

creating courses and
memberships in
WordPress

is easier than you think.

I once met a man from space



Some people's visions are bigger
THAN THIS WORLD



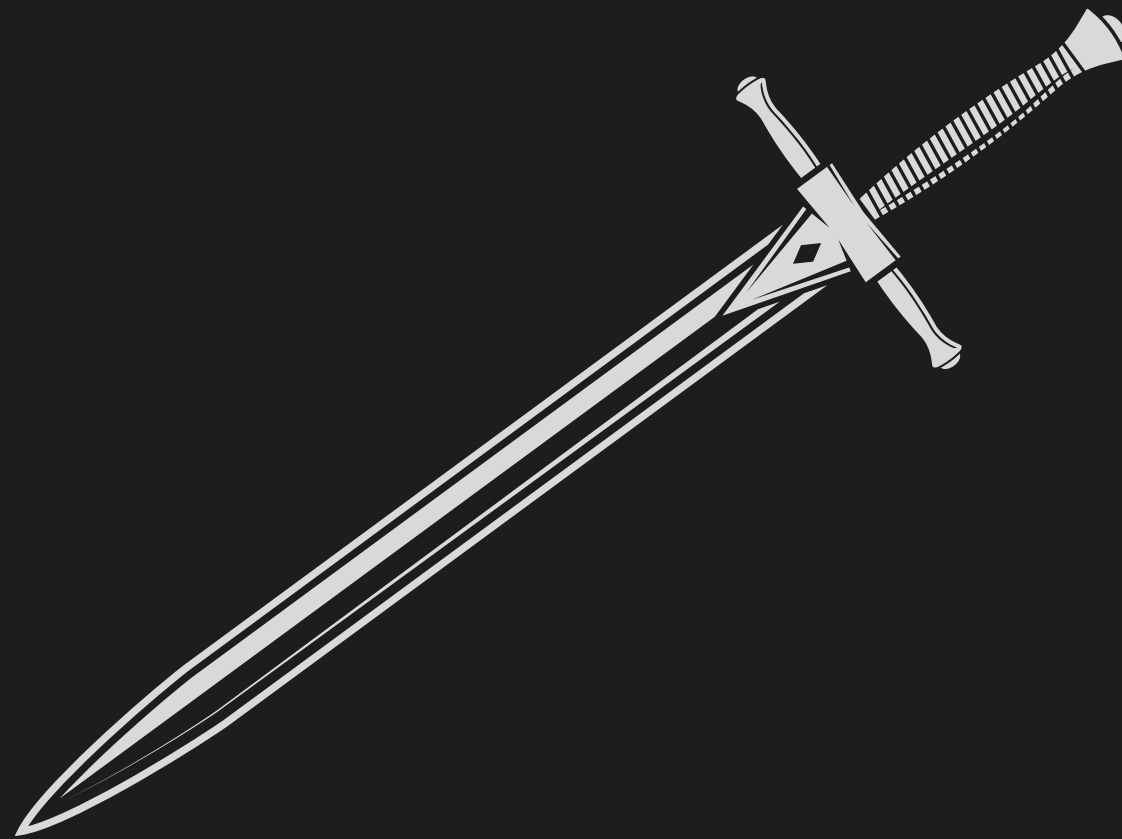


THERE'S A COURSE INSIDE OF ALL OF US

Chris Badgett, LifterLMS

What's The sword you use?

P R E S E N T A T I O N 2 0 2 4



Presented by
Will Middleton


Where did you come from?

I come from the cold.

Small town, Minnesota

Population: 900





I came from
The flatland, the farmland,
the faraway.



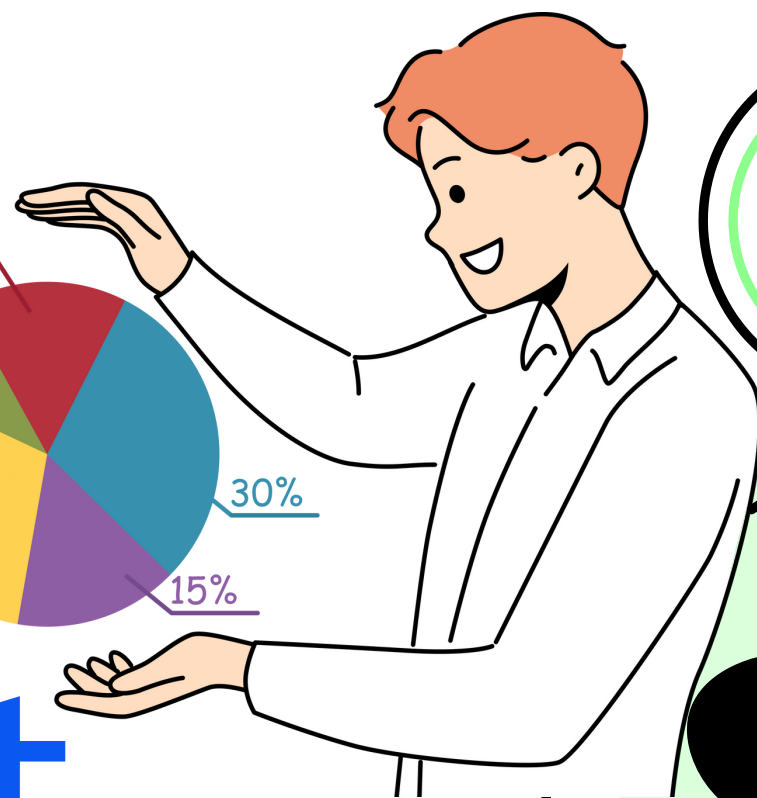
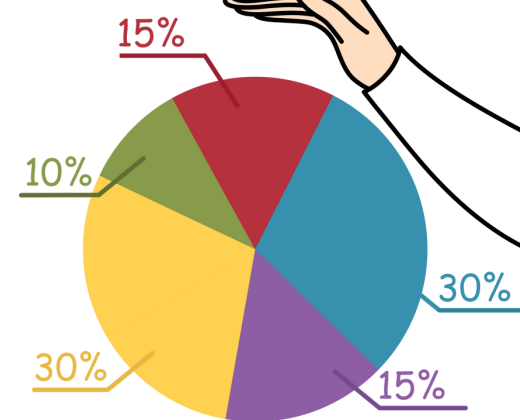
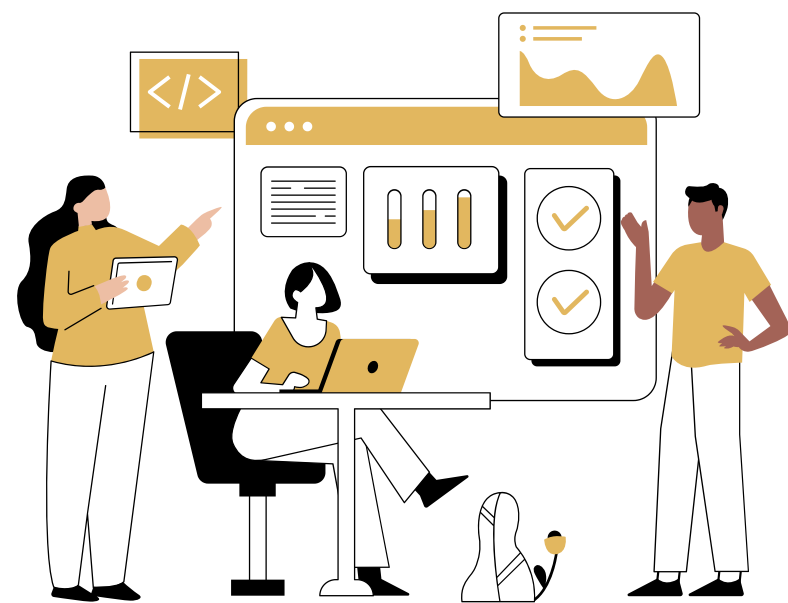
I didn' t know what
I wanted.

