

Course Platform Selection Guide

Coaching, Tuition & Test-Prep

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Get guidance on where to host and sell an online course — own platform vs marketplace vs course-plugin/LMS — comparing reach, control, fees, features and payments, for your goals. Describe your situation below.

Purpose of this tool & output

Own site, marketplace or LMS?

How the output is used

Use it to choose own site, marketplace or LMS — the platform trade-offs for reach, control and cost.

Important cautions

AI-generated guidance; verify current platform fees/features before committing.

Companion documents

- Online Course Plan
- Video Course Production Guide
- LMS Setup Guide
- Online Course Pricing Strategy
- Live vs Recorded vs Hybrid Advisor
- Online Course Launch Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.