

Online Course Creator's Toolbox

01

CAMTASIA

[TechSmith.com](https://www.techsmith.com/camtasia.aspx)

My favorite tool for creating screen capture videos (like PowerPoint presentations) with an audio voiceover. Good for video editing as well.

- Popular screen recording tool.
- Easy to use video editor.
- Good for audio editing as well.

02

OPTIMIZEPRESS

[OptimizePress.com](https://www.optimizepress.com/)

My favorite WordPress plug-in for creating sales pages, squeeze pages, and webinar landing pages. I also use this to create my course deliver pages as well.

- Easily integrates with WordPress.
- Beautiful landing page templates.
- Can create entire sales funnels.

03

THRIVECART

[ThriveCart.com](https://www.thrivcart.com/)

The shopping cart system I use to take orders on my site, create order bumps, and up-sells. Also used to manage my affiliate program.

- Extremely powerful shopping cart.
- Very easy to use.
- Affordable pricing vs competition.

04

AWEBER

[AWeber.com](https://www.aweber.com/)

The email autoresponder I use to automate my email marketing. Easy to use, powerful marketing automation features, and affordable.

- Powerful email automations.
- Easy to use back-office.
- Great customer support.

05

THINKIFIC

[Thinkific.com](https://www.thinkific.com/)

All-in-one course creation platform that can host your course, take payments, manage affiliates, etc. Great for non-tech people.

- Easy to use course platform.
- Great automation features.
- Ideal for “non-tech” people.