress Powered  
LMS Campus

- How to Set-up Your WordPress Powered eLearning Business the Right Way – When You Start
- How to Create a Campus that automatically Organizes, Distributes, Protects, Tracks and Manages Your Courses and Students
- How to Research, Capture, Organize and Publish real eLearning Courses
- The step by step Course Launch Blueprint that makes Promoting and Selling Your Courses Drop Dead Simple

# What are you Selling?

What Should You Do With Your Webinars?



# Why You Need A Campus

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## BLOGGING YESTERDAY

A Simple Blog

An eBook or Video

A Series

A Membership Site

## BLOGGING TODAY

Learning Management System (LMS)

Complete Courses

Accountability

# Webinar Content Strategy

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## YESTERDAYS MEMBERSHIP SITE

Content Shoved Into Protected Area

Non-Related Topics

30 – 90 Minute Content Chunks

Fluffy Content

Me Too?

Where's The Meat?

Too Many Choices

## TODAY'S LMS

Learning Management System (LMS)

Comprehensive Relative Content

Mobile Ready Content Chunks

Unique Content

Engaged & Active Learners

Accountable Teachers & Students

Get Chunky!

# Online Courses

Interesting Facts

## University of Phoenix

### Surprising Facts About Online Students

- 46% of students say their biggest motivation for enrolling in an online course was to advance their current career.
- 33% of people taking some online course are studying business.
- 39% of online students fall between the ages of 18 to 29.
- 70% of virtual learners are female.
- 29% of online graduates earn \$85-150k annual income.
- 60% of students taking an online course are employed full-time.

# Better For Your Clients

Avoid Traditional Membership Site Problems

## **Your Clients Miss Webinars**

- They now have the opportunity to communicate with their instructor and classmates online in case they have questions.

## **Speakers get to use multimedia to make learning more interactive**

- Provides learners with a wide variety of resources including images, text, video, and audio that is easily accessible at any time.

## **Clients can easily access their attendance, participation and level of responsibility**

- Learners can access their personal records online at any time and check their participation and progress in their area of study.

# LMS Decisions

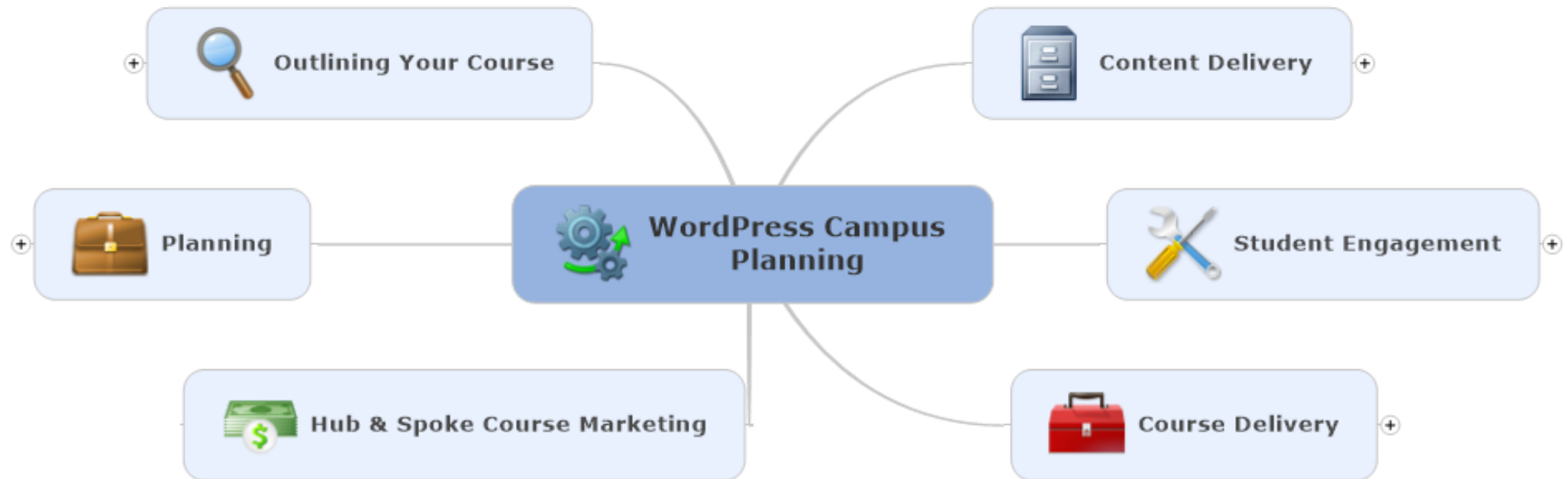
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# WordPress Campus Planning