I JUST
KNEW

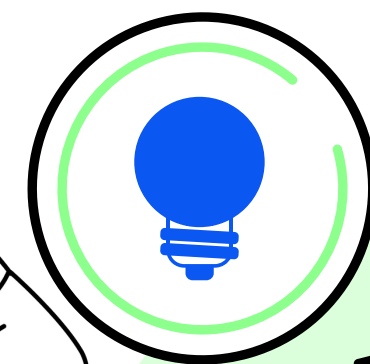
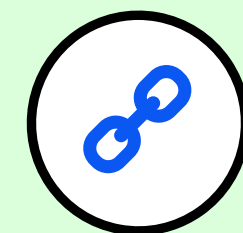
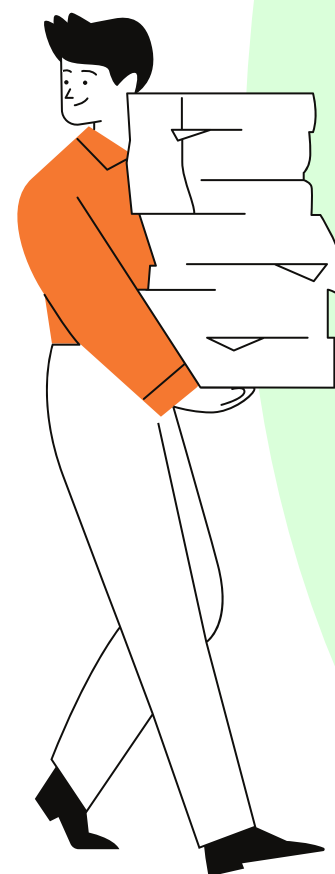
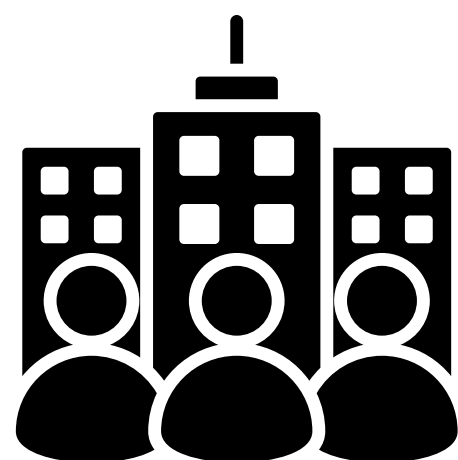
That I hated school.

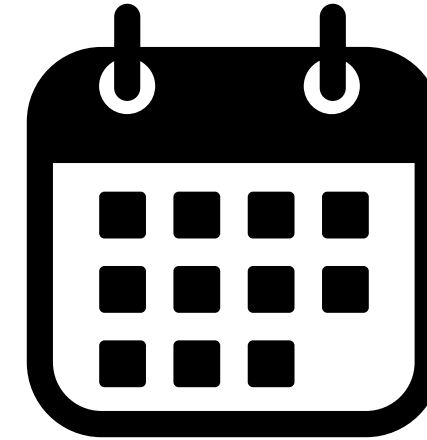
I DIDN'T WANT TO BE THEM





I didn't
want to
be this.



