

THE LAZY GUIDE #01

Choosing an
online course
platform



ABOUT THE AUTHOR



James Lavers is founder of digital publishing house "Lazy Coach" an online educational company formed in the U.S.

After burning out as a stay-at-home Coach in a failed attempt to balance work and family, James figured out how to turn his coaching into online courses that could serve and sell while giving him the freedom to truly connect with his kids. A "reluctant pioneer", James is passionate about providing the kind of mentoring and guidance that simply wasn't around when he got started.

Since 2005 his coaching and courses have helped Authors, Speakers, Coaches, Thought-Leaders & Advice Experts at every level in 143 countries to do what he did and transform their know-how & expertise into web-based educational courses and digital products that make money and make a difference around the world.

Prior to Lazy Coach, James served as a consultant and Producer in the infomercial and home-shopping TV industry. In 2003, a chance opportunity to help Anthony Robbins double his sales on QVC set James on a new path helping Coaches, Authors & Advice-Experts to serve more and sell more using the emerging technologies presented by the internet and online video.

James has featured on the BBC. He has lectured on digital entrepreneurship & creativity at the Institute of Contemporary Arts and for MBA Post-grads in collaboration with Cambridge Judge Business School. He has consulted for Sony, Samsung, Nintendo, Dyson, Bare Essentials, Decleor & Elemis to help their spokespeople better sell their products and monetise their brand message on TV, online and on video.

Today James continues to help his clients engineer greater levels of freedom by teaching them how to remove the constraints of time, geography and "hard work" from business.

If you'd like further help or instruction from James, check out the back page of this report for more opportunities, and visit www.lazy.coach to join the tribe :)

"WHICH PLATFORM SHOULD I CHOOSE?"

I often teach my clients that one of the BEST places to start, when creating content and online courses, is with annoying questions.

Yep, you heard right... *annoying questions!*

What makes them annoying is they're often not in your direct area of expertise...but are on a closely related and often essentially linked topic. Think of a master-apple-grower being constantly asked about which fertiliser to use, rather than the finer points of growing exquisite apples. Or think of an expert in cross-stitch being constantly asked about the best chair for stitching in...rather than the intricacies of creating magnificent needlework!

This report, is based on one such annoying question.

"Which platform should I choose?"

Man oh man, if I had a dollar for every time I get asked this!

OK, I confess! Having created a bunch of successful courses in the last decade I have a tendency to be dismissive about platforms, bordering on indignant at the myriad of choice available today that simply didn't exist when I was getting started. I often feel I'm transforming into a grumpy old man bemoaning the luxuries enjoyed by the spoilt youngsters who "...don't know how good they've got it!"

But seriously, as with all annoying questions, they often shed light on a very real sticking point...

...and truly, there's nothing I love more than freeing you from sticking points that prevent you sharing your expertise with the world...and being well rewarded for it.

So let's get started with what the heck a platform IS...



SO WHAT IS AN ONLINE COURSE PLATFORM?

I'm not a techie nerd, so the truth is I don't *really* know what an online platform is...at least from a programmer or coders' perspective.

But I CAN give you a useful definition that will help you use them and make fast, effective decisions about which is best for you.

Here it is.

An online platform places one party in touch with another. Amazon for example, places those looking to sell their books (amongst other stuff) in touch with those looking to buy them. And it's the same in the real world as well. For instance, a platform at a train station puts one party (the traveller) in touch with another party (the train driver).

So an online course platform provides a web-based touchpoint between you, the expert, and those wanting access to your expertise.

Or in even simpler language: it's *somewhere online to present your stuff so people can watch it, learn from it and put it into action.*

So. What's the problem? Why oh why is choosing and using an online course platform such a confusing and overwhelming subject for so many Advice-Experts?

Well there's a tonne of reasons, but mainly I think it comes down to 3 things.

Firstly, it all just seems so damn technical!

This makes giving up easy if you mistakenly convince yourself you're a moron when it comes to anything remotely technical.


Next reason it befuddles so many is because there's so damn MANY of 'em, and they ALL seem to present themselves as some version of "*the only platform you'll ever need!*".

The result? Mass confusion.

The third reason is people often can't distinguish between the different TYPES of platform available or which CRITERIA to use in selecting one.

So the whole affair starts to become like trying to prepare a dinner party when you don't know who's coming, what they like or where it's happening...decision-making becomes impossible. All of which means you can't publish your course to the global audience who want it and are ready to buy it.

So. Let me walk you through a SUPER SIMPLE analogy to help you think about platforms in a simpler way...so you never get stuck choosing one ever again...



As a course creator (or soon to be) you're like a filmmaker. But what filmmaker would invest the time, effort and money to make a film if nobody sees it. That's where cinemas come in. Online course platforms are like cinemas. They're a place for someone to experience your "film" (aka: your course)

So, why so many different types of online course platform? Well, it's no different from cinemas. Think about it, you've got small-home-cinemas, open-air movie theatres, SKY Movies/Netflix and full-blown IMAX Multiplexes!

Like cinemas, there are different types of platform...

PLATFORMS
ARE LIKE
CINEMAS

THE 4 TYPES OF COURSE PLATFORM

When it comes to platforms...like cinemas, there's basically 4 different types. Many platforms overlap into other types. This report includes a Directory of online course platforms (I know cool right?) where we've sorted them into their primary type to make selection easier.

The 4 Types of Online Course Platform.

1. **SELF-HOSTED** (theme/plugin)

This is like building your own cinema. A self-hosted platform sits on your own (usually Wordpress based) website. Best for: "techies" and for tailoring bespoke options. Also often good for their low or one-off cost. Worst for: capacity issues, technophobes.

