
2020
WordPress LMS
Buyer's Guide

WordPress LMS Buyer's Guide



Hi, My name is **Chris Badgett** and I help **WordPress website building professionals** that serve clients who want to launch **online courses and training based membership websites**.

I help them get beyond the overwhelming amount of software options. I help them avoid accidentally building poorly architected websites comprised of a patchwork of tools that don't work well together. I lovingly call this messy patchwork of tools a "Software Frankenstein."

This **WordPress LMS Buyers Guide** will help you cut to the core of the time consuming, frustrating experience of selecting the right tools for your online course, membership site, or learning management system (LMS) project.

It will help you ask the right questions.

The end result:

You'll be able to choose the right technology to create a powerful flexible high value online training platform website.

Faster than ever.

When you select the right tools for the job, everything gets easier.

Your **confidence** goes up, **progress** accelerates, and you create a **world class online training platform website**.



Save Time, Move Forward with the Right Tools

I want to show you how to select the right WordPress LMS technology without fear that you made the wrong choice.

A choice that doesn't make you nervous to launch the website to the public or present it to your client.

A decision that doesn't make you feel worried that you're not going to get quick a ROI on your software investment. And one that ultimately feels AMAZING to support your project goals, while being flexible enough to adapt and scale as your project evolves.

If you're patching together membership plugins, ecommerce plugins, courseware plugins, quiz plugins, etc. You're doing it wrong. If you're making your CLIENTS gamble their businesses on a poorly architected training platform, you're definitely doing it wrong.

Professional online courses, membership sites, and LMS builds should not take forever to build. You should be able to crank out these types of sites quickly so your clients are happy and your bank account is full. But it's not just about speed. It's what technology you pack into those high value training websites that matters most.

Remember these LMS, online course, or training based membership websites ARE the business, not just some marketing pages. So the websites you build are very valuable.

If you want to deliver a high value WordPress LMS website, you have to do it with the right technology stack that's fundamentally designed to help education entrepreneurs create, launch, and scale in a powerful flexible way.

325 Billion



According to Forbes research, the worldwide e-learning market is projected to be worth $325 Billion in 2025.

The online education industry is exploding. Do you want a piece of that pie?

There has never been a better time to launch an online course or training based membership site. There's never been a better time to own and operate a website building business that helps experts, businesses, and institutions create, launch, and scale these online training platforms.

The tools have never been more accessible and affordable.

WordPress, when paired with a rock solid WordPress LMS plugin, is at a point where website builders can create world class online courses, coaching, and digital learning experiences of all shapes and sizes.

Course creators wear a lot of hats. They have to be an expert, teacher, community builder, technologist, and entrepreneur. Wearing all those hats is a challenge I call the “5 hats problem”.

The real opportunity is in selecting the right WordPress LMS for your project so the technology does not becomes a frustration point. Rather your tech becomes a vehicle for accelerating your vision, revenue, and impact.

It's mission critical to choose the right WordPress LMS, and I'm going to give you a simple set of questions you can ask so that you make the right choice.

5 Key Questions to Ask so that You Select the Best WordPress LMS Software

CHECKLIST

- [ ] **1** Is the WordPress LMS software feature complete?
- [ ] **2** How will this company help me be successful?
- [ ] **3** Does the company use their own product in a meaningful way?
- [ ] **4** Who is behind this product?
- [ ] **5** How does this company operate in their industry?



7 Is the WordPress LMS software feature complete?

The ultimate rule that you must not break is simple. The core WordPress LMS system provider must be able to deliver the key features required for a successful online course or training based membership site. When you break this rule, you end up with a Software Frankenstein.

A Software Frankenstein is a website with too many plugins, made by too many different companies, that don't work well together, leading to a disjointed user experience and a poor technical support experience.

The key features to make sure your WordPress LMS learning platform has in order to be considered feature complete are:

Courses
Memberships
Progress Tracking
Reporting
Ecommerce
Engagement
Coaching
Groups
Social Learning

When evaluating a WordPress LMS provider, check to see if the company offers all this functionality themselves.