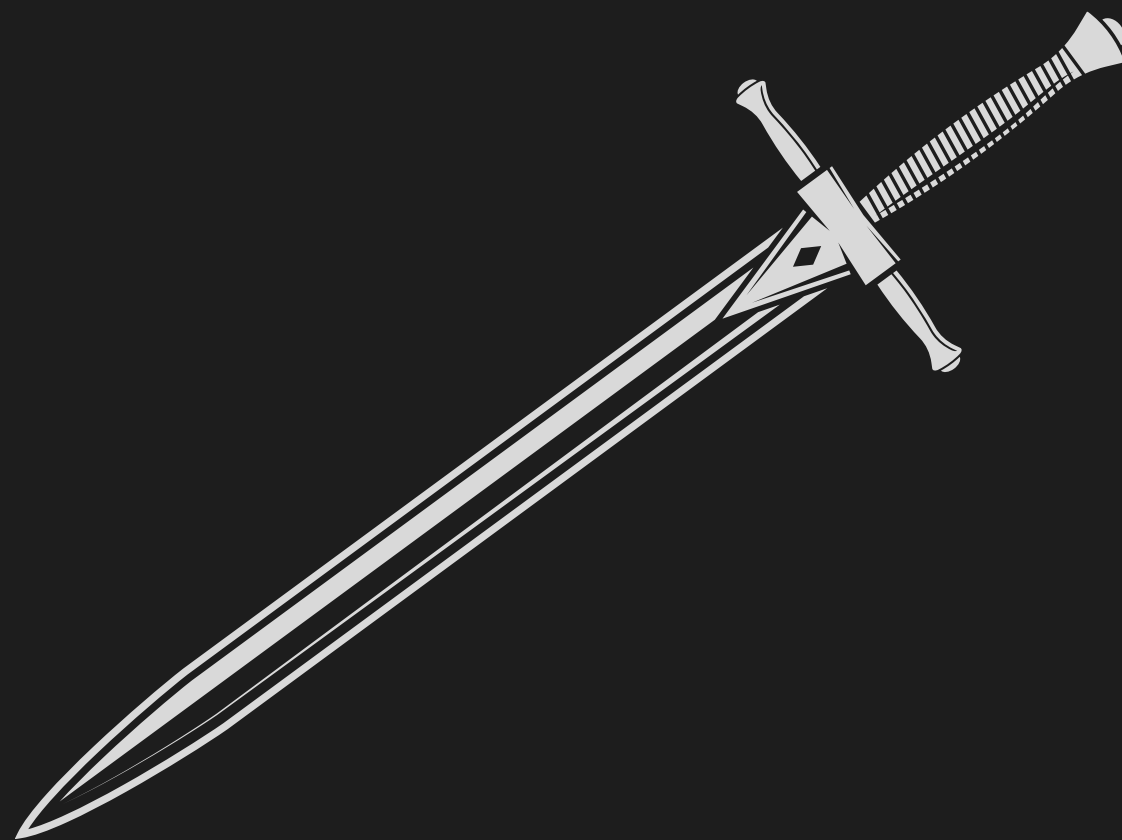


**The corporate,
The icons,
The sameness.**

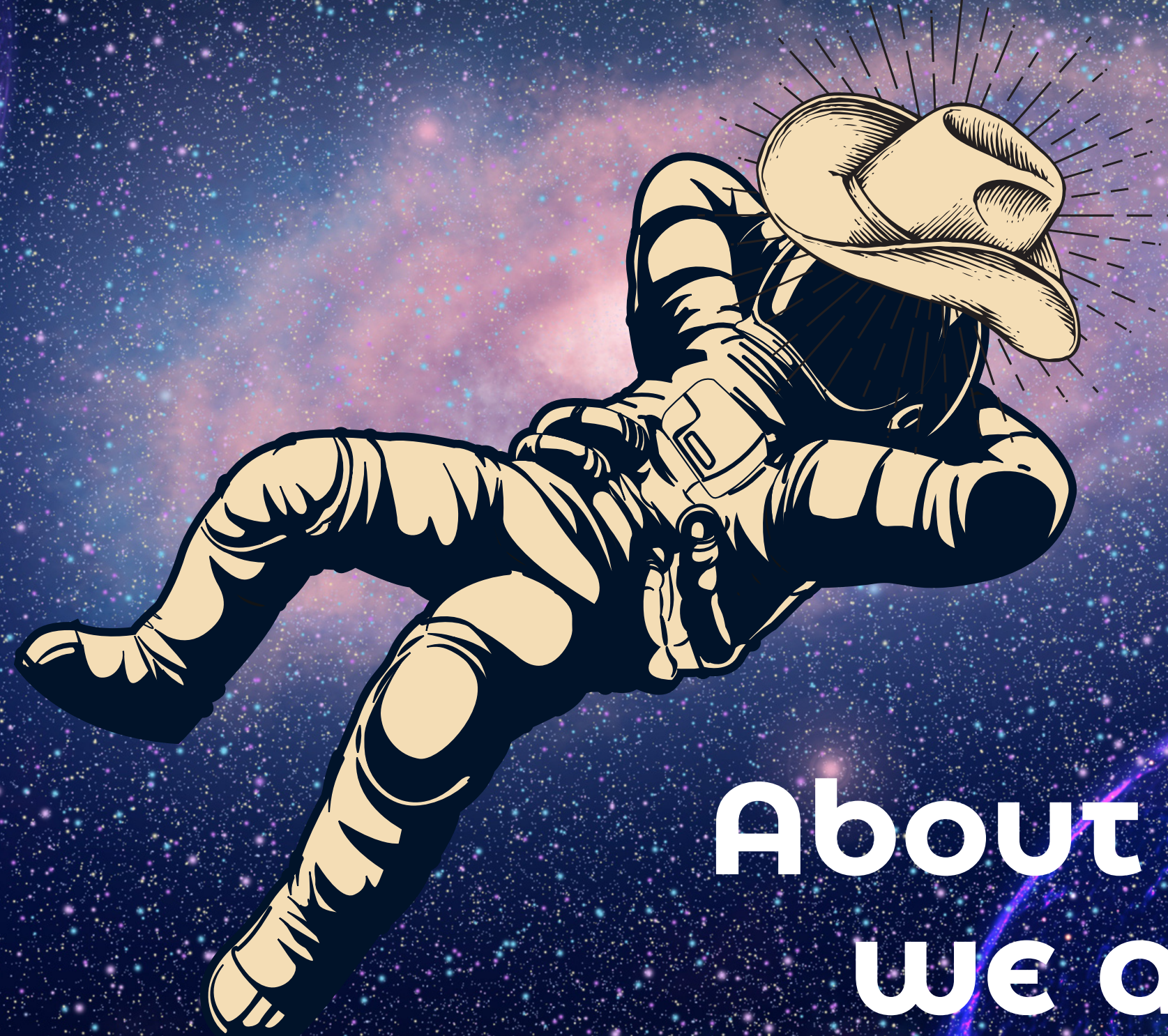
**It's just not
for me.**



The sword I wield is WordPress



**The man from space was
about to teach me a whole lot**

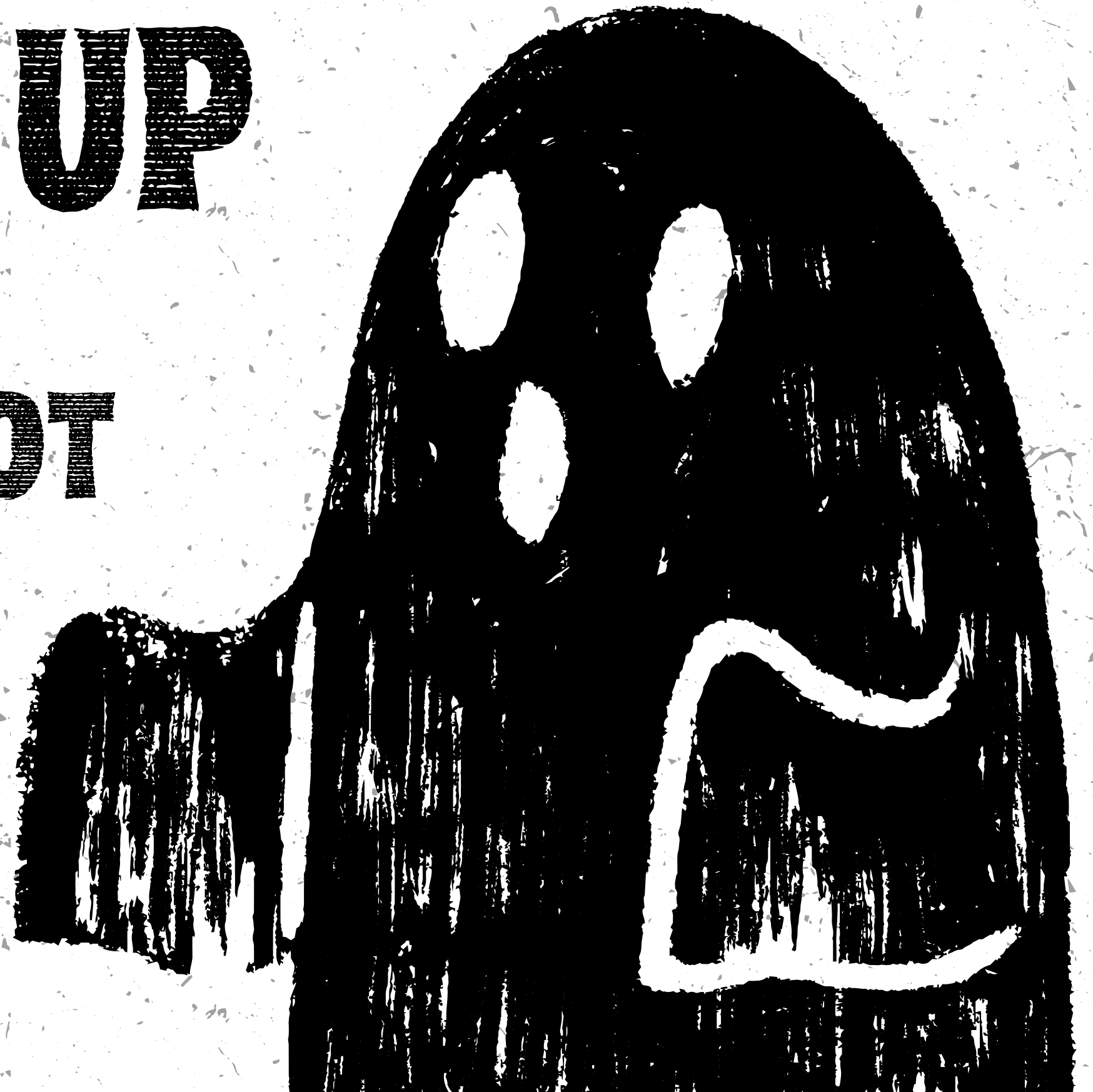


**About the story
we all share**

SO BUCKLE UP

**WE'RE ABOUT TO
LEARN A WHOLE LOT**

About a whole lot



Small town, Minnesota

I looked at the night sky a lot.



**IT WAS QUIET.
TOTALLY SILENT.
YOU'D HEAR A DOG
BARK DOWN THE
STREET SOMETIMES.**

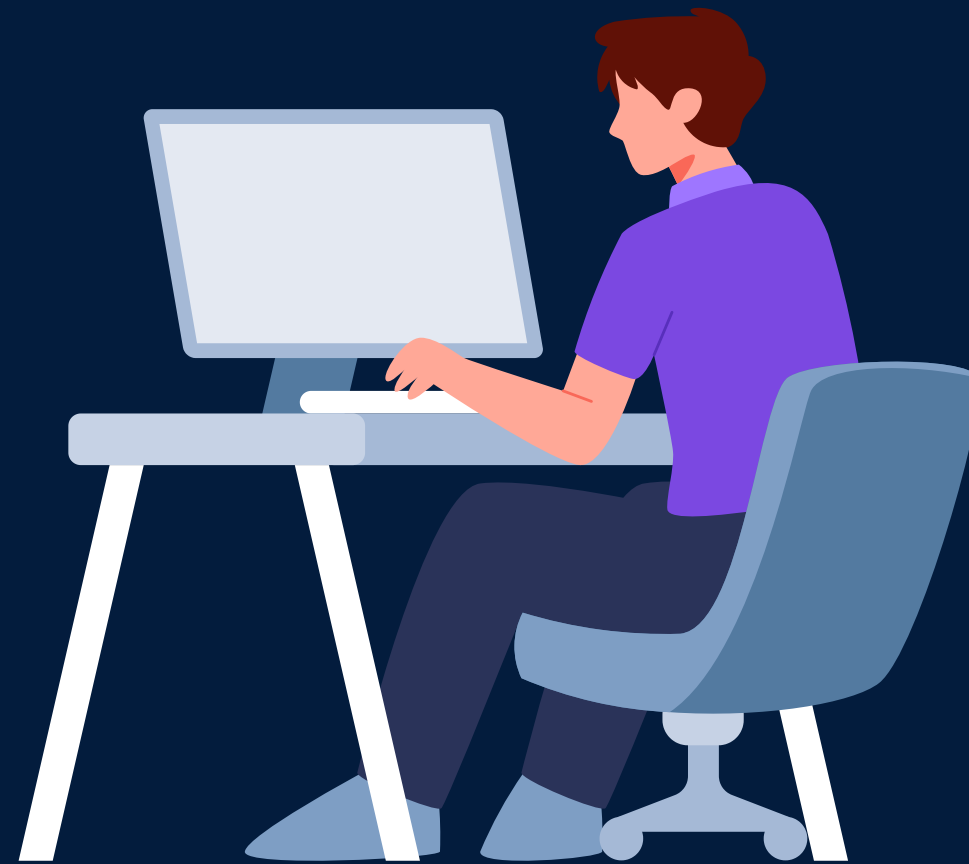


**BUT OTHER THAN THAT,
TOTALLY SILENT.**





I'D SPEND MOST TIME



INSIDE



Working on how to be an entrepreneur

Working on building my own
courses and learning how to use
WordPress.

Working with a company

Called




LifterLMS





**SO I WAS
WORKING
WITH THE TOOL**



AND I WAS WORKING WITH
THE COMPANY ON PROJECTS
THE CEO WOULD GIVE ME

MANNING THE SALES CHAT
DOING DEMO PHONE CALLS
DOING PRESALES ZOOM CALLS
WRITING PODCAST SUMMARIES
ETC.

