

What course sellers can learn from Rosie Killip's success with LearnWorlds

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What course sellers can learn from Rosie Killip's success with LearnWorlds

When Rosie Killip first started offering online courses, she didn't follow a textbook approach. Instead, she experimented, tested, pivoted, and ultimately built a thriving course business rooted in industry expertise, customer insight, and entrepreneurial thinking.

As the founder of [Building Networks](#), a compliance training company based in New Zealand, Rosie has helped thousands of professionals meet regulatory requirements through online learning. Her story isn't just about success—it's about the how behind it. This article explores the specific decisions, strategies, and experiments that helped her convert her almost accidental training gig into a thriving business that will be her legacy, and what other course creators can learn from her journey.

A portrait of Rosie Killip, a woman with short, wavy, light-colored hair, smiling. She is wearing a black top and a necklace with a circular pendant. The background features two large, overlapping blue circles.

“It was a personal, developmental, and almost spiritual experience, right? Because you’re taking yourself inside out about all of the things that you fear in life.”

From the road to the cloud:

Rosie Killip began her professional journey in the 1990s, conducting in-person workshops and training sessions across New Zealand. As a passionate educator and compliance expert, she loved the direct interaction with learners. However, as her reputation and client base expanded, she began to feel the limitations of her in-person model.



The challenges of in-person training

Scalability limitations

Rosie could only be in one place at a time. This meant her reach was inherently capped by geography and time. Each workshop required her physical presence, which severely limited the number of people she could train in a year.

High travel costs

Traveling constantly across New Zealand was not only tiring but also expensive. Flights, accommodation, and time on the road added a significant operational burden.

Personal sacrifices

The demands of in-person delivery came at a personal cost. Rosie spent a great deal of time away from her family, often missing out on important personal milestones due to work obligations.

Clients' demands

At the same time, larger corporate clients began adopting Learning Management Systems (LMS) and asking for digital alternatives. This was a wake-up call that the training landscape was changing rapidly.

Why Rosie moved online

Why online learning was the solution

Rosie saw the writing on the wall early and began exploring digital options. Her first steps into online delivery began with platforms like **Citrix GoToWebinar**, long before Zoom and Teams became the norm. These early experiments gave her a glimpse into what was possible.

Early adoption of webinars

Webinars became a way to replicate the live training experience without the travel. Rosie embraced them not just as a convenience, but as a strategic move.

Technology as a business enabler

She realized that technology —particularly a full-featured LMS —could transform her business. It would let her deliver structured learning experiences at scale, with tracking, certificates, and compliance features built-in.

Self-service learning for clients

Her business clients, particularly in the regulatory and construction sectors, needed training that employees could access on demand. An LMS empowered clients to train staff at their own pace, without scheduling conflicts.

Automation of course delivery

With online courses, Rosie could build once and sell indefinitely. Course delivery, assessments, and certificates were all automated, freeing her team to focus on content updates and customer support. Repurposing and customizing the content to the needs of a specific customer became a breeze.

Expansion beyond New Zealand

Most importantly, moving online broke the geographic barrier. Rosie could now serve clients across the country—and beyond—without ever boarding a plane.



Takeaway for course sellers

If you're still offering training exclusively in person, now is the time to evaluate your model. Ask yourself: Can I serve more people, reduce my workload, and scale my impact by going online? For Rosie, the answer was a clear yes—and the results speak for themselves.



Lead magnets & email marketing

Marketing through experimentation: What worked and what didn't

More than anything, Rosie believes in **educating first, selling second**. Her marketing strategy is built on a foundation of value—giving away useful, insightful content that solves real problems. Whether it's a webinar, a checklist, or a blog post, the intent is always to **teach before pitching**.

Rosie's subject matter—compliance training—is high-stakes and often confusing for professionals. Instead of using fear or pressure to sell, she positions herself as a knowledgeable ally who can simplify the rules and help people stay compliant. Her content acts as both **a trust-builder and a lead generator**.

“Education is the best marketing.”



Rosie's content strategy includes:



Free mini-courses that break down specific regulations in plain English



Webinars focused on urgent compliance issues or upcoming changes in the law



Blog posts and articles that highlight real-world cases and best practices



Case studies and testimonials showing the transformation her clients have experienced

Rosie's strategy followed a three-stage journey:

1. Welcome emails

These messages introduced the brand, outlined what the learner could expect, and often included an immediate value-offer (like a helpful video or template).

2. Educational sequences

These emails focused on teaching before selling. They might include a tip related to a recent law change, a case study, or a story about a common industry mistake and how her training solves it.

3. Promotional emails

Once a relationship was established, Rosie used limited-time offers, course bundles, and early-bird discounts to convert leads into paying customers.

She also made sure to use simple tools at the beginning. Initially using platforms like Mailchimp, she later upgraded to systems that allowed for **behavior-based automation**—automatically adjusting emails depending on who opened what, clicked on which links, and which content they consumed.

Importantly, her lead nurturing wasn't just about selling. It was about providing value and building trust. This helped increase both conversion rates and long-term customer loyalty.



Lesson learned

A smart lead magnet gets people in the door, but a thoughtful email journey turns them into customers—and loyal advocates



Direct engagement with leads

Marketing through experimentation: What worked and what didn't



From the start, Rosie prioritized **personal contact with leads**. When someone downloaded a free resource, signed up for a webinar, or showed interest in her courses, her team would often reach out personally to start a conversation.