Be careful if what you find is that you have to string together a bunch of tools made by different companies to make this base feature set work.

The beauty of WordPress is that you can integrate the tools you need made by different providers, which is awesome. But the core LMS platform you choose must be feature complete at its core.

If you are not sure if the software company you are considering is feature complete, copy and paste the list of key features listed here into an email or call them. Ask them if they develop and support this list of key features themselves.



2 How will this company help me be successful?

Before you choose a WordPress LMS software, you have to keep in mind that you will likely need some kind of support to get set up and maximize the return on your investment.

You think you're buying software, but what you really need is a technology partner. You need a company who cares about you, your customer, and your website's success.

Here is a quick checklist of useful support criteria to check if they have:

Responsive empathetic tech support system
Live virtual onboarding calls with screen sharing
Detailed Documentation
Free training courses
Training webinars
Industry podcast
Active YouTube channel
Regular Blog
Healthy Facebook User Group
Slack Community
Mastermind
Weekly Office Hours

It's important to make sure your WordPress LMS software vendor is ready to support you and your success.

If you are not sure if the software company you are considering has a robust support system, copy and paste the list of key support channels listed here in an email or call them with the list. Ask them which support resources they provide.



3 Does the company use their own product in a meaningful way?

Have you ever heard of "dog fooding?" Dog fooding occurs when in an organization uses its own product. This can be a way for an organization to test its products in real-world usage as a form of quality control. It also helps ensure that the company understands more closely what their customers actually need and want, because they ARE one of them.

Can you imagine going to a chat software company's website and they weren't using their chat product?

Can you imagine an email marketing and automation software company not using their own software to build THEIR email list and handle email marketing?

WordPress LMS software is no different. Every software company should be using AT A MINIMUM free online courses to help with their marketing and new user onboarding.

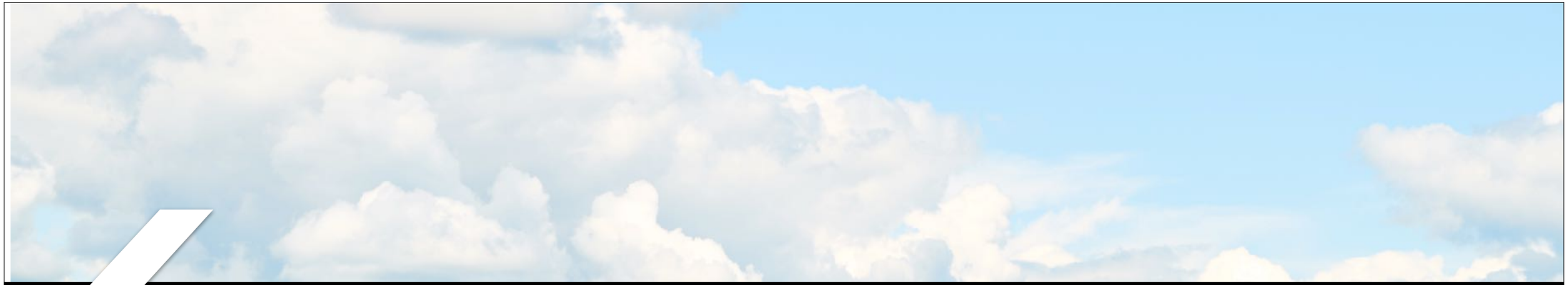
Modern marketing IS education based marketing. Modern onboarding IS education on how to get the value out of the software tool quickly.

So how do you tell if a WordPress LMS software vendor is "dog fooding" or using their own product?

Simple. Go to their website and see if they have REAL courses or a learning academy of some sort available to their audience.

Also don't be fooled by software "demos." A demo of the software with some fake content in it is not a real course. Those demos are just meant to give you an opportunity to see the tool in action. If the company doesn't load their own real courses inside their demos, that's a red flag.