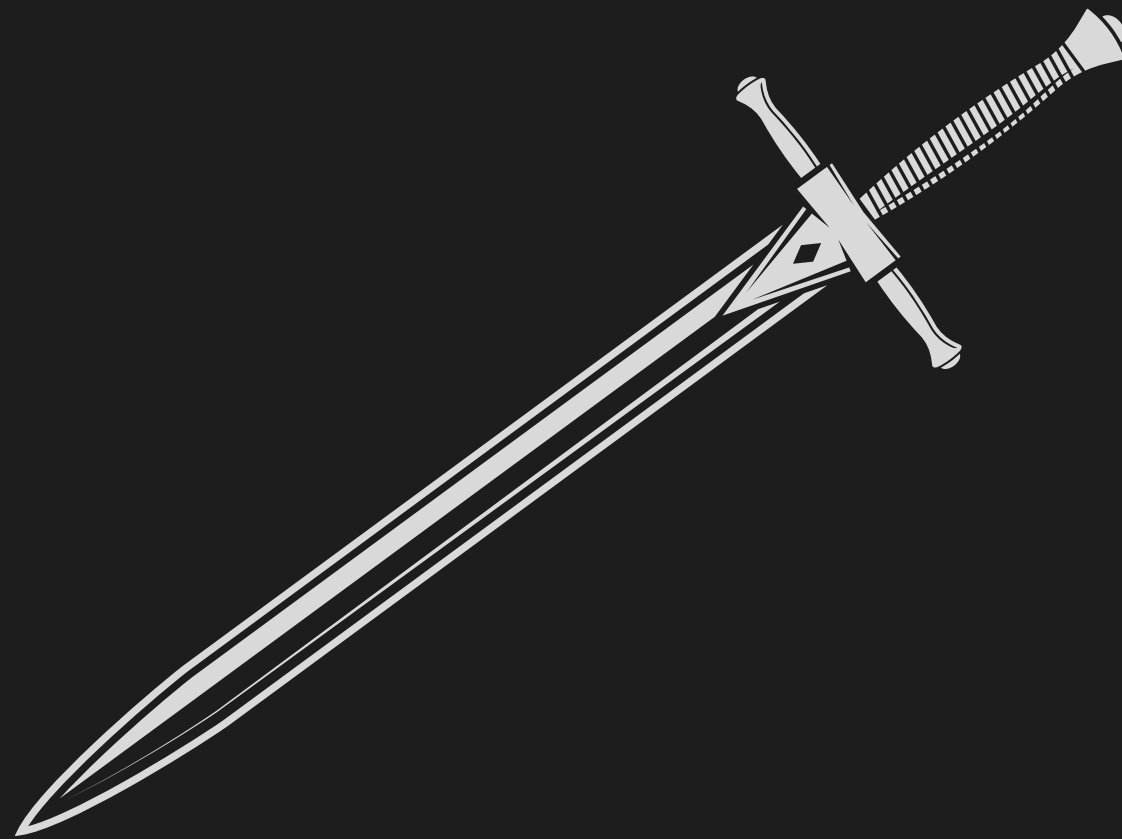
And through that process
I was exposed to all kinds
of marketing experts
course experts
clients building courses
freelance work opportunities

but enough has been said
about me

why does any of this
matter to you?

How can you add courses more easily
than you think into your life and
business?

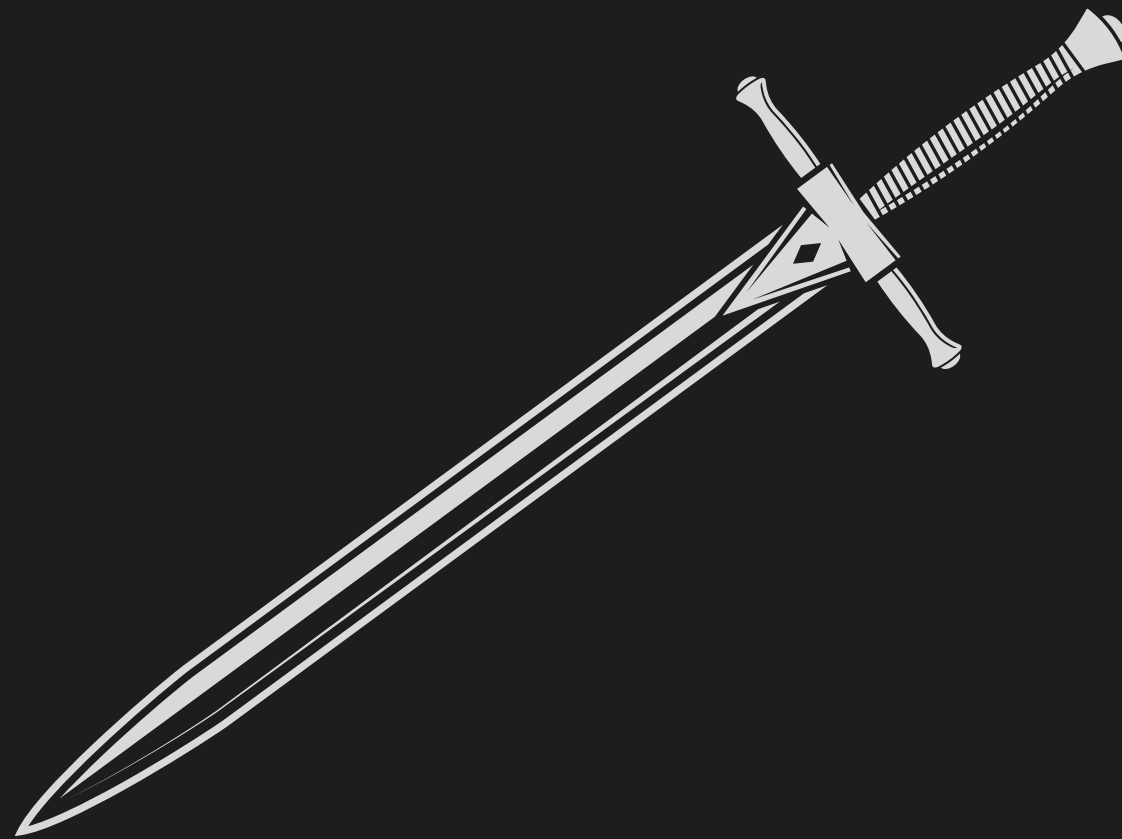
IT MATTERS TO YOU BECAUSE,
The sword you wield
IS ALSO WORDPRESS



