



PRESS AND MEDIA KIT

Everything You Need To Know To Create Content About LifterLMS

Company facts, statistics, brand assets, founder bios, and headshots. All of it is free to use and none of it requires asking us first. If you need something that is not here, email us and we will send it over.

[LifterLMS.com/press](https://lifterlms.com/press)

Updated August 2026

Press Contact

team@lifterlms.com

LifterLMS Statistics

**130.3
Million**

COURSE &
MEMBERSHIP
ENROLLMENTS

151 Million

LESSON
COMPLETIONS

1.7 Million

FREE PLUGIN
DOWNLOADS

169

COUNTRIES WITH
CUSTOMERS

Since 2013

INDEPENDENTLY
OWNED

Figures current as of August 2026. Download and rating figures are from the WordPress.org plugin directory. Enrollment and completion figures are aggregated from opt-in LifterLMS installations.

ABOUT LIFTERLMS

Paste-Ready Boilerplate

Copy whichever length fits your piece. No edits needed and no attribution required beyond a link.

ONE LINE

LifterLMS is a learning management system for WordPress that helps education entrepreneurs create, sell, and protect online courses and memberships on a platform they own.

SHORT, ABOUT 55 WORDS

LifterLMS is a learning management system for WordPress. It gives education entrepreneurs, training organizations, and agencies the tools to create, sell, and protect online courses and training-based membership sites on a platform they own and control. LifterLMS serves customers in 169 countries and has been independently owned and operated since 2013.

LONG, ABOUT 110 WORDS

LifterLMS is a learning management system for WordPress, used to create, sell, and protect online courses, training programs, and membership sites. Unlike hosted course platforms, LifterLMS runs on the customer's own WordPress site, so the courses, the student relationships, the payment processing, and the data stay under the owner's control.

The free core plugin is a complete LMS with no limits on courses or students, and has been downloaded more than 1.7 million times. Paid bundles add commerce, marketing, and automation features as a business grows. Founded in 2013 and operated by Codebox, LLC, LifterLMS has never taken outside funding and serves customers in 169 countries.

Fact Sheet

COMPANY NAME	LifterLMS
LEGAL ENTITY	Codebox, LLC
COMPANY FOUNDED	2013
LIFTERLMS LAUNCHED	October 2014
FREE ON WORDPRESS.ORG SINCE	February 2016
COFOUNDER & CEO	Chris Badgett
PARTNERS	Jason Coleman and Kim Coleman
OWNERSHIP	Bootstrapped, profitable, founder-led, independently owned and operated
TEAM	A small team of 10+, fully distributed
HEADQUARTERS	63 Federal Street Portland, Maine 04101 United States
CUSTOMERS IN	169 countries
CATEGORY	Learning management system (LMS), WordPress plugin, edtech
WEBSITE	LifterLMS.com
PRESS CONTACT	team@lifterlms.com or the contact form . We answer.

The LifterLMS Story

Where LifterLMS came from and why it still works the way it does.

Chris Badgett spent a decade in Alaska running sled dogs, ending as the manager of a helicopter-supported glacier tour operation with a couple hundred dogs and no road in.

LifterLMS started with a question he asked himself up there on the glacier at three in the morning: what could I teach?

Chris answered it before he ever created software. He and his wife built a course publishing business in the organic gardening and permaculture niche, filming workshops with expert authors around the world, and they built their own platform to sell those courses on WordPress.

Then he started building sites for clients, which grew into an agency. Badgett Media later merged with another bootstrapped web design company, Codebox, and that is the company LifterLMS operates under today.



Chris Badgett dog mushing in Alaska on a 300 mile race.

Built For A Gap Nobody Was Filling

Client after client turned out to be a course creator, a coach, a training company, or a business with training needs. Some were building their first course and had nothing yet. Some wanted out from under a platform that owned the audience, set the rules, and took a cut. Some were established education companies that had outgrown everything on the market.