It just makes sense to invest your precious time, money, and client's trust with a company that uses their own product.



4 Who is behind this product?

You want to do business with people that you know like and trust. We all do.

At the end of the day when we are buying software it is still a relationship that is formed between you and a team of human beings at the software company. You are selecting a technology partner and team wether you realize it or not.

When you go to their website, is there an about page where you can virtually meet the team?

Are they clear about their values as a company, and do you resonate with them?

What is their vision and mission? Is your project in alignment with their stated mission?

Can you reply to an email or pick up the phone and talk directly to a core team member?

Can you engage with the leaders of the company regularly in Facebook groups, on live webinars, office hour mastermind calls, and other social media?

If you are more technical, can you engage with the technical leaders of the company in Slack or GitHub?

If you look closely and try to connect, it becomes clear rather quickly if a WordPress LMS vendor cares about your ability to connect with them.

What you want is a company that cares about your voice, your questions, and your requests for help or new features. You want a WordPress LMS vendor that prioritizes conversations with you and your success over just taking your money.

So can you see who is behind the company and can you talk with them easily?



5 How does this company operate in their industry?

You can tell a lot about a company by how they conduct themselves in their industry. If you are looking for a WordPress LMS solution, then there are 2 industries to pay attention to:

1) The Online Education Industry
3) The WordPress Community

When evaluating a WordPress LMS vendor's activities in the online education industry, there are just a few things to look out for:

- Do they recommend other resources outside of their company's product to help their audience be successful, or is their website all about them?
- Do they bring in other experts on podcasts or their YouTube channel to help their audience succeed in areas outside the scope of what their product does?

When evaluating a WordPress LMS vendor in the WordPress Community, look for:

- Do they sponsor and participate in WordPress related events and conferences?
- Do they help other software developers integrate with their product via a robust API, GitHub support, Slack support, and co-marketing opportunities?
- Do they help connect their customers with expert service providers?

Way more important than company age, user base size, and pricing is the culture of a company.

Company culture is most easily seen in how a company operates in its industry.

It's important to choose a WordPress LMS company that gives back to its industries and supports its customers in helpful ways by introducing other great products and service providers.

This all boils down to one question. Does this WordPress LMS vendor lift up others in their industry?

Complete this Checklist for Each Company as You Research WordPress LMS Software

CHECKLIST

- [ ] **1** Is the WordPress LMS software feature complete?
- [ ] **2** How will this company help me be successful?
- [ ] **3** Does the company use their own product in a meaningful way?
- [ ] **4** Who is behind this product?
- [ ] **5** How does this company operate in their industry?



Choose and Launch

Next Steps

The ROI of giving this a quick skim and then dumping it into a folder on your computer for “future reference” is nil. Less than nil if it causes your hard drive to fill up and your computer to slow down ;)

If you’re currently NOT crystal clear on the the right tools for your online course, membership site, or learning management system (LMS) project … I want you to PROMISE me you’ll invest some attention here.

This could easily be the thing you and your team look back on 3 months from now when you’re toasting to a successful online course or membership site launch. Start today and get the answers to these 5 questions so you can choose.

1) Is the WordPress LMS software feature complete?
2) How will this company help me be successful?
3) Does the company use their own product in a meaningful way?
4) Who is behind this product?
5) How does this company operate in their industry?

Review their company websites and email, chat or call them with these questions.

At the end of the day, nothing moves forward until the tools are chosen, ideally with confidence. And that is your responsibility to make that happen.

Speaking of raising glasses, do you want my help choosing the best WordPress LMS to power your training platform?

If you build online courses and membership sites for clients or yourself, **click here to watch a video demonstration of my Wordpress LMS software called LifterLMS**.

You’ll watch a 30 minute video demo of the tool with the option to contact us any time with further questions. Click the button below …

LifterLMS

Click here

WATCH DEMO VIDEO NOW