



PRICING & FEATURE GUIDE

ONLINE COURSE
MARKETPLACE



EvanTrickett.com



HERE'S WHAT WE'LL COVER



INDUSTRY STANDARD PLATFORMS



PLATFORM FEATURES



PAYMENT GATEWAYS



PROMOTION NETWORKS



ADDITIONAL REQUIRED TOOLS



INDUSTRY STANDARD PLATFORMS

Vendor	Monthly Starter Costs	Transaction Fees	Features
 KAJABI	Tiered Plans \$119, \$159, \$319	0%	Intuitive Solution to build a full website including online courses, scheduled coaching, podcasts, membership, and communities. Content looks great on tablet & mobile with push notifications using mobile app. Native functionality includes email marketing, scheduled coaching, webinars, and affiliate management. Need a payment gateway.
 LearnWorlds	Tiered Plans \$24, \$79, \$249	3%	Lots of templates available to build a website. Ability to sell eBooks. Built in social network for subscribers. Native functionality includes coupons, memberships, bundles, and affiliate management. Need a payment gateway.
 mighty networks	Tiered Plans \$33, \$99	5%	Solution is focused on building an online community integrated with tools to reach a monthly subscriber base. Tools include Live Streaming, Live events and meetings, Event calendar, Native video uploads, and Group chat events. Charge for courses or memberships as recurring subscriptions or one-time purchases Integrates with Zoom
 podia	Tiered Plans Free, \$33, \$75, \$166	8%	Sell access to Webinars Integrated with Zoom or YouTube. Comprehensive solution to build a website, email, and maintain courses. Content looks great on tablet & mobile. Native functionality includes email marketing, scheduled coaching, webinars, and affiliate management. You can build free and paid communities for an audience, so that you can spark conversation around your work as a creator. Need a payment gateway.
 udemy	Tiered	3%	Courses need at least 30 minutes of video & five lectures. You can not collect the contact info of the people who purchased your content. No payment gateway required but customers belong to the vendor.



PLATFORM FEATURES

Vendor	Storefront or Ecommerce Integration	Free Course	Paid Courses	Private Course or 1:1 sessions	Video Conference Integration (Zoom)	Drip Feed Videos	Hosted Video	Digital Downloads	Mobile App Integration (additional fees)	Private Social Community
 KAJABI	x	x	x	x		x	x			
 LearnWorlds	x	x	x	x	x	x	x		x	x
 mighty networks	x	x	x		x		x		x	x
 podia	x		x	x	x	x	x	x		x
 udemy	x		x				x			



PAYMENT GATEWAYS

Vendor	Monthly Starter Costs	Transaction Fees	Features
 stripe	\$0	3%	Users in the United States can accept: Visa, Mastercard, American Express, Discover, JCB, Diners Club
 PayPal	\$0	4%	Debit Card, Bank Account, Credit Card, PayPal



PROMOTION NETWORKS

Vendor	Annual Costs	Transaction Fees	Features	Paid Memberships	Add Revenue
	Free	N/A	Social Media Network Only. Utilize this service for promotion only and not a directly viable revenue vehicle	TBD	No
	Free	N/A	Social Media Network Only. Utilize this service for promotion only and not a directly viable revenue vehicle	No	NO
	Free	N/A	Social Media Network Only. Utilize this service for promotion only and not a directly viable revenue vehicle	NO	NO
	Free	13%	Key to this service is their advocacy for free speech. This service can provide a central access point to consume all video content published across multiple platforms. This can be a monthly or annual subscription at a rate chosen by the publisher. A stripe account is needed to process payments collected by credit/debit cards.	Yes	No
	Free	N/A	This is a video publishing platform similar to YouTube. 15GB max per video. This platform is also an advocate of anti-censorship. You can use the service to publish videos or use the platform to serve your videos and monetize your videos with paid advertising.	Yes	Yes
	Free	N/A	Social Media Network Only. Utilize this service for promotion only and not a directly viable revenue vehicle	No	NO
	Free	30%	You will publish videos on youtube and give them exclusive digital rights to the video content. They will monitor content and can flag material they label as offensive or banned.	Yes	Yes



ADDITIONAL REQUIRED TOOLS

Vendor	Annual Costs	Transaction Fees	Features
	\$144	N/A	Allow your clients to automatically schedule coaching sessions that are synced to your calendar: Google, Microsoft, and Apple. You can block out scheduled times and only allow your partners to schedule coaching during time slots you pre approved.
	\$149	N/A	Enable video conferencing with your audience and be able to record your sessions. Also host live presentations for your audience or just 1:1 coaching sessions. A paid subscription will also enable automation in delivering a meeting invitations with passcodes to ensure security.



Coach Online and Drive Revenue

Let's partner in the journey of transforming lives. I eliminate the unknown & deliver a roadmap. My experience equips you to "Coach Online & Drive Revenue". I have a track record of building and maintaining learning platforms. Focus on tasks that earn actual revenue.



Cultivate Loyalty

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