

What course sellers can learn from Diane Pisani's success with LearnWorlds

INSIDE:

Building a business from the ground up

Online course design: combining practicality with empathy

Platform power: why LearnWorlds was the right fit

Community, loyalty, and the power of soft touch



What course sellers can learn from Diane Pisani's home watch success story

Diane Pisani is a visionary course creator who didn't just build a training business—she helped build an entire industry. With over 15 years of field experience in the home watch business and a background in corporate service and entrepreneurship, Diane turned her deep expertise into an impactful e-learning brand using LearnWorlds.

This article shares how Diane went from one-on-one service delivery to an online training empire, using content strategy, customer service, and a mission-driven mindset to grow her business and empower others.



From cruise agent to industry pioneer

Diane’s journey into entrepreneurship began in 1986 when she opened a cruise-only travel agency—a time before widespread technology, when a fax machine was a major innovation. After nearly two decades of success in travel, she pivoted when she moved to Florida in 2003 and discovered a new niche: home watch.



“What started as a favor industry or hobbyist model needed to become a profession.”

The term was unfamiliar at the time, but it described the growing need for caretakers of seasonal or vacation homes. Home watch is a visual check of a home or property, looking for obvious issues during the owner’s absence. These observations help prevent small problems—like water damage, mold, or infestations—from becoming costly disasters. The service is especially important in areas with a high population of seasonal residents or vacation homeowners, like Florida. Diane quickly saw that this fragmented service could be turned into a structured, professional business.

She launched her own home watch company and soon realized there was a larger opportunity: **training others** to do it right.

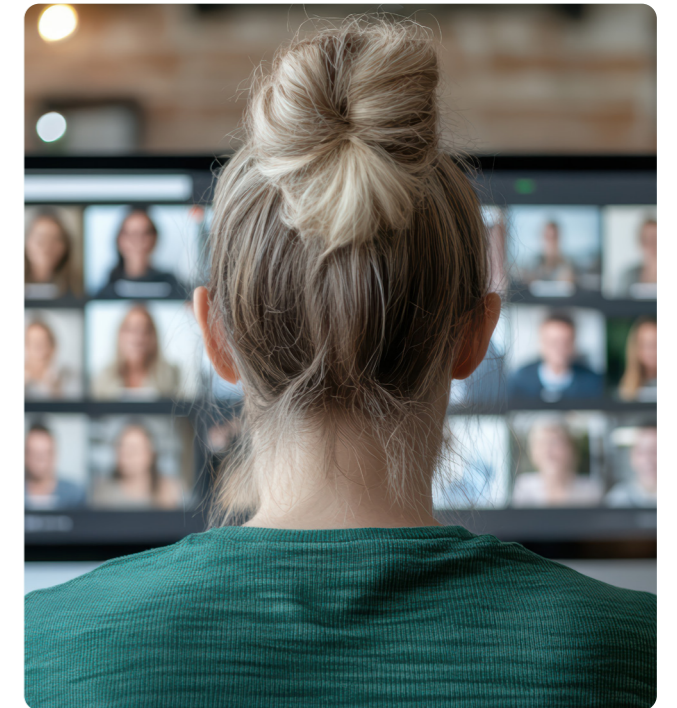


Building a business from the ground up

In 2008, Diane hosted her first in-person training with 14 attendees. Over time, that evolved into a full-fledged classroom operation in Naples, Florida. But classroom training wasn’t scalable, and by 2016, she was looking to go online.

Her first encounter with e-learning platforms was daunting: proposals from educational vendors came in at **\$150,000+ just to start**. Static content, limited flexibility—Diane knew there had to be a better way.

She signed up with LearnWorlds in **March 2020**, right as COVID shut down her ability to deliver in-person training. With a background in content and the help of an e-learning consultant, she launched her first course just **three months later in June 2020**.



“Maybe LearnWorlds found me, she joked. Whatever it was, it spoke to me and I knew it was right.”



Lesson learned

Sometimes, necessity creates the best opportunity to innovate. Use transitions like COVID or life changes as springboards to build something better.



Online course design: combining practicality with empathy





Diane’s flagship course is the **Home Watch Business Owner Course**, a foundational program designed to be completed in under 20 hours—specifically structured so learners can go to market fast.

The course is laid out with clear, digestible modules that combine industry best practices with personal insights. Each lesson is video-based, often with Diane speaking directly to the learner, creating a one-to-one sense of support.