2. **SOLO** (standalone)

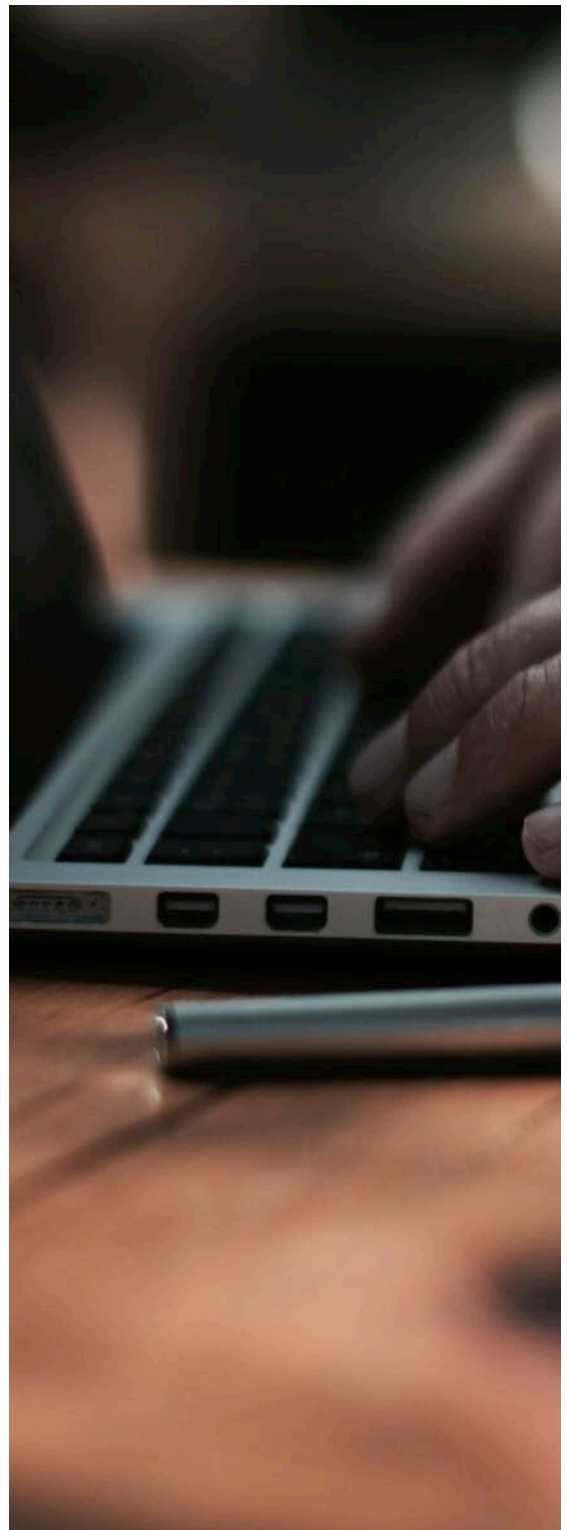
Like an outdoor cinema, this platform is designed simply for the delivery of your course material...nothing else. Best for: those who are already setup with 3rd party CRM, page-building and payment solutions. Worst for: Fiddly...getting all the solutions "talking" to each other.

3. **MULTI-FUNCTION** (all in 1)

Like a Multiplex Cinema. This platform isn't just a place for your course content...it also can handle other stuff such as affiliates/page-building/CRM and more. Best for: simplicity, speed and integration. Worst for: higher cost and design limitations.

4. **MARKETPLACE**

This is a platform that is to courses, what Amazon is to books. Like a "Netflix" for courses. Best for: exposure to existing course buyers and showcasing. Worst for: low-earnings, rules and data-sharing.



WHICH ONE IS RIGHT FOR ME?

page
number

7

As I know you're quickly seeing, there's no one "right" or "best" platform. It's thinking like this that actually keeps people paralysed by choice, constantly comparing, uncertain, and overwhelmed to the point of inaction.

The ONLY answer to "Which one is right for me?" is...

...IT DEPENDS!

It depends on your criteria.

Get clear on your criteria and decision making can be done quickly and effectively.

Picking your platform is a process of elimination that you go through with every new course you create...so now I'm going to guide you through this process right now with three super-easy questions...in less than a minute you'll know exactly which type of platform to go for :)

1. Exposure vs. Money

Is this course *mainly* about getting exposure and building a following or mainly about making money?

(I know it's both, but which is the greater?)

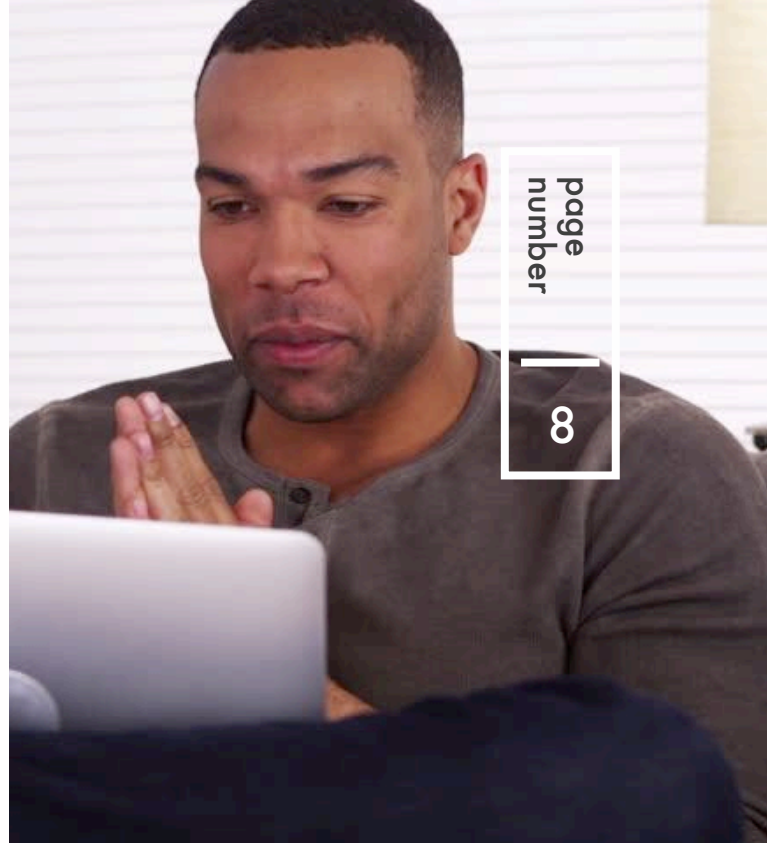
*If you answered "Exposure" then choose a **MARKETPLACE** platform, if not, move on to question 2.*

2. Keep vs. Start Over

Do you have a bunch of existing systems such as page-builders, email marketing software, CRM, Affiliate management etc, that you intend to keep or are you ready to start over with many or all of them?

