



RAINMAKER
PLATFORM

LMS COURSE GUIDE

The Rainmaker Platform LMS Course Guide

Creating & Selling Online Courses
with the Rainmaker Platform

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Let's Build Your Course!

The Rainmaker Platform offers all the tools you need to create and sell a successful online course using the built-in Learning Management System (LMS) feature.

In this guide, we will show you step-by-step how to set up your online course in the Learning Management System (LMS) and create a sales funnel to sell it.

We've broken the process down into three parts:

- Part 1: Before Setting Up Your Course
- Part 2: Setting Up Your Course
- Part 3: Create a Sales Funnel for Your Course

Be sure to complete the steps in the order listed within each part. Otherwise, you may not have the correct configurations necessary to complete the next step.

This guide is meant to be used alongside the *Creating & Selling Online Courses* article, located under **Your Guides** on the **Knowledge Base** home page.

In the accompanying article, each step includes a link to a Video, Walk-Through, and/or Article in the Knowledge Base that will show you how to complete the task.

LMS Course Checklist

Use the checklist outlined on the next pages to keep track of your progress:



PART 1

Before Setting Up Your Course

The LMS depends upon the setup of a few other Rainmaker Platform features. Before attempting to set up your course, there are two tasks to complete:

1. Create Member Groups

Create the member group(s) for your course so that you can protect your content as you create it. If your course will have multiple “tiers” available for purchase (i.e. Basic, Pro, and Pro Plus) be sure to create a member group for each access level.

2. Add Download(s)

If you have multimedia files prepared you will want to add these to the Download Manager. If you are not ready to add multimedia files at this time, you can come back to this step later. However, remember that you cannot add *protected* multimedia to an LMS item without first uploading it to the Download Manager.



PART 2

Setting Up Your Course

Start by creating your Course and setting it up to act like a Table of Contents for your course members.

Next, create an LMS Course Sidebar to help provide easy navigation between Modules and Lessons for your course members. (optional)

Finally, add as many Modules and Lessons as are necessary to share your information.

Follow the steps outlined below to set up a course in the LMS:

1. Create an LMS Course

The “course” is the umbrella under which Modules and Lessons are created. For most users, the Course page will act as a Table of Contents for your Modules and Lessons.

2. Create an LMS Course Sidebar (optional)

Create a new content area using Dynamic Sidebars. You will be able to add helpful widgets to this new Course Sidebar and then display it within your course pages.

3. Add an LMS Directory to the Course Sidebar (optional)

Add a Text Widget to your Course Sidebar that contains the LMS Directory shortcode.



4. **Add the Course Sidebar to LMS Pages (optional)**

Add the Course Sidebar to each page of your course to provide consistency and easy navigation for your course members.

5. **Create an LMS Module**

Your course content will be broken up into any number of manageable “chunks,” called Modules. We will format each Module page to display the available Lessons within that Module.

6. **Create an LMS Lesson**

Lessons contain the course content in the form of text, video, audio, worksheets, activities, and anything else you would like to add!

7. **Embed Multimedia Files on LMS Pages**

Delight your course members by including embedded videos and downloadable files with your Lessons.



PART 3

Create a Sales Funnel for Your Course

The final part of this process is to create a sales funnel so that you can sell your course and enroll new course members.

In order to sell your course, the following features will need to be configured on your site:

1. Connect Email Marketing Service(s)

Add new course members to an email list when they purchase your course by connecting your site to one or more email marketing services.

2. Connect Payment Gateway(s)

Connect your site to a payment gateway, or PayPal plus an additional gateway, to allow members to purchase access to your course.

3. Request an SSL Certificate

The Rainmaker Platform offers SSL encryption for your website at no additional cost — all you need to do is request it. *Required for all gateways except PayPal.*

4. Create a Product for Your Course

To allow your members to purchase access to your course, you will need to create a product for each level of membership you plan on selling. Be sure to set up a detailed email receipt message for each product.



□ 5. Create a Sales Page for Your Course

Create a sales page for your course using one of the many pre-designed Landing Pages included with the Rainmaker Platform. Your sales page might include course features, testimonials, and FAQ. More importantly, consider including multiple Calls to Action with Buy Now buttons.

□ 6. Create a Custom Thank You Page for Your Course

To provide the best possible customer experience, create a custom thank you page for your course members. This page might include items such as a thank you message, link to the member profile page, information on where to direct questions, and a link to login and get started right away.

□ 7. Add a Menu Link for Your Course

Add a link to your primary navigation menu to allow course members to easily access the course from anywhere on your site.



Congratulations!

You've completed all the steps necessary to create and sell an online course!

If you have questions about any of the above steps, please go to the **Help** link in the blue admin bar of the Rainmaker Dashboard and send us an email.

All the best,

–The Rainmaker Platform Team at Rainmaker Digital