AND YOU MIGHT NOT BE

Thinking a lot about

HOW YOU CAN USE THAT POWER





TO BUILD SOMETHING
with the tools you already have
access to



YOU MAY NOT HAVE ALREADY VENTURED INTO THE PLUGINS > ADD NEW

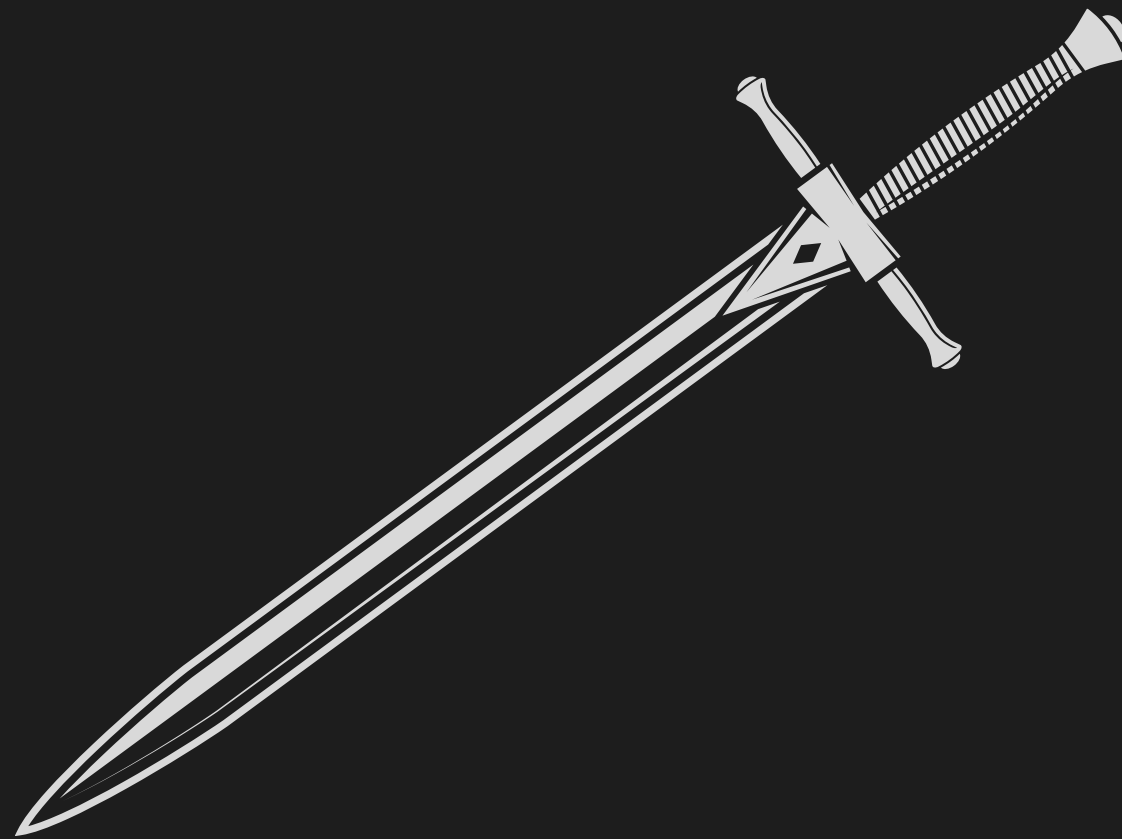
AREA AND SEEN WHAT TOOLS ARE AVAILABLE

Because there's a lot of great stuff there

To test with and to learn with

THAT SWORD YOU WIELD
HAS FEATURES

THAT YOU MIGHT NOT HAVE UNLOCKED



MAYBE YOU HAVE

Ventured into the toolset

LIFTERLMS

SENSEI LMS

TUTOR LMS

LEARNDASH

PAID

MEMBERSHIPS

MEMBER LITE

MEMBER MOUSE

PRO

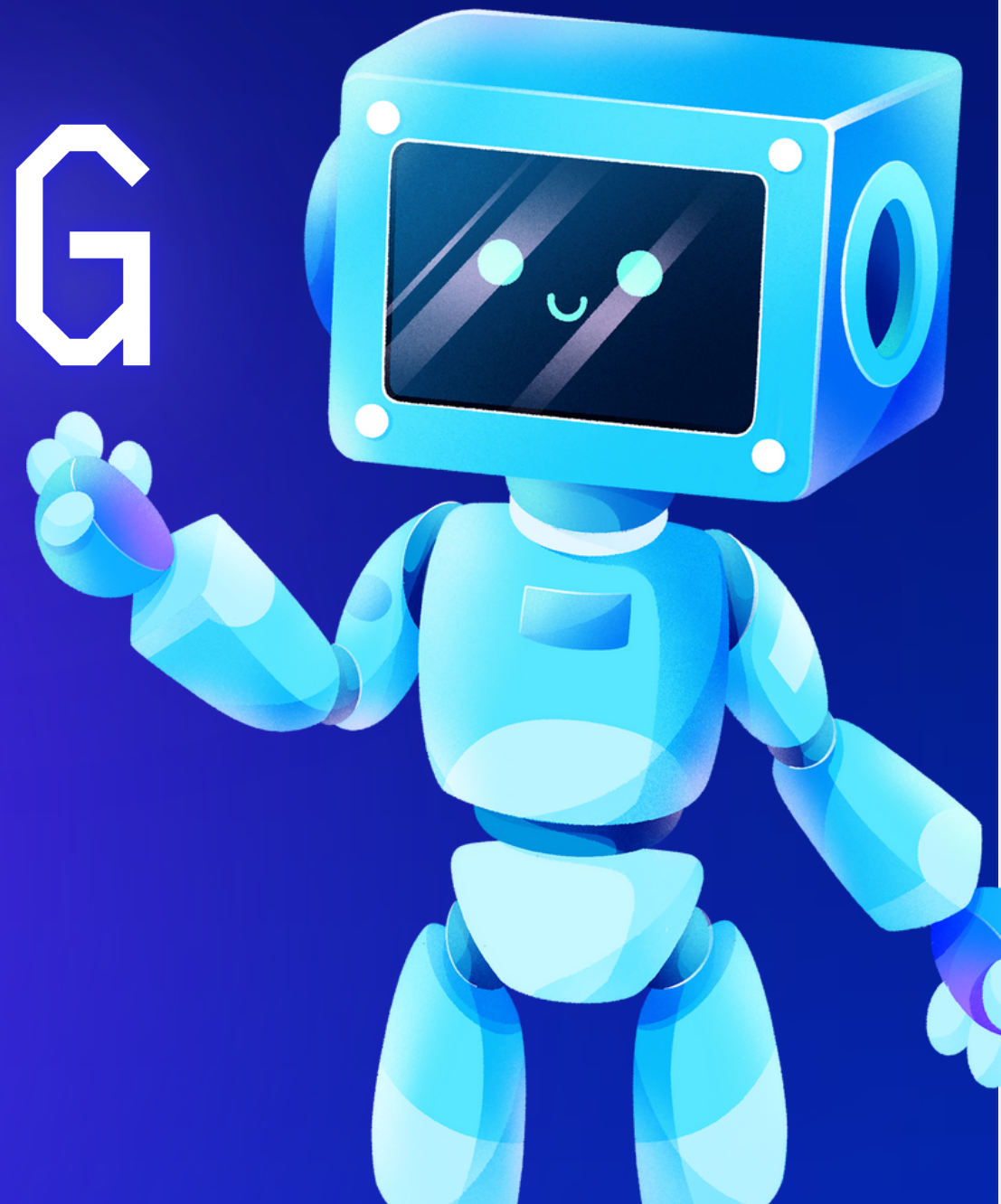
MEMBERPRESS



AND IT FEELS

OVERWHELMING

Because there really is so much out there



AND WHAT WOULD YOU REALLY DO



If you unlocked the
understanding of how
to use them?

WHAT KIND OF COURSE OR MEMBERSHIP WOULD YOU CREATE?

**That is the question
that for the longest time
I did not know the answer to.**

But I could help people

Who did know that answer



And so after shoveling snow

Everyday in the dead of winter



I WOULD GO INSIDE



**AND WORK ON THEIR
WEBSITES**



There are people who do continuing education

CEU Credit related courses required for
certain jobs



There are authors

THERE ARE EXPERTS

There are people who are sharing what
they learn as they learn it



And I was a part of that crowd

OF PEOPLE LEARNING

and teaching the things I learned as I
learned them.

That's what my online

courses became about



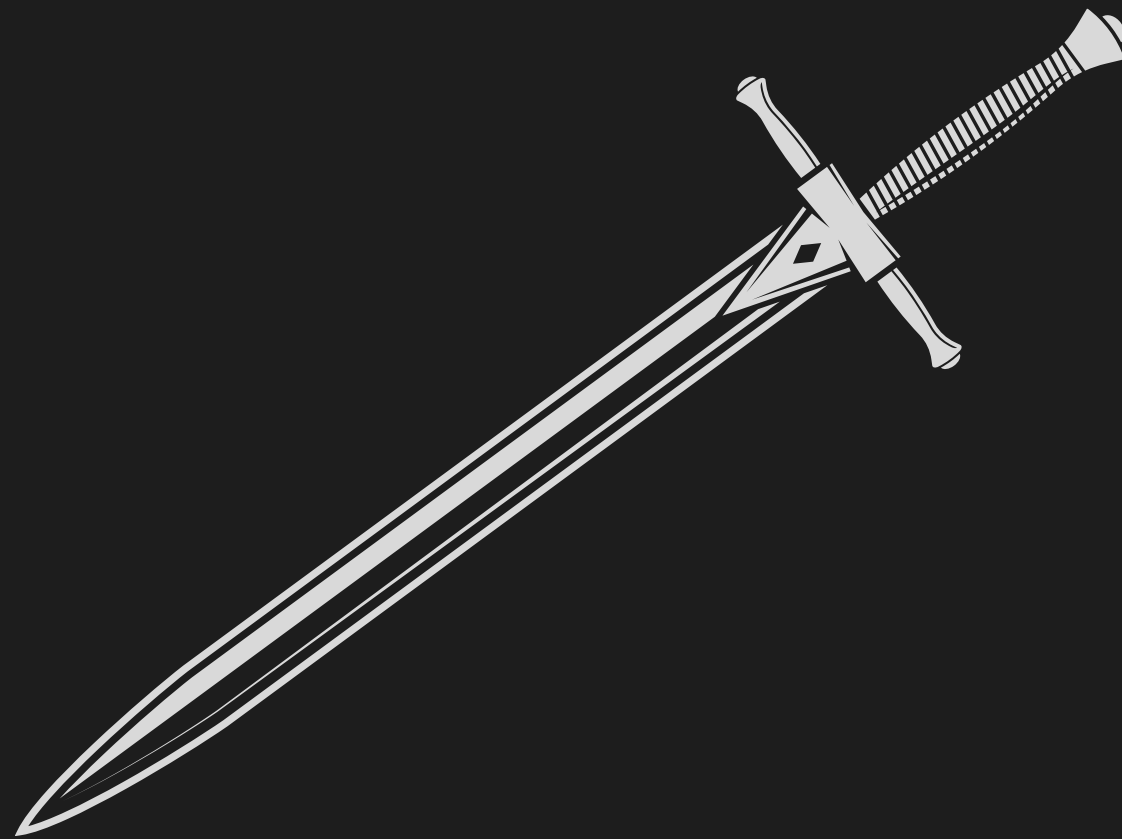
Helping people

Learn how to pilot this WordPress tool

To do the things they wanted
to do. To create the things they
wanted to create. Whatever it
might be.