Diane intentionally designed the course to be actionable. She wanted learners to feel immediate progress and confidence—so she built the experience with momentum in mind. Every module includes a practical output, whether that’s downloading a form,





“Some people finish in a weekend, get insurance, and start their business the next week.”

The course includes:

-  Core training in professional home watch service
-  Checklists and walkthroughs for conducting visits
-  Customizable forms (client agreements, service templates, check-in logs)
-  Immediate tools for business launch and marketing materials

preparing a pitch, or walking through a sample home watch visit. By the end of the first few lessons, students already feel like business owners-in-motion. Her goal was not just knowledge transfer, but business activation. From the moment a student logs in, they can start downloading forms, setting up systems, and even preparing marketing materials. It’s not just theoretical knowledge—it’s a business toolkit in motion.

She also offers a **subscription-based graduate program** with ongoing learning and mentorship at \$49/month. This continuity option is structured to keep learners engaged beyond the initial launch and includes:

-  Monthly continuing education videos
-  Regular Zoom calls for group mentorship
-  Direct access to a private hotline for urgent questions
-  A vibrant member community that offers peer support

Diane regularly updates her content to reflect changes in the industry, new technologies, and frequently asked questions from her learners. This keeps the course fresh, relevant, and reflective of real-world needs.

“My students aren’t just starting a business—they’re stepping into a profession. I treat their success like my responsibility.”



Lesson learned

Practical content, strong learner support, and up-to-date materials create confidence and forward momentum. Course design should feel like mentorship, not just instruction.



Marketing: storytelling, SEO, and social trust

Diane's marketing style blends old-school professionalism with digital finesse. Having already established strong SEO from years of fieldwork, she ranks well for keywords like "home watch" and "home watch training."

Her website serves as an educational hub, where prospective learners can explore not just the course, but the larger mission and movement behind it. She's built trust through thought leadership and consistent visibility in a niche that previously had no formal education pathway.

She pairs her organic SEO with strong Facebook marketing, where stories, Reels, and simple videos explain what it's like to run a home watch business. These stories don't sell—they educate and inspire. Her tone is practical but encouraging, always with the goal of demystifying the business and creating a sense of professional pride. Diane uses a blend of candid smartphone videos, voice-over slideshows, and before-and-after case studies to illustrate the ins and outs of a home watch visit. She might show a checklist in action, walk through a typical visit or share a tip about what to look for



during seasonal transitions. These real-life visuals help take the mystery out of the work and build student confidence before they even enroll. She wants prospective learners to feel like insiders, to picture themselves stepping into the role—not as amateurs, but as credible professionals with a clear system and purpose.

Diane's content often highlights real-life examples: a homeowner's horror story, a student's first win, or the unexpected dignity that comes with caring for other people's homes. These stories include moments where home watch professionals catch serious problems early—like water leaks or HVAC failures—that would have caused tens of thousands in damage. She shares how one student got their first client within days of launching, thanks to confidence built from the course. In another story, she recounts a retiree who turned her home watch business into a flexible income stream that allowed her to travel half the year. These are not just case studies—they're relatable, emotional, and often transformational moments that inspire trust and action. These narratives help potential students emotionally connect with the purpose of the work.

During COVID, she turned her in-person intro sessions into a **one-hour online webinar**, helping leads self-qualify. The session was designed not just to pitch, but to clarify who the training was right for—and who it wasn't.

This strategy reduces refund requests, boosts long-term satisfaction, and ensures that her students enter the program ready to do the work.

“I want people to be serious about this. I'd rather talk them out of it than have someone start and not be committed.”



“Everything in marketing goes back to stories. I talk about what it's like to be in this business, and the right people find me.”



Lesson learned

Use stories to attract the right leads and content to pre-qualify them. The best marketing turns away the wrong fit and calls in the right ones—and it does so by leading with truth, trust, and real-life impact.



Sales without funnels: Diane's organic approach

Diane doesn't rely on classic funnel frameworks. Instead, she nurtures a decades-old network and lets her content do the work.

Most of her customers come from:



Organic SEO



Facebook stories and groups



Referrals from her in-person network

Rather than building complex funnel automations, Diane focuses on being present and visible where her audience naturally exists. Her posts in Facebook groups, consistent engagement in her niche community, and reputation as a go-to expert serve as ongoing lead generators.