Nothing was customizable enough to fit their business, affordable enough to start on, supported by people who actually knew it, and running on a site the owner controlled. LifterLMS was built to be that.

The core LifterLMS plugin launched in October of 2014, and has been a team effort from day one. Co-founders, developers, designers, project managers, support people, marketers, and the voice of the community have all shaped it over the last decade. The work of everyone who has been part of it lives in every version of the product, including the free one anybody can download today.

The company has stayed independent that whole time. No venture funding, no acquisition, no outside board. Over the same stretch, much of the learning platform category consolidated into private equity portfolios and larger corporate parents. LifterLMS did not, and that is a deliberate choice to prioritize the needs of the LifterLMS community of users.

Today the free core LifterLMS plugin has been downloaded over 1.7 million times, the sites running it have powered more than 130 million course enrollments, and customers span 169 countries.

Read the full mission, vision, and values at lifterlms.com/about-us.



LifterLMS owners: Chris Badgett, Kim Coleman, and Jason Coleman.

What Makes LifterLMS Different

The short version, for anyone writing a comparison.

01

You own the platform and the data

LifterLMS runs on your own WordPress website. Your courses and memberships, your students, your payment relationships, and your data live on infrastructure you control. The code is open source and extendable.

02

Freemium without the vendor lock-in

The free core plugin is a real LMS, not a demo. No limits on courses, students, or memberships. Paid add-ons and bundles extend it when a business is ready, and the pricing is public.

03

Independent and still founder-led

More than a decade in, with no outside funding and the founder still running it. In a category where most of the well-known names have been acquired or rolled up, an independent vendor is a different kind of bet for anyone building something they intend to keep.

Chris Badgett, Co-Founder and CEO

Available for interviews, podcasts, panels, and expert commentary on online education, entrepreneurship, WordPress, and bootstrapped software.



ONE LINE

Chris Badgett is the co-founder and CEO of LifterLMS, and a former Alaskan sled dog guide.

SHORT, ABOUT 50 WORDS

Chris Badgett is the co-founder and CEO of LifterLMS, the WordPress learning management platform behind more than 130 million course enrollments. Before software, he spent a decade in Alaska running sled dogs, ending as manager of a glacier tour operation reachable only by helicopter. He hosts the LMScast podcast.

LONG, ABOUT 120 WORDS

Chris Badgett is the co-founder and CEO of LifterLMS, the WordPress learning management platform that has powered more than 130 million course enrollments. He has run the company independently since 2013, without outside funding.

Before software, Chris spent a decade in Alaska running sled dogs, ending as the manager of a helicopter-supported glacier tour operation with a couple hundred dogs on a glacier and no road in. He has also hiked much of the Appalachian Trail, run 100 mile ultra marathons, farmed organically, and guided in the backcountry. That guide identity still defines how he works.

He hosts LMScast, one of the longest-running podcasts on online education, with over 560 episodes, and wrote the book *Expert Empire* (forthcoming).

SPEAKS ON

- Building an education business online
- Course creation and student outcomes
- Bootstrapping and staying independent
- WordPress and the open web

High-resolution headshots download from lifterlms.com/press. Email team@lifterlms.com for a specific crop, orientation, or file format.

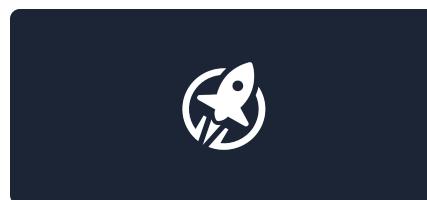
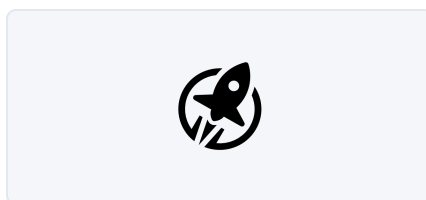
Brand Assets

Logos and icons, ready to drop into a post. Free to use in articles, listings, integration interfaces, and partner marketing. Download the files at lifterlms.com/press.