THAT IS THE SWORD
THAT I WIELDED
FOR YEARS



THAT'S HOW I FIGURED OUT

What I was going to be

AND WHAT I WAS GOING TO DO
FOR A WHILE



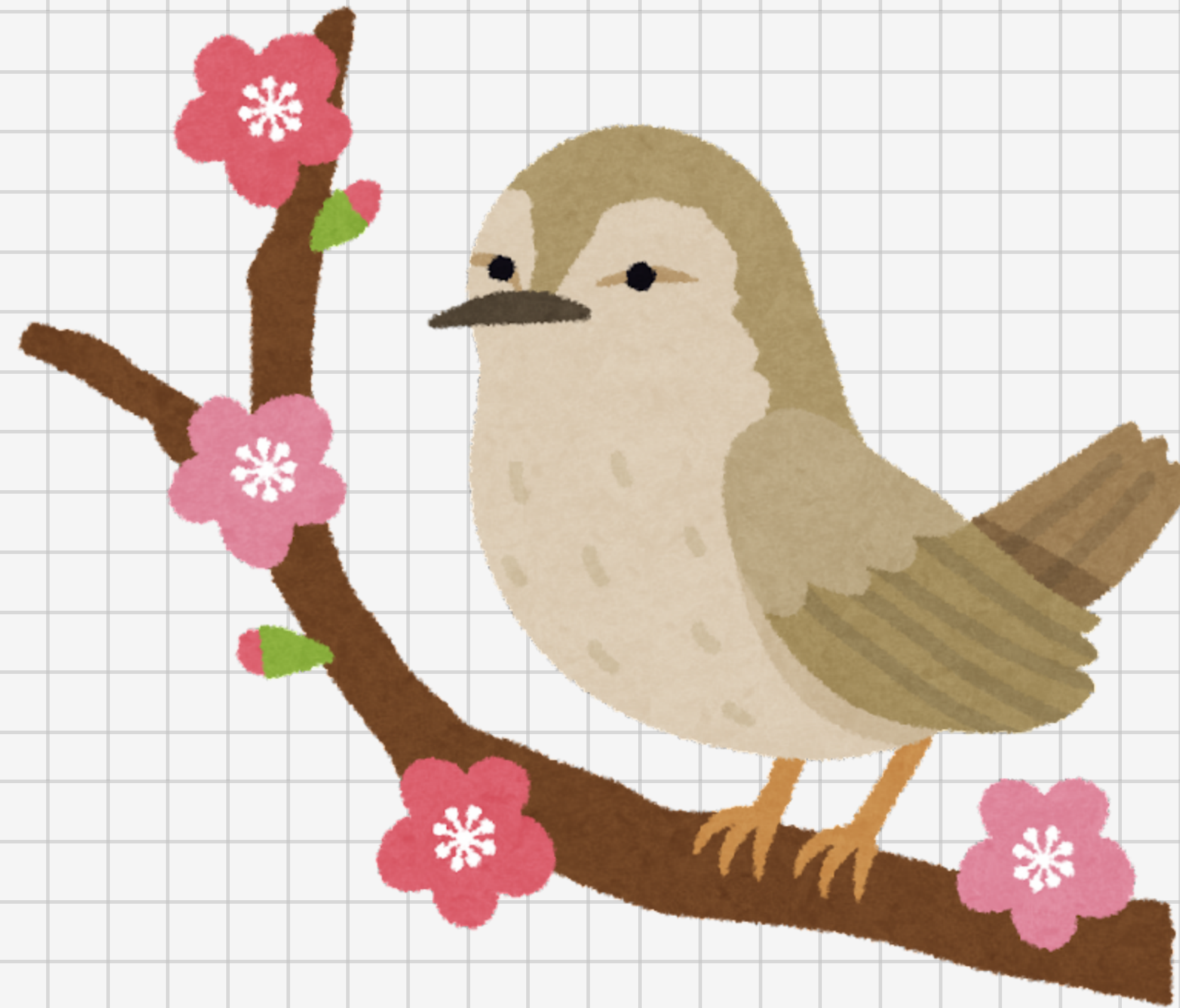


And of course

**your journey will look
very different from that**

But let's say we get past that step

1. *Know the tools*
2. *We know what we'll teach*
- 3... *Where do we go next?*



**That man from outerspace
might have a framework
to help you here**



IT LOOKS SOMETHING LIKE THIS

5 HATS OF COURSE CREATION



ENTREPRENEUR

Sales
Marketing



COMMUNITY

Forums
Online
In-person



TEACHING

Instructional
design
Spiral learning
Communication



TECHNICAL

WordPress
Email List Tool
LMS Tool
SMTP and Email
Theme and style



EXPERTISE

Do you know your
craft?

**T H E S E A R E 5 P I L L A R S T O G U I D E U S T O
W H E R E O U R B U S I N E S S S T R U G G L E S .**

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SMTP and Email
Theme and style



EXPERTISE

Do you know your
craft?

**WHICH AREAS MIGHT YOU HAVE A
DEFICIT?**

WHICH AREAS MIGHT YOU NEED HELP?

5 HATS OF COURSE CREATION



ENTREPRENEUR

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Marketing



COMMUNITY

Forums
Online
In-person



TEACHING

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TECHNICAL

WordPress
Email List Tool
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SMTP and Email
Theme and style



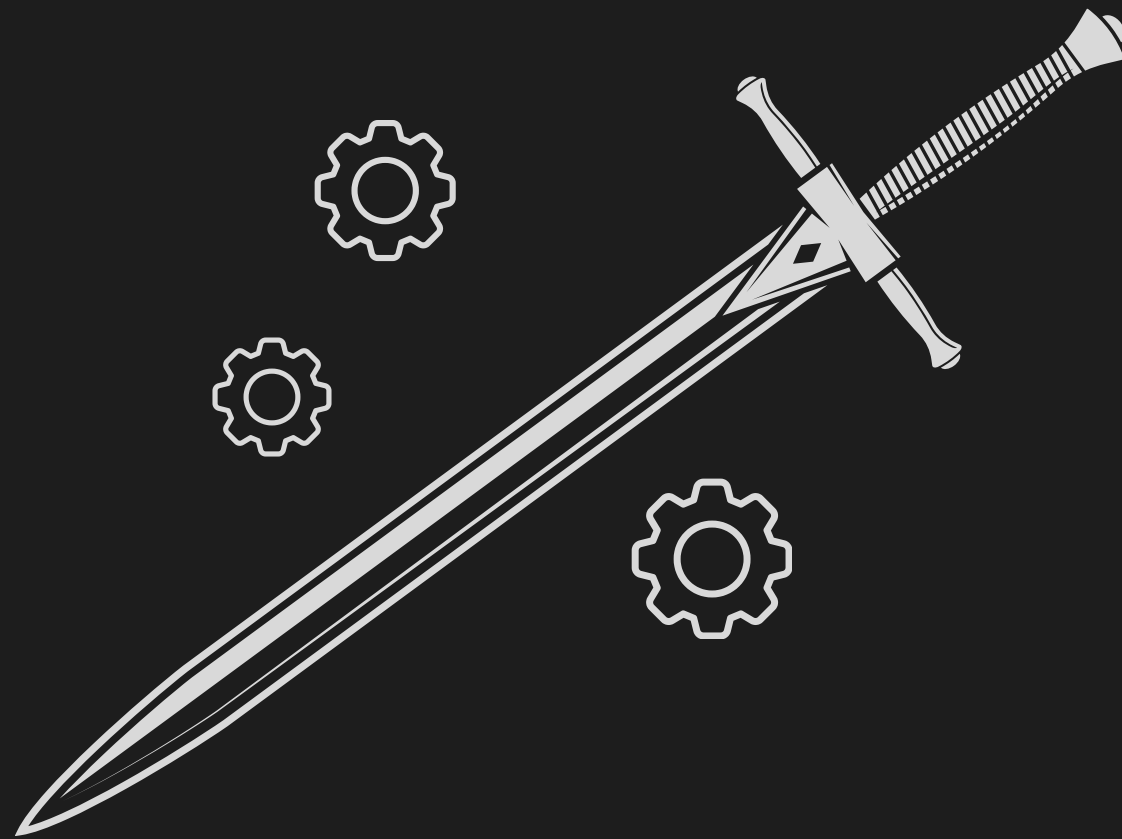
EXPERTISE

Do you know your
craft?