She also leans heavily on word of mouth. Many of her students are

“When someone finds me, it's usually because someone else told them to. That's better than any paid ad.”



referred by past graduates, local professionals, or even existing home watch clients who admire her professionalism. This form of trust-based marketing ensures that most of her leads arrive already convinced of the value she offers. Trust-based marketing for Diane means building genuine relationships and establishing herself as a reliable authority over time. She doesn't chase conversions—she nurtures belief. Every

“That's true scalability. That's how I know it's working.”



article she writes, every question she answers in a Facebook group, and every story she shares in a video is part of a long game that emphasizes sincerity over persuasion. Instead of focusing on urgency or limited-time offers, she builds credibility by being present, helpful, and consistent. People buy because they trust her—not just her product—and they often feel like they already know her before they enroll.

She also celebrates the moments when LearnWorlds works in the background: waking up to a new student enrollment without direct interaction. It's not passive in the traditional sense—but it's efficient, authentic, and sustainable.



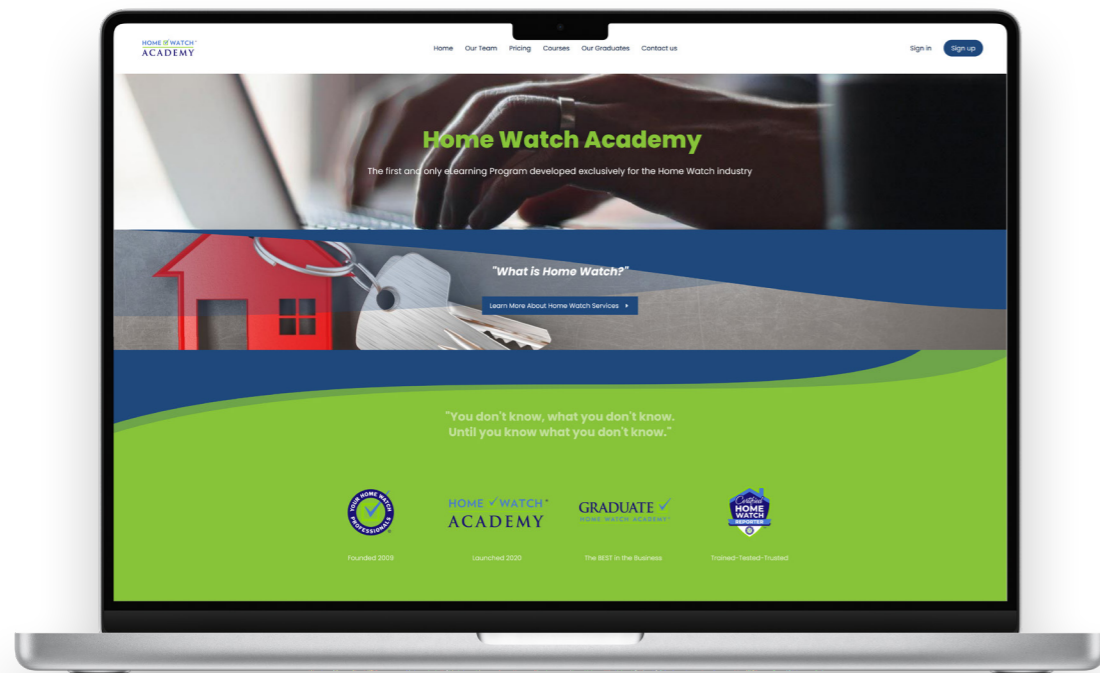
Lesson learned

You don't need a fancy funnel. Authentic content, long-term visibility, and great service build a sustainable pipeline. When your brand is rooted in trust and credibility, the sales take care of themselves.



Platform power: why LearnWorlds was the right fit

Diane chose LearnWorlds because it was intuitive, user-friendly, and allowed her to be hands-on. With limited tech support and working solo, she needed a system she could manage herself.



“Your customer service is everything. I’ve worked with Lia since day one. You care, and it shows.”

She particularly values:

1. 24/7 platform uptime (new students at 11pm on a Saturday!)
2. The ability to update courses over time, which allows her to keep content relevant without needing a full rebuild
3. Community and graduate resource features that help her maintain long-term relationships with students and offer ongoing value
4. Branded private dashboards for B2B clients, which made it easy for her to scale and serve corporate customers with a professional, white-labeled experience
5. The flexibility to organize her content in a way that mirrors her in-person teaching style, making the online learning journey feel more personal and structured
6. The independence to manage everything herself without needing to hire a developer or tech assistant, which saves time and maintains her creative control



Lesson learned

Choose a platform that empowers you, not one that burdens you. Great support and autonomy are key to long-term success.