Logos



Icons



Colors And Usage

The core palette, how to use the marks, and how to spell the name.

Colors



Blue

#466dd8 · 70, 109,
216



Alternate Blue

#2295ff · 34, 149,
255



Orange

#f8954f · 248, 149,
79



Grey

#808080 · 128, 128,
128



Black

#000000 · 0, 0, 0

Using Our Marks

PLEASE DO

- Leave clear space around the logo of at least the height of the rocket icon.
- Use the white logo on dark backgrounds and the black or full-color logo on light ones.
- Use these files as-is at any size, in print or on screen.

PLEASE DO NOT

- Recolor, stretch, rotate, or add effects to the marks.
- Use them in a way that implies partnership or endorsement we have not agreed to.
- Incorporate them into your own product name, logo, or brand marks.

Spelling

One word, capital L, capital LMS. It is never two words and never fully capitalized.

CORRECT

LifterLMS

INCORRECT

Lifter LMS, LifterLms, LIFTERLMS, Lifter

COMPANY

Codebox, LLC (the legal entity behind LifterLMS)

FOUNDER

Chris Badgett (not Cris or Christopher)

The full asset library, including vector files, typography, and the complete color system, is at gocodebox.github.io/lifterlms-brand.

PRODUCT

The LifterLMS Product

A free core plugin, then bundles that add what a growing training business needs. The full feature comparison is at lifterlms.com/pricing.

FREE CORE PLUGIN	A complete LMS. Courses, lessons, quizzes, memberships, students, and reporting. No limits on courses or students.
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EARTH BUNDLE	The essentials for starting to sell. Payments, forms, and the core commerce add-ons.
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UNIVERSE BUNDLE	Ecommerce, design, marketing, and automation integrations for a growing business.
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INFINITY BUNDLE	The entire add-on suite with all the advanced features. Also available as a lifetime license.
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FOLLOW ALONG

News and Releases

Where to follow what LifterLMS is shipping.

ANNOUNCEMENTS	Product releases and company news on the LifterLMS blog .
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RELEASE NOTES	Every version, logged publicly on WordPress.org .
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PODCAST	560+ episodes of LMScast with course creators and educators.
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SOCIAL PROOF

Ratings and Reviews

LifterLMS holds a 4.8 out of 5 rating across 390 reviews on WordPress.org as of August 2026. Independent reviews are also collected on Trustpilot, Capterra, and G2. None of those platforms are operated by LifterLMS.

WordPress.org

390 reviews, 4.8 / 5

Trustpilot

Independent reviews

Capterra

Independent reviews

G2

Independent reviews

Read them all at lifterlms.com/rate-and-review.

Need Something Else?

Custom screenshots, a specific figure, a quote for your piece, or Chris on your show. Email us or send a note through the contact form. A person will get back to you.

team@lifterlms.com

Or use the contact form at lifterlms.com/general-contact.



Democratizing education in the digital classroom.

Where To Find Everything

Press and media kit	lifterlms.com/press
Full brand asset library	gocodebox.github.io/lifterlms-brand
Mission, vision, values, and team	lifterlms.com/about-us
Pricing and feature comparison	lifterlms.com/pricing
Add-on store	lifterlms.com/store
Product releases and news	lifterlms.com/blog
Ratings and reviews	lifterlms.com/rate-and-review
Accessibility statement	lifterlms.com/accessibility-statement
Security and vulnerability reporting	lifterlms.com/security
Agency program	lifterlms.com/agency
Careers	lifterlms.com/work-with-us
LMScast podcast	lifterlms.com/podcast
Free plugin on WordPress.org	wordpress.org/plugins/lifterlms
Press contact	team@lifterlms.com
General contact form	lifterlms.com/general-contact

Everything in this kit is free to use. If you need something that is not here, email team@lifterlms.com.