If you answered "Start Over" then choose a **MULTI-FUNCTION (all in 1)** platform. If not, move on to question 3...

NEARLY THERE....



3. **DIY vs. Done for you**

Do you want to pay a conservative one-off fee and set it all up and do it yourself, or are you happy to invest monthly and have much or all of the setup done for you?

If you answered "DIY" then choose a **SELF-HOSTED (theme/plugin)** platform.

If you answered "Done for you" choose a **SOLO (standalone)** platform.

That's it...you now know exactly which type of platform to choose. You just streamlined your decision-making massively, which means you can get started so much sooner, and with much greater certainty!

Next it's time to turn to the appropriate page in the directory for your platform type and follow the instructions to select the right platform for YOU and YOUR COURSE.

DIRECTORY

AN (ALMOST) COMPLETE
CATALOGUE OF ONLINE COURSE
PLATFORMS ORGANISED INTO
THEIR VARIES TYPES.

(Accurate as of September 2017)

IMPORTANT: HOW TO USE THIS DIRECTORY.

Now you know which type of platform you need, scroll to the appropriate section of the Directory for your type to select the one for you.

WARNING! DO NOT GET CAUGHT UP IN BROWSING PLATFORMS FROM OTHER TYPES, YOU'LL GET DISTRACTED AND START DOUBTING YOUR CRITERIA.

You'll be presented with multiple choices for your type, and this is where in my experience it's best to put logic aside and TRUST YOUR GUT. You've used your HEAD to select type... it's time to use your gut to select the specific platform.

Here's how.

Check out the websites of each of the platforms for your type. Often they'll have a video or explainer section that will tell you what the platform has got for you. If you revert to logic at this point you'll get caught in "comparisonitis"... It's difficult for many people... but, if you trust your gut you'll quickly find that one platform will "speak" to you more or feel better than the others. Don't justify why... trust yourself.

I've seen time and time again that this is the most effective method. If you find yourself second guessing and worrying if you've made the right choice... stop it! The key is not to let the process drag on... take a maximum of 5 minutes (time yourself) to check out each platform in your type, then go with the one that feels right.

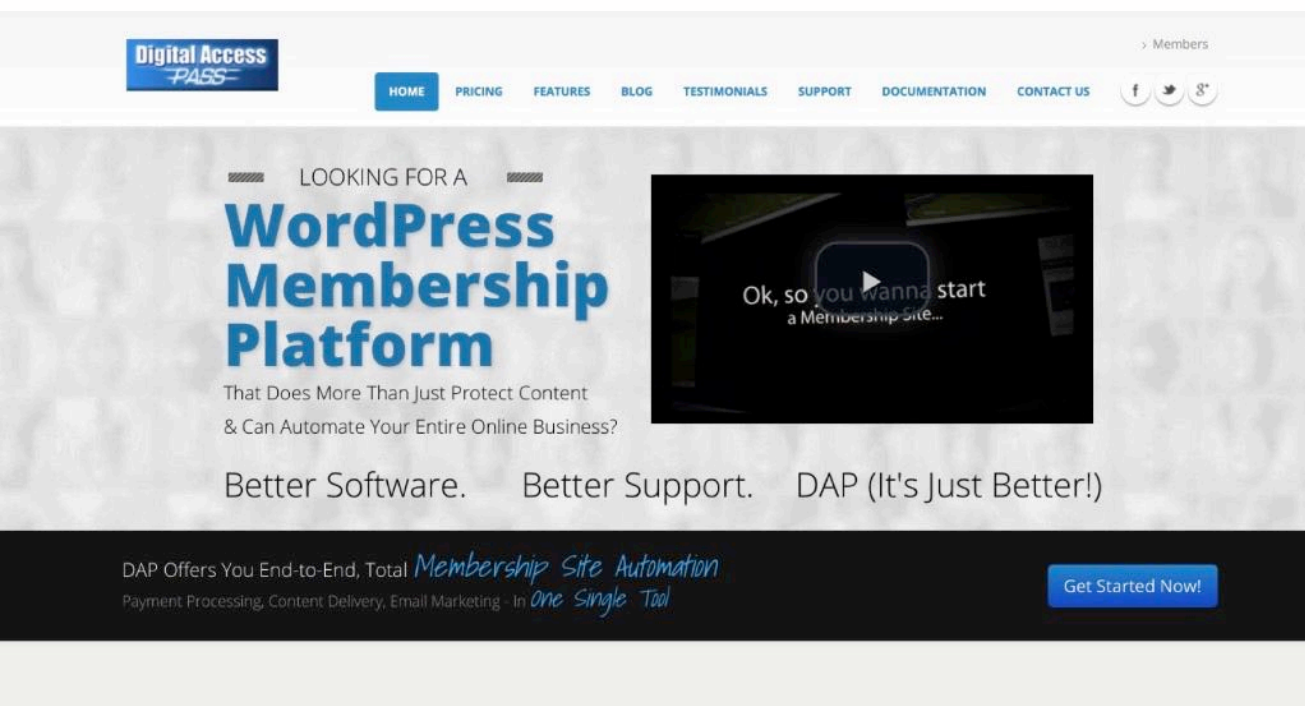
But wait! Now it's time for the HEAD to come back into play :)

Rather than just jumping straight into bed with your new platform... where available take the TRIAL of the platform (almost all offer a 30-day trial or money-back guarantee period) or register as a trainer/tutor/educator for the appropriate platform so you can get inside and start creating!