WITHIN ALL OF THIS

IS SOME NEW TECH

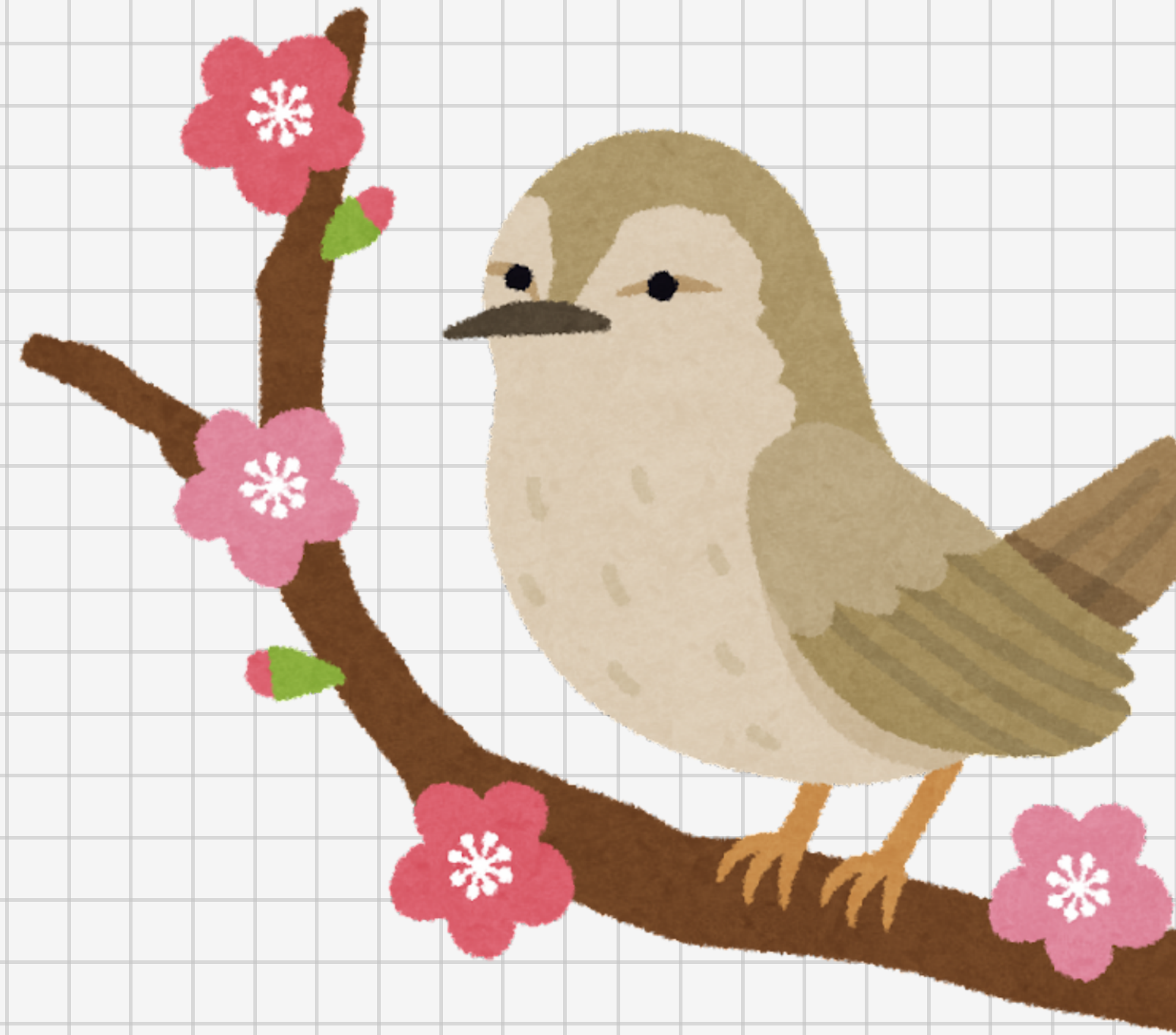
YOU CAN ADD TO YOUR ARSENAL



**You know what
to do.**

**You know what's
out there now**

- 1. Know the tools*
- 2. We know what we'll teach*
- 3. We know when and where to find ourselves when we're stuck*



I've been in the WordPress industry for 8 years

I spent 7 years

working on the LifterLMS project

in some way, somehow,

in the community

selling it

leading support

designing new products

teaching people how to use it



I stepped down

As lead of customer
success

Because it's time for
me to work on some
more of my own
adventures



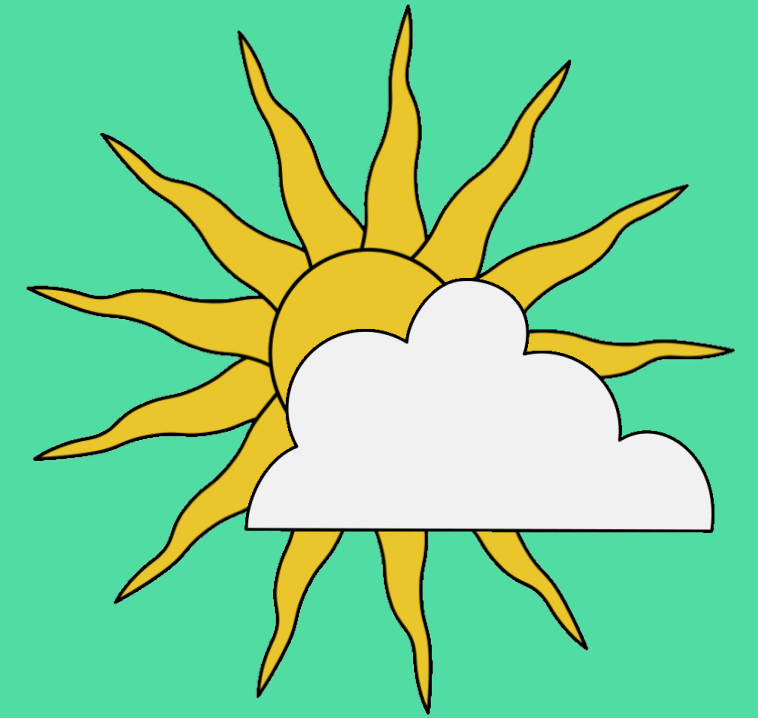


IT'S TIME FOR ME TO

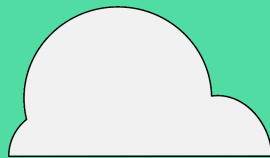
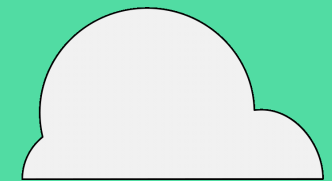
**FIND MY OWN
PATTERN**

IN THIS WORLD

I DON'T KNOW
WHERE I'LL GO

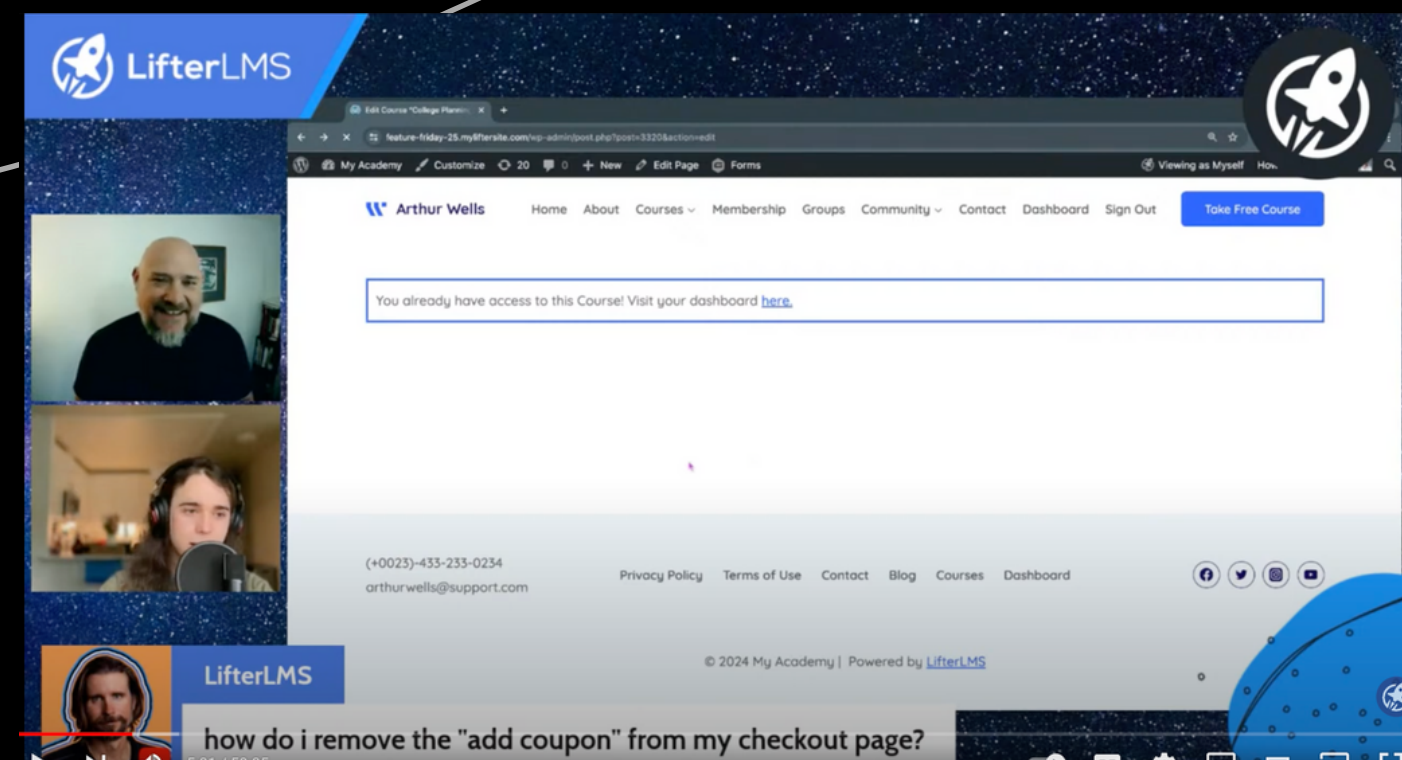



I DON'T KNOW WHERE IT WILL TAKE ME



YOU CAN STILL

FIND ME ON THE LIVES EVERY
WEEK WITH CHRIS AND KURT





That's the start of what I learned

*About building
online courses*

A thick, hand-drawn yellow oval highlights the main title text.