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# Why Your Campus Wins

Your WordPress Site and LearnDash LMS System

## LearnDash LMS

### Save Money

- Organizations typically save 50-70% using eLearning compared to traditional learning methods
- Minimize Trainer, Instructional and Travel Costs by over 50%
- No Record Keeping and Reporting expense

### Save Time

- eLearning has 50-60% better consistency and 30-60% higher retention
- Effort and Cost saving for Geographically Diverse Clients.

### Consistent course delivery

- Ensure Compliance
- SCORM to TIN-Can API and SaltBox

### Implement and Deploy Your Campus

- *Your* Campus on *Your* existing WordPress Site with *your* existing Look and Feel
- Free or Paid Student Logins Available & Deployed in hours

### Ease of Accessibility

- Access your account anywhere anytime at a pace convenient to you.
- Take your quizzes and tests at a time convenient t you.
- Simple steps for configuration and 24/7 support
- Eliminate unnecessary timetables and physical room costs
- Implement multiple training courses on a single platform

# LMS Choices

More Than Meets The Eye

**Question #1: A WordPress Blog or a 3<sup>rd</sup> Party Service?**

**Question #2: eLearning, Live Training, or Both?**

**Question #3: Fully Integrated with Existing Business Systems or Start Fresh?**

# WordPress + LearnDash

[www.learndash.com](http://www.learndash.com)

- ✓ Add Unlimited Courses
- ✓ Enjoy Free Technology
- ✓ Sell Courses & Memberships
- ✓ Drip Lessons and Courses
- ✓ Give Assignments & Pre-requisites
- ✓ Quiz & Certify Students
- ✓ Detailed Student Reporting
- ✓ Assign Leaders & Groups
- ✓ Use Any Lesson Media Types
- ✓ Time Courses and Lessons
- ✓ Integrated Course Discussion
- ✓ Enhance Your Students Learning with Live Webinars

# A Campus In Action

WordPress = LearnDash =  
CampusWP.com



# Get Your Campus

Options

## CAMPUS BASICS SETUP

\$ **597** One Time

*\* We'll ADD Your Existing Course Content!*

GET YOUR CAMPUS - READY IN ABOUT  
15 MINUTES ➔

### Free Bonuses

WPBlog Support WordPress Training Courses -  
(Value \$297)

WPGrow Campus Blueprint Training (Value  
\$997)

## CAMPUS ADVANCED SETUP

\$ **997** One Time

*\* We'll Help You CREATE and ADD Your Course Content!*

GET YOUR CAMPUS - READY IN ABOUT 15  
MINUTES ➔

### Free Bonuses

12 Months of Managed WordPress Support  
Services (Value \$297)

WPBlog Support WordPress Training Courses -  
(Value \$297)

WPGrow Campus Blueprint Training (Value  
\$997)

Questions?

Feel Free to Get in Touch

**613 – 697- 2162**

**[james@wpgrow.com](mailto:james@wpgrow.com)**

# Links

Billing & Support

## **WordPress Campus**

- [www.campuswp.com](http://www.campuswp.com)

## **Unlimited WordPress Support**

- [www.wpblogsupport.com](http://www.wpblogsupport.com)

## **WordPress Marketing Courses**

- [www.wpgrow.com](http://www.wpgrow.com)

## **WordPress Only Managed Hosting**

- [www.wponlyhost.com](http://www.wponlyhost.com)

## **Affiliate Program**

- [www.wpblogsuport.com/aff/affiliates/](http://www.wpblogsuport.com/aff/affiliates/)

## **Billing and Support**

- [www.wpblogsupport.com/clients/](http://www.wpblogsupport.com/clients/)