That's it, you're good to go... just remember there's no one best platform... only the one that's best for YOU. Above all have fun, this is the start of an exciting journey for you and your customers!

SELF-HOSTED

digitalaccesspass.com



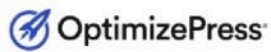
The screenshot shows the homepage of Digital Access Pass. The header includes the logo and a navigation menu with links: HOME, PRICING, FEATURES, BLOG, TESTIMONIALS, SUPPORT, DOCUMENTATION, and CONTACT US. There are also social media icons for Facebook, Twitter, and Google+. The main content area features a large heading "LOOKING FOR A WordPress Membership Platform" and a subheading "That Does More Than Just Protect Content & Can Automate Your Entire Online Business?". Below this is a video player with the text "Ok, so you wanna start a Membership Site...". The footer section includes the text "Better Software. Better Support. DAP (It's Just Better!)" and a call to action "Get Started Now!".

wishlistmember.com



The screenshot shows the homepage of WishList Member. The header includes the logo and a navigation menu with links: Home, About, Features, Showcase, Reviews, Training Videos, Pricing Options, and Support. The main content area features a large heading "Quickly Protect Your Content With WishList Member™" and a subheading "Trusted by over 82,297 membership sites and online communities.". Below this is a video player with the WishList Member logo and a YouTube icon. The footer section includes the text "30-Day Money Back Guarantee & NO Monthly Fees" and a call to action "GET STARTED TODAY".

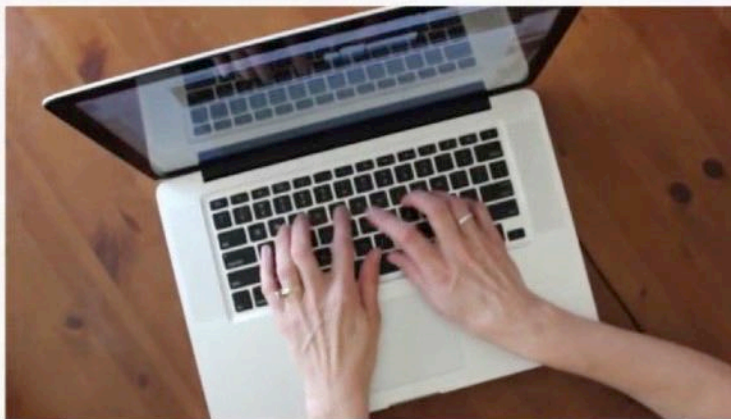
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Setup Fee	\$0	\$0	\$0
Storage Space	10 GB	20 GB	50 GB
Custom Domain	✓	✓	✓
Integrated LMS	✓	✓	✓
Number of Courses	Unlimited	Unlimited	Unlimited
Number of Students	Unlimited	Unlimited	Unlimited

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\$65 per month if pre-paid annually
(20% Discount)

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Select Your Standard Plan: <input type="text"/>	Select Your Preferred Plan: <input type="text"/>	Select Your Premium Plan: <input type="text"/>
Sign Up	Sign Up	Sign Up
Features: Sell Courses Your Logo and Branding Unlimited Courses 10GB Storage	Standard Package and... Reporting Page Locking Course Bundles Form Maker 25GB Storage	Preferred Package and... Custom URL Surveys Admin Training 50GB Storage

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Virtual Classroom Mobile app Vanity URL Co-branded web app 10 GB storage	Everything in the Plus plan and 1 course author Create, run and sell online courses Tests with multiple choice question Assignments Discussion forum Conditional access Certificate of completion Integrated payment gateway 25 GB storage	Everything in the Pro plan and 5 course authors Custom domain 2 hours of personalized training 50 GB storage	Everything in the Premium plan and Custom course authors Organizational hierarchy and groups Single sign-on Tests with 10 question types Bulk data upload Advanced reports Custom mobile app Custom payment gateway Premium data API Custom style sheets Custom SMTP Dedicated onboarding and customer success manager

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yearly?

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learnworlds.com

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Billed Annually

+ \$5 per sale

- ✓ Unlimited Courses & Students
- ✓ Mobile & tablet ready
- ✓ Online Testing Engine
- ✓ Upload video
- ✓ Interactive e-book
- ✓ Custom domain (www.yourschool.com)

Pro online trainer

Most popular

\$79 / mo

Billed Annually

+ \$5 per sale No transaction fees

- Includes Starter trainer plan plus:
- ✓ 5 Instructor accounts
- ✓ Free courses
- ✓ Private courses
- ✓ Course bundles
- ✓ QuestionBank

Learning Center

\$199 / mo

Billed Annually

+ \$5 per sale No transaction fees

- Includes Pro online trainer plan plus:
- ✓ Full White-Label
- ✓ 20 Instructor accounts
- ✓ Interactive video editor & player
- ✓ Full access to the LearnWorlds API

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starting from \$199 / mo

- Includes Learning Center plan plus:
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- ✓ Tailored pricing options
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eCommerce Pricing

Pay service fees in one of 3 currencies:
British Pounds, Euros, or US Dollars

GBP	EUR	USD
£18 / mo	€25 / mo	\$25 / mo
Deliver a course as low as £6.00	Deliver a course as low as €8.00	Deliver a course as low as \$8.00
Schedule Demo	Schedule Demo	Schedule Demo

SUPPORTED LANGUAGES



English



Deutsch



Français



Español



Ţeştină



Italiano

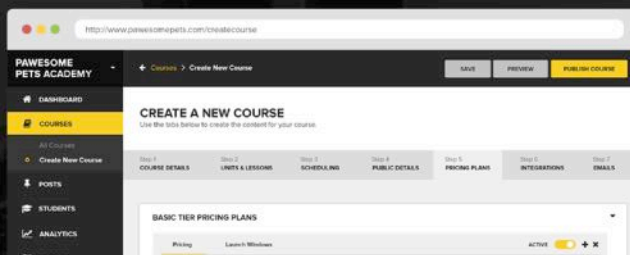
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- ✓ Unlimited students
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- ✓ Your customers pay you directly
- ✓ Accept payments via PayPal or Stripe
- ✓ Accept payments via Infusionsoft or iShoppingCart
- ✓ Basic commerce with coupons
- ✓ Subscriptions & payment plans
- ✓ Comprehensive support
- ✓ Dedicated Account Manager