This story runs deep

**WHAT WE TALKED ABOUT TODAY IS
JUST THE TIP OF THE ICEBERG**

A solid yellow rounded rectangle is positioned at the bottom center of the slide.

**I would
do it the same way all over
again in a heartbeat**

PRESENTATION BY WILL MIDDLETON, "MAGIC WILL MIDDLETON"

**These people
became family to me**

PRESENTATION BY WILL MIDDLETON, "MAGIC WILL MIDDLETON"



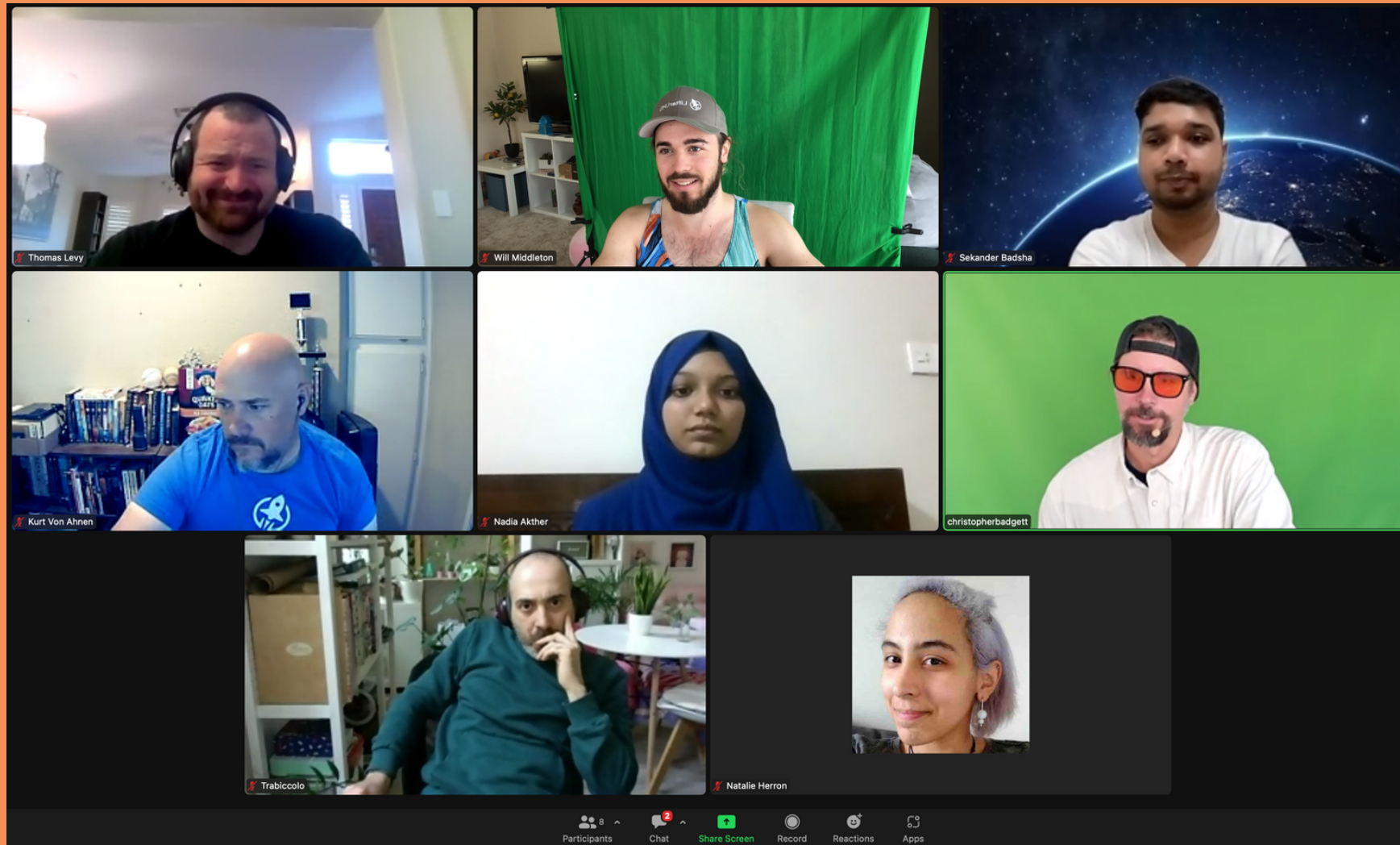
PRESENTATION BY WILL MIDDLETON, "MAGIC WILL MIDDLETON"



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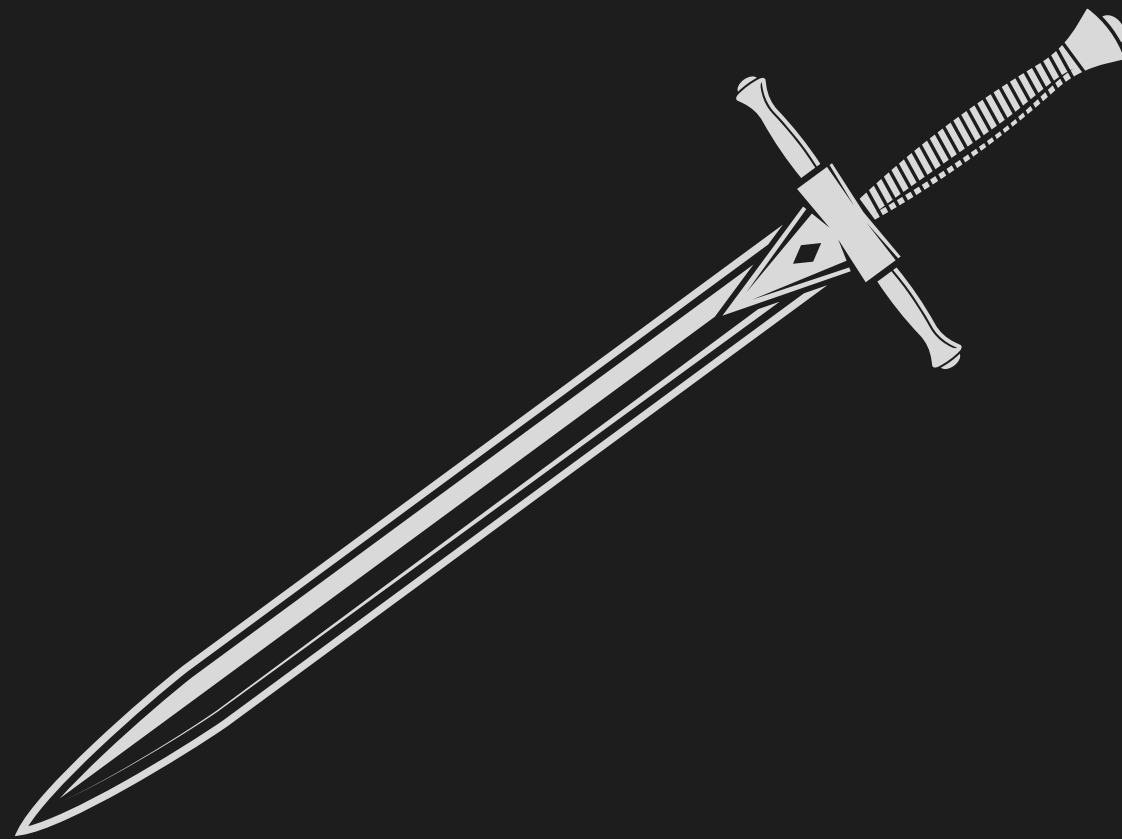


THERE'S A COURSE INSIDE OF ALL OF US

Chris Badgett, LifterLMS

What's The sword you use?

P R E S E N T A T I O N 2 0 2 4



magicwillmiddleton.com
/PRESENTATIONS

