



Course Creation Cost & Tools

Course Recording Equipment

- Camera/Phone → Free (use your smartphone)
 - Microphone → [\\$23 wireless mic for phone](#) or [\\$35 desk mic](#) or [\\$65 podcast mic](#)
 - Lighting → [\\$39 softbox](#) or natural light = free)
 - Webcam → [\\$36 Logitech Brio 101](#)
 - Screen Recording Software →
 - Loom: Free – \$15/mo
 - Slide Software → Free (PowerPoint/Canva/Google Slides) – \$15/mo (Canva Pro- more access*)
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Course Hosting Platforms

- [Teachable](#) → \$39/mo Starter Plan
- [Thinkific](#) → \$36/mo Basic Plan
 - [Kajabi](#) → \$189/mo

**annual plans are a bit cheaper*

Email Marketing Software

- **MailerLite** → Free up to 1k subs then \$10/mo (not sure if you can segment)
Flodesk → \$38/mo (free plan does not allow scheduling)
 - **Kit** → (what I use) Free up to 10k subs then \$116/mo (1 automation sequence)
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Total Cost ↓

Minimum viable setup on a budget:

- Free phone + natural light + \$35 desk mic* + free Canva + Loom \$15 + Webcam \$36* + Teachable \$29 + Kit free plan = **\$115!**

More polished starter setup:

- \$65 mic* + \$39 softbox light + Canva Pro \$15 + Teachable basic \$39 + [Kit free plan](#) + Webcam \$36* + Loom \$15 = **\$209 MAX!**

**Mac Users: The webcam on newer versions is VERY good so save money there. The microphone is good too but depending on the room you're in, it may sound echo-y without speaking into a direct mic. Test this out first.*

Other Tools:

[Phone Tripod](#)

Professional Equipment:

- [\\$199 Teleprompter](#)
- [\\$60 DJI Mini Wireless Mic Set](#)
 - [\\$30 Floor Lamp](#)