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- ✓ Unlimited students
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- ✓ Your customers pay you directly
- ✓ Accept payments via PayPal or Stripe
- ✓ Accept payments via Infusionsoft or iShoppingCart
- ✓ Basic commerce with coupons
- ✓ Subscriptions & payment plans
- ✓ Comprehensive support

[Get Started Free](#)

Bootstrapper

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- ✓ Unlimited courses
- ✓ Unlimited students
- ✓ ~~Unlimited webinars~~
- ✓ Unlimited video, audio, and data hosting
- ✓ 0% transaction fees
- ✓ Your customers pay you directly
- ✓ Accept payments via PayPal or Stripe
- ✓ ~~Accept payments via Infusionsoft or iShoppingCart~~
- ✓ Basic commerce with coupons
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[Annual](#) [Monthly](#)

<div>STARTER \$100 /mo billed monthly Get started</div> <div>2,500 contacts</div>	<div>BASIC \$150 /mo billed monthly Get started</div> <div>15,000 contacts</div>	<div>PROFESSIONAL \$225 /mo billed monthly Get started</div> <div>50,000 contacts</div>	<div>UNLIMITED \$400 /mo billed monthly Get started</div> <div>Unlimited contacts</div>
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& set automatic followups



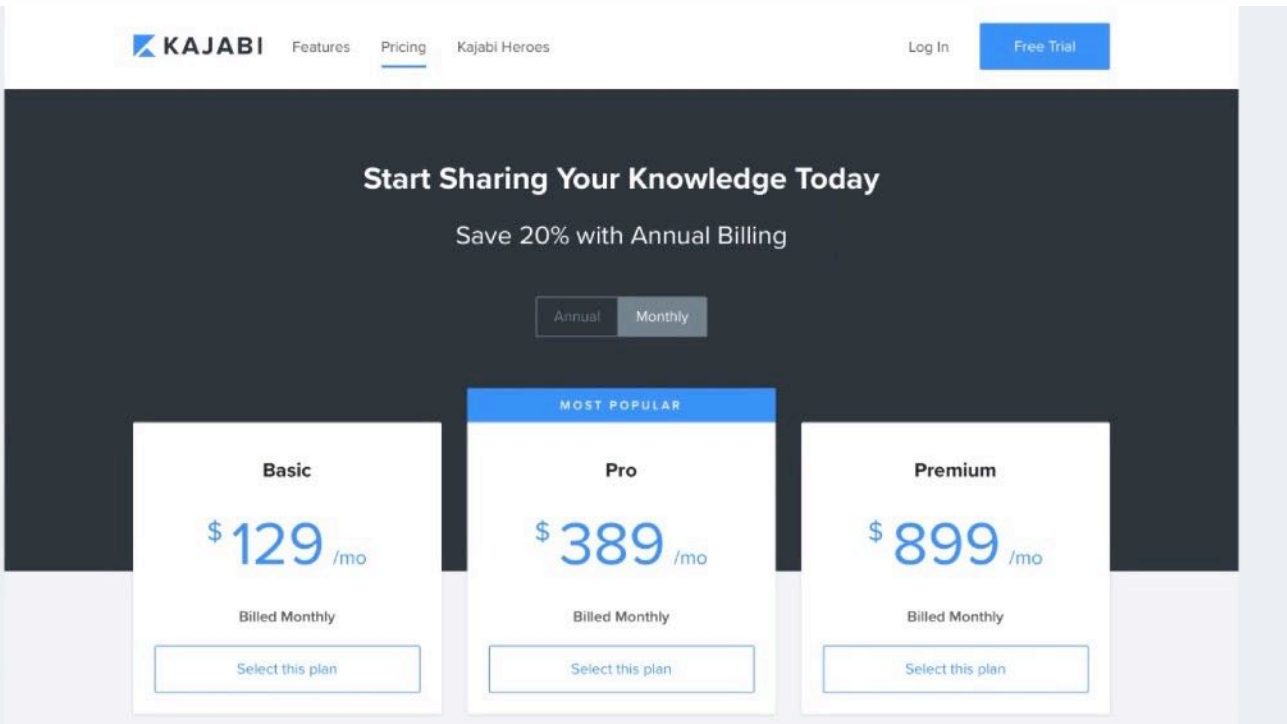
Video Content

Host videos & webinars,
plus tag users as they engage



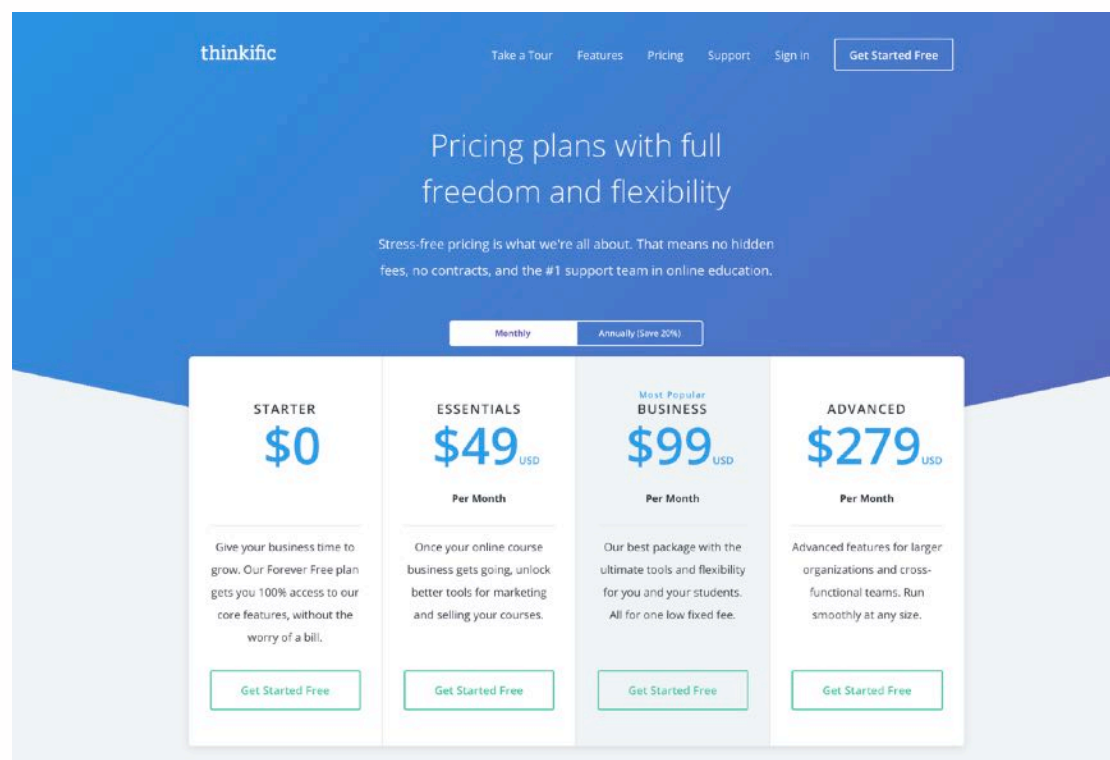
Customer Management

Contact history, emails they've
opened, products purchased

kajabi.com

The screenshot shows the Kajabi pricing page. At the top, there's a navigation bar with the Kajabi logo, links for Features, Pricing (which is underlined), and Kajabi Heroes. On the right, there are links for Log In and a Free Trial button. The main heading is "Start Sharing Your Knowledge Today" with a subheading "Save 20% with Annual Billing". Below this, there are two tabs: "Annual" and "Monthly". The pricing section features three plans: Basic (\$129/mo), Pro (\$389/mo), and Premium (\$899/mo). The Pro plan is highlighted as "MOST POPULAR". Each plan includes a "Select this plan" button. The text "Billed Monthly" is present under each price.

Plan	Price /mo	Billed Monthly	Action
Basic	\$129	Billed Monthly	Select this plan
Pro (Most Popular)	\$389	Billed Monthly	Select this plan
Premium	\$899	Billed Monthly	Select this plan

thinkific.com

