Platforms for Online Course Building

	Pros	Cons
Teachable	Full control over pricing, discounts, pages, etc., while still having drag-and-drop functionality Intuitive framework for students Works for live or recorded courses LOTS of course creation support (TeachableU, free webinars)	Full control means lots of decisions over curriculum, pages, pricing, etc.—can feel overwhelming to get started, not intuitive at first. Must pay to host site. They do take a percentage of course sales. Need a way to get people to your sales page. Audience not built in.
Udemy	No fee to create and host a course Lower learning curve (no need to create sales page, email list, etc. from scratch) Exposure to large audience	You receive 25-50% revenue on most courses (exception for purchases obviously driven to the site by you) Course price limited to $20-50 Can't control branding or discounts
Skillshare	No fee to create and host a course Monthly challenge helps you create a course in 30 days Can create a shorter course to get practice / validate your idea Exposure to large audience	No upfront payment—only royalties, based on how many minutes that students watched your course (top 100 earners ave. $1200) You do not set prices for course (Skillshare is a flat subscription service for students)
WizIQ	Common among academic course creators, also adaptable for small businesses, non-profits Reviews say virtual classroom particularly useful for live courses	Pricing not clear on their website. Appears that you may pay per student (active users) Lower storage capacity limits

(You can find others by googling "best online course platforms")

Logistics to Consider

Start with the FIRST version of your course. You can always update later.

	Pros	Cons
Live	Responsive in real time Can sell before you've created Great way to test curriculum	You need to be online, teaching Registration opens and closes (can also be a pro if you spin it right)
Self-paced	Pre-recorded content Registration can always be open	Must invest time and effort to create full course before testing / selling

	Pros	Cons
Video	Essential for demonstrating and teaching visual skills Your students get to see your face, connect with you as a teacher	Can get paralyzed by equipment and setup research/needs Easier to have lower quality (but don't let that stop you!)
Audio	Easier to record high quality More easily downloadable for students on the go	Students don't get to see your face (Potentially) lower value perceived
Other delivery method	Honestly, I wouldn't do only written course material, unless you have audio or video to supplement. A solely written course is a workbook.	

Getting started with equipment: (Remember my Zoom screenshot...)

Video gear lists for multiple budget levels:
https://convertkit.com/video-gear-for-online-courses

Full tech list recommendations from Teachable:
https://teachable.com/blog/online-business-tech