B2B expansion: customizing courses for corporate clients

One of Diane’s most exciting milestones was onboarding her first corporate client: a company launching its own home watch division. She was able to **white-label her course** inside a branded dashboard and customize the training for their staff.

What made this partnership work was the combination of LearnWorlds’ flexibility and Diane’s plug-and-play approach. She didn’t have to build something from scratch—instead, she adapted her existing course content to meet the client’s team structure, timelines, and oversight needs.

She also set up reporting features so supervisors could track staff progress, and she aligned her assessments with company policy to ensure accountability. Her client appreciated that the content was already tested and trusted by hundreds of learners, but could still be presented as a unique, branded experience.

Diane now sees this as a growing revenue stream, especially for companies wanting to train teams without the overhead of internal instructional design.



“It was the same core course. But now I’m helping a whole team get trained in a scalable, efficient way.”



Lesson learned

Don’t just sell courses—sell outcomes. B2B clients want a turnkey solution, and LearnWorlds made that easy for Diane to deliver.”



Community, loyalty, and the power of soft touch

Diane believes course creation is about **more than content**. It's about being present, being human, and staying connected. She treats her learners not just as customers, but as members of a community she's proud to foster.

She supplements her courses with:



Pop-up in-person meetups and coffee sessions that give learners a chance to connect face-to-face



Private Facebook groups and communities where wins, questions, and ideas are shared openly



Personalized follow-up through phone calls, emails, and even handwritten thank-you notes

Her communication style is warm, empathetic, and genuinely invested in her students' progress. She remembers birthdays, encourages students publicly, and checks in with alumni months—or even years—after their course ends.

Diane also regularly shares graduate updates on social media, spotlighting their success stories and growth journeys. These recognitions build pride, increase visibility for her students' businesses, and foster a sense of belonging.

This philosophy is deeply embedded in how she shows up for her learners. Many students return for ongoing coaching or refer others, not just because of the course quality—but because of the human care that surrounds it.



“You’re in business for yourself, but not by yourself.”



Lesson learned

Loyalty comes from presence. Show up for your learners in small, human ways. The impact lasts longer than any launch—and creates community that lasts beyond the course timeline

Final takeaways from Diane's journey

For Diane, this business is personal. She's trained students from their 60s all the way down to their 20s, including families, mother-daughter duos, and career switchers. She sees the platform as a chance to give them not just education, but freedom.

She remembers her early days, doing three day classroom trainings. Now, students can train in their pajamas, on their schedule. She checks her dashboard at night and sees learners online in real-time.

Diane believes that education, when delivered with care, doesn't just create skills—it creates options. It empowers people to start over, to reimagine their careers, and to build something that supports their lifestyle. Her platform offers continuity for those in transition, encouragement for those feeling stuck, and a soft landing for anyone starting something new later in life.

“It warms my heart when someone comes back a year later and picks up where they left off. Life happens, but the training is still there.”



Here are some of the most powerful takeaways for other course creators:



1.

Build what you wish existed: Diane created the professional standard for an industry that didn't have one.

2.

Design with activation in mind: Every lesson should move students forward. Empower learners with tools they can act on immediately.



3.

Lead with stories and service: Her content educates first and sells second. She nurtures belief before any transaction.

4.

Foster long-term community: Business doesn't end after the sale. Her follow-up, feedback loops, and social groups extend the value long after the course ends.

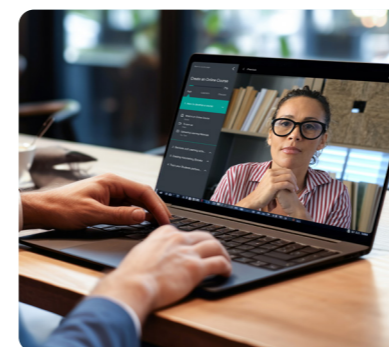


5.

Start with why: Diane's TED Talk inspiration (Simon Sinek) says it all. Purpose comes first.

6.

Use the platform fully: White-labeling, graduate resources, hybrid delivery—Diane makes the most of LearnWorlds.



7.

Build a business that meets life where it's at: From late-night enrollments to mid-career pivots, her course is built for learners in motion.



Her story is a masterclass in thoughtful growth, authentic connection, and creating a course business that makes a difference.

“I’m entrepreneurially excited every single day of my life.”

And now, through LearnWorlds, she’s empowering others to say the same.



The best platform to create, market
and sell online courses

LearnWorlds (CY) Ltd
Gladstonos 120 Foloune Building 2nd Floor, B1 3032
Limassol Cyprus