The screenshot shows the Thinkific pricing page. The navigation bar includes the Thinkific logo, links for Take a Tour, Features, Pricing, Support, and Sign In, and a Get Started Free button. The main heading is "Pricing plans with full freedom and flexibility" with a subheading "Stress-free pricing is what we're all about. That means no hidden fees, no contracts, and the #1 support team in online education." Below this, there are two tabs: "Monthly" and "Annually (Save 20%)". The pricing section features four plans: Starter (\$0), Essentials (\$49 USD), Most Popular Business (\$99 USD), and Advanced (\$279 USD). Each plan includes a "Get Started Free" button. The text "Per Month" is present under each price.

Plan	Price /mo	Per Month	Action
STARTER	\$0	Per Month	Get Started Free
ESSENTIALS	\$49 USD	Per Month	Get Started Free
MOST POPULAR BUSINESS	\$99 USD	Per Month	Get Started Free
ADVANCED	\$279 USD	Per Month	Get Started Free

A man with a beard and sunglasses, wearing a suit and tie, is sitting at a desk and looking at a laptop. A woman with curly hair, wearing a white blouse and a necklace, is sitting next to him, also looking at the laptop. They appear to be in a professional setting, possibly a meeting or a collaborative work environment. The background is blurred, showing some greenery and a wooden structure.

MARKETPLACE

[skillshare.com](https://www.skillshare.com)

SKILLSHARE

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You'll earn money every time a student takes your class. Top teachers make up to \$40,000 a year. Plus, creating classes is easy with our simple format and supportive community.

From Our Teachers


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Earn Money
"Teaching on Skillshare provides a passive income stream, and that's the holy grail for someone in my shoes."
Brian Chernoff, 18,000 students



Launch Your Career
"It's enabled me to support my family as a freelancer... I never thought I'd be able to work from home like this."
Jesse Berfield, 20,000 students



Give Back
"The most rewarding part is witnessing other people embracing their creativity. Being a part of that process with them is such a gift."
Rita Sheron, 22000 students

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Once your course is live on our marketplace, students will be able to discover and purchase it. You'll earn money every time a student purchases your course.



Inspire students

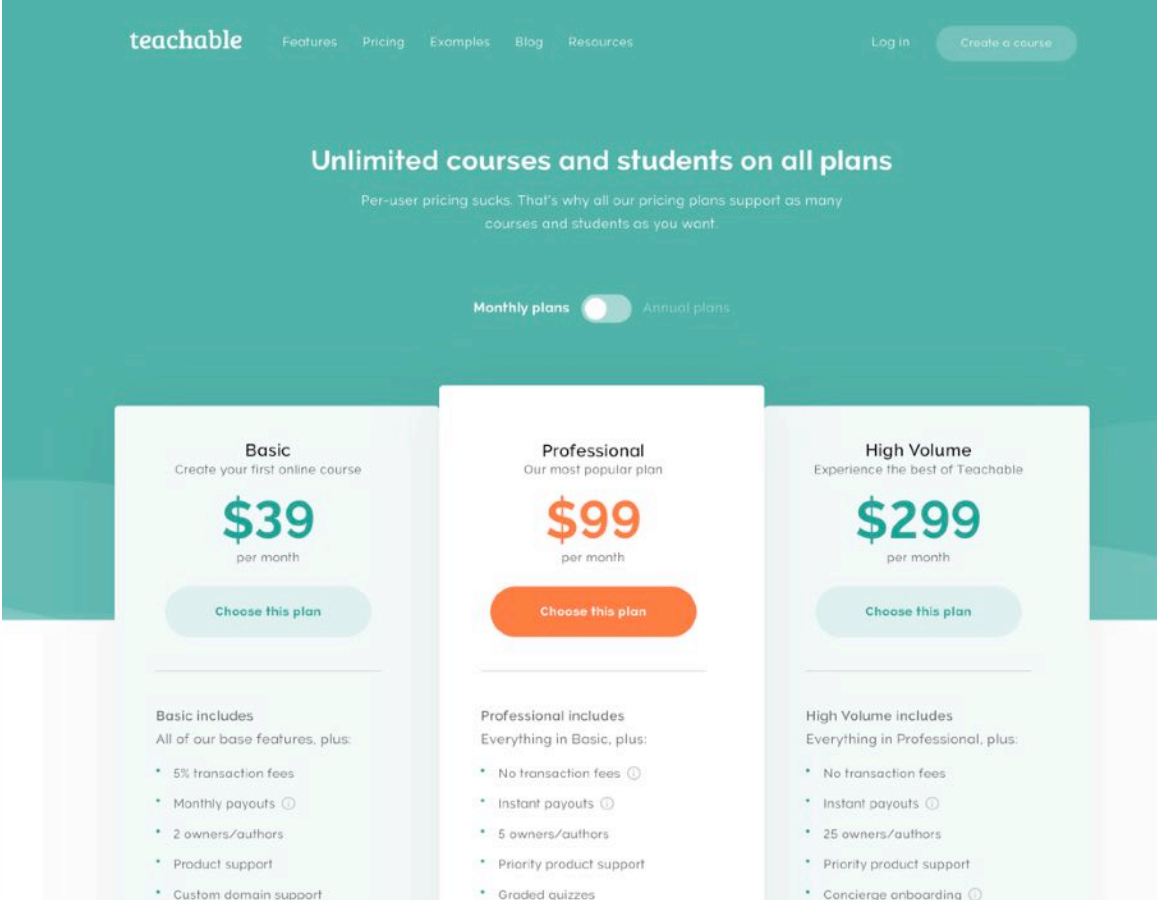
Help students advance their careers, learn new skills, and explore different hobbies by teaching what you're passionate about.



Get support

Take advantage of our teaching resources, our support team, or join our active community of instructors to help you through your course creation process.

teachable.com



The image shows the Teachable pricing page. At the top, there's a teal header with the Teachable logo and navigation links: Features, Pricing, Examples, Blog, Resources. On the right, there are links for Log in and Create a course. The main heading is "Unlimited courses and students on all plans" with a subtext: "Per-user pricing sucks. That's why all our pricing plans support as many courses and students as you want." Below this, there's a toggle switch for "Monthly plans" (selected) and "Annual plans". The pricing is shown in three columns: Basic (\$39/month), Professional (\$99/month), and High Volume (\$299/month). Each plan has a "Choose this plan" button. Below the pricing, there are lists of features included in each plan. The Basic plan includes 5% transaction fees, monthly payouts, 2 owners/authors, product support, and custom domain support. The Professional plan includes everything in Basic plus no transaction fees, instant payouts, 5 owners/authors, priority product support, and graded quizzes. The High Volume plan includes everything in Professional plus no transaction fees, instant payouts, 25 owners/authors, priority product support, and concierge onboarding.

teachable

Features Pricing Examples Blog Resources

Log in Create a course

Unlimited courses and students on all plans

Per-user pricing sucks. That's why all our pricing plans support as many courses and students as you want.

Monthly plans ☒ Annual plans

Basic
Create your first online course

\$39
per month

Choose this plan

Basic includes
All of our base features, plus:

- 5% transaction fees
- Monthly payouts ⓘ
- 2 owners/authors
- Product support
- Custom domain support

Professional
Our most popular plan

\$99
per month

Choose this plan

Professional includes
Everything in Basic, plus:

- No transaction fees ⓘ
- Instant payouts ⓘ
- 5 owners/authors
- Priority product support
- Graded quizzes

High Volume
Experience the best of Teachable

\$299
per month

Choose this plan

High Volume includes
Everything in Professional, plus:

- No transaction fees ⓘ
- Instant payouts ⓘ
- 25 owners/authors
- Priority product support
- Concierge onboarding ⓘ

groupon.com



The image shows a Groupon deal for a TEFL course. The top section has a green header with the Groupon logo, a search bar, and a location dropdown set to "Wiltshire". Below the header, there's a navigation bar with links: Home, Local, Goods, Getaways, Events, Discount Codes, Summer of Discovery. The main content area features a large purple banner with the text "BE SMART! SAVE 20% ON ELEARNING DEALS" and "USE PROMOCODE SMART20". To the right of the banner is a photo of a person's hands typing on a laptop. Below the banner, there's a section for a deal: "Up to 80% off 150-Hour TEFL Online Master... TEFL Graduate". The deal has a 5-star rating from 144 reviews and a price of £245, with a discounted price of £49. A "View Deal" button is at the bottom right. The background of the deal section shows a photo of a teacher interacting with two young students in a classroom.

GROUPON

What are you looking for?

Wiltshire

Home Local Goods Getaways Events Discount Codes Summer of Discovery

BE SMART! SAVE 20% ON ELEARNING DEALS

USE PROMOCODE **SMART20**

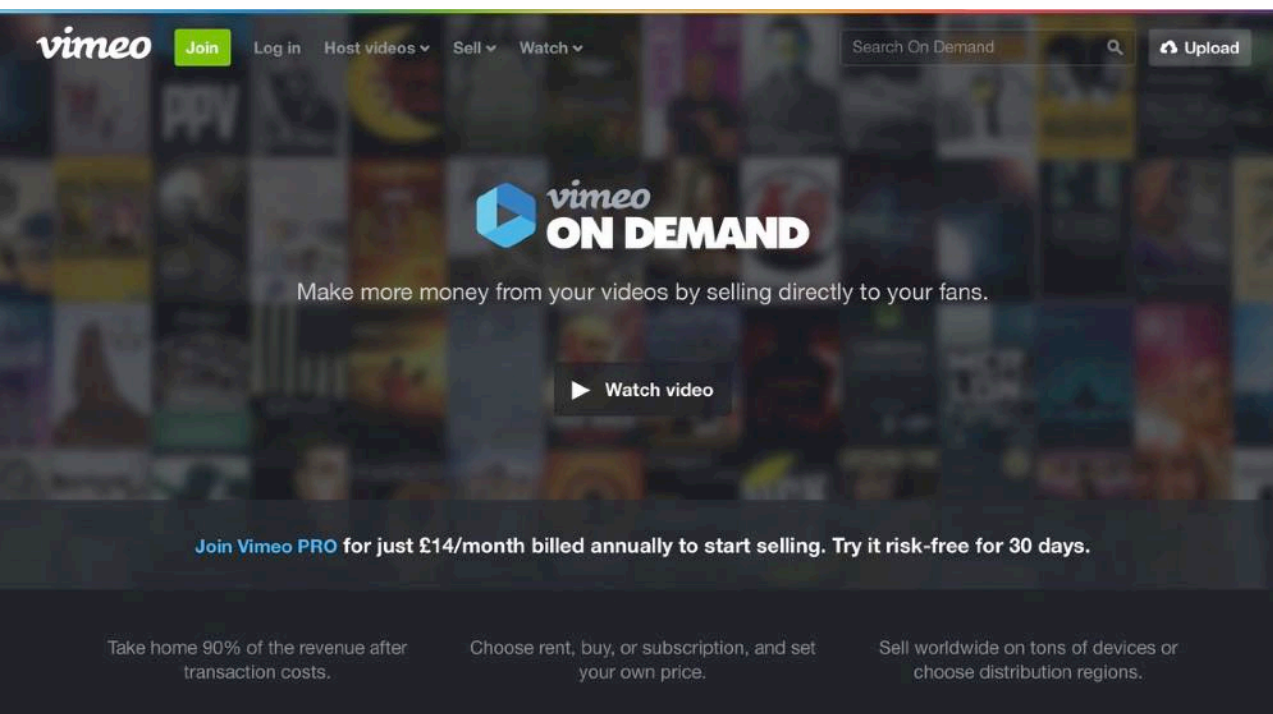
Up to 80% off 150-Hour TEFL Online Master...
TEFL Graduate

★★★★★ (144)

£245 **£49**

View Deal

vimeo.com



The image shows the Vimeo On Demand homepage. At the top, there's a navigation bar with the Vimeo logo, a 'Join' button, and links for 'Log in', 'Host videos', 'Sell', and 'Watch'. A search bar labeled 'Search On Demand' and an 'Upload' button are also present. The main section features the 'vimeo ON DEMAND' logo and the text 'Make more money from your videos by selling directly to your fans.' Below this is a 'Watch video' button. A promotional banner states 'Join Vimeo PRO for just £14/month billed annually to start selling. Try it risk-free for 30 days.' At the bottom, three benefits are listed: 'Take home 90% of the revenue after transaction costs.', 'Choose rent, buy, or subscription, and set your own price.', and 'Sell worldwide on tons of devices or choose distribution regions.'

facebook.com



The image shows a Facebook Discover page. At the top is a search bar with the text 'Search for people, places and things'. Below the search bar are tabs for 'Groups' and 'Discover', with a '+ Create Group' button on the right. The main content area is divided into two columns. The left column is titled 'Recommended' and lists several groups: 'EOLcommunity' (8 friends, 5,292 members), 'The NEW Screw the Nine to Five Co...' (40 friends, 7,109 members), 'New Rules With Bill Maher And Now ...' (12 friends, 150,387 members), 'Virtual Assistant Savvies' (28 friends, 14,177 members), and 'Networking for Introverts' (2 friends, 10 members). The right column is titled 'Friends' and lists groups suggested by the user's friends: 'Remain in the European Union - Exit f...' (12 friends, 29,063 members), 'RAISE THE VIBE' (47 friends, 31,726 members), 'NEO' (12 friends, 24,172 members), 'The Motherload' (19 friends, 39,990 members), and 'Millennial Entrepreneur Community' (87 friends, 30,076 members). Each group entry includes a profile picture, name, friend/member count, a small grid of member avatars, and a '+ Join' button.

Freedom Engineering™

If you found this report useful, we think you'll love training with James in-person...this is your invitation to our flagship event.

Freedom Engineering™ is a live 2-day event with James Lavers held twice a year, designed for Advice-Experts, Authors, Speakers, Coaches, Healers & Thought-Leaders earning up to \$300k to help you unlock and unleash the online potential of your business.

Freedom Engineering™ will give you the Master-steps to create a client-focussed, culture-driven, cash-rich "boutique" venture that is lean, portable, flexible and fun...PLUS, you will claim back that all important resource...TIME!

(In short, we show you how to quickly create a business that is making money and making a difference around the world that can be run from your phone, practically anywhere in the world...WiFi allowing!)

You will learn:

- How to harness the power of the internet to attract the perfect clients.
- How to create scaleable digital products and online educational assets that you create once and which give you cash for years.
- How to lead and engage a raving fan base who listen to you, love you and want to buy everything you create.
- How to REALLY free yourself from trading your time (your life!) for an hourly or daily fee.
- How to surpass industrial-age thinking and open yourself to easily serving the demand of a global virtual marketplace. (aka: how to think like a techie millennial on amphetamines...even if you're over 40 and afraid of anything with an on/off switch!)
- How to do all of the above without compromising your family, love, health, happiness...or SANITY!

(in fact, whilst we definitely can't guarantee it, when you get this stuff lined up many of our clients report secondary benefits like being present for more magical family moments, more intimacy, a greater experience of love and an increased capacity for creativity, contribution and zest for life!)

When you Engineer your Freedom the Lazy Coach Way you can be serving and selling a global community of advocates without having to hustle, grind, sweat and suffer your way to success... without any fulfilment.

This is your invitation to come and Engineer your Freedom with us.

Go to www.class.lazy.coach to get the full story and reserve your seat.