These **discovery calls** allowed her team to qualify leads quickly, understand their specific needs, and build trust—something especially important in the compliance space. It also helped her identify which prospects were likely to become long-term clients.

Rosie sees these calls not as sales pitches, but as relationship-building opportunities. She and her team use them to learn about the client's goals, company context, and challenges. This insight allows them to recommend the most relevant courses or training bundles and tailor the learning path accordingly.

“We probably do more old-fashioned in some ways. We like to do a discovery call—if we see you’ve come in from somewhere, we’ll pick up the phone and have a conversation.”



“It’s not about pushing a course—it’s about understanding their problems. If we can solve those, the sale takes care of itself.”

The human touch has become a competitive advantage for Rosie. In a world of automation and faceless funnels, a real voice on the phone creates differentiation and emotional connection—especially when selling to businesses.

As her business scaled, Rosie also developed **internal playbooks** for her team, outlining how to conduct these calls, what questions to ask, and how to personalize the experience without requiring extensive sales training.



Lesson learned

If you're targeting businesses or professionals, don't underestimate the power of personal outreach. A five-minute call can do more than ten emails.



Influencer & decision-maker marketing

Marketing through experimentation: What worked and what didn't

One of Rosie's most important insights came from realizing that her **real audience wasn't always the learner**—it was the person paying for the course. This insight changed her entire marketing strategy.

In many cases, individuals taking the training were staff members in need of professional development, but the actual purchasing decision was made by their employers—**HR departments, training managers, and compliance officers**. These were the true gatekeepers of her sales process, and Rosie learned to speak directly to them.

“You probably don't want to spend too much marketing budget on learners—because they're not the ones with the credit card.”

She tailored her messaging to resonate with these decision-makers:



Highlighting organizational risk reduction and how her courses ensured compliance



Framing courses as investments in employee capability and tools for operational excellence



Using data points and success metrics to demonstrate ROI



“We know who the influencers are. They might not have the budget, but they have the voice—and that's who we focus on first.”



Her emails and landing pages shifted tone—from learner-focused inspiration to **business-focused clarity**. She spoke the language of budget holders, offering solutions instead of just content.

Rosie also nurtured relationships with **internal champions**—employees within organizations who experienced the value of her training and then advocated for wider implementation.

In some cases, these champions became the bridge between Rosie's offerings and the decision-makers. Rosie made it easy for them to help by providing shareable PDFs, internal pitch decks, and summaries of training benefits.



Lesson learned

Identify who influences and who decides. Speak to both—offer learners a great experience, but market to the people writing the checks.







LinkedIn marketing

Marketing through experimentation: What worked and what didn't

Among Rosie's most effective channels for B2B outreach is LinkedIn—a platform she uses not just for visibility, but for cultivating relationships and creating authority in her niche.

Rosie didn't rely on flashy ad campaigns. Instead, she took a consistent, thoughtful approach to connecting with the right people. She leveraged LinkedIn to:

Rosie leveraged LinkedIn to:




-  Share industry-specific insights, including regulatory changes and compliance trends
-  Post stories and content that demonstrated her experience and impact in the field
-  Engage in conversations with professionals and industry influencers
-  Send personalized connection requests and follow-ups to decision-makers

“We don't do a lot of big campaigns. But if we can see that someone in a decision-making role is engaging, we might reach out directly and say, ‘Hey, can we help your team with this?’”



She also adopted LinkedIn automation tools to help manage outreach at scale.

These tools allowed her to:

-  Send targeted connection messages to HR professionals and training managers
-  Automate gentle follow-ups over time
-  Track engagement and optimize based on response rates

Despite using automation, Rosie kept her tone personal and authentic. She avoided salesy language, instead leading with value and insight.

This approach has helped her grow a strong network of industry contacts, build brand credibility, and stay top of mind with organizations that value compliance and training.

“LinkedIn has been amazing, especially when you know who you want to talk to. It's not just about pushing content, it's about being part of the conversation.”



Lesson learned

If your audience is professional or corporate, LinkedIn can be your most powerful tool—when used thoughtfully. Lead with insight, not a sales pitch.



Joint ventures instead of affiliate marketing

Marketing through experimentation: What worked and what didn't

Rosie initially explored affiliate marketing, hoping it would bring additional reach and sales. But it quickly became clear that affiliate partnerships didn't align well with her niche.

Most affiliates lacked deep familiarity with the regulatory and compliance space. As a result, their promotions felt too generic and disconnected from the highly specific needs of Rosie's audience. Conversion rates were low, and the leads they brought in weren't always the right fit.

Rather than trying to fix a broken model, Rosie **pivoted to joint ventures and strategic partnerships**—collaborations built on shared goals and mutual value. These weren't just promotional deals; they were alliances rooted in trust and aligned missions.

Her joint ventures included:



Industry associations that were responsible for member education and professional standards. Rosie's courses became the go-to compliance solution for these bodies.



Corporate clients that required ongoing internal training. Rosie co-developed tailored packages to meet their organizational needs.



Regulatory bodies and councils that needed structured, reliable, and regularly updated learning resources for licensed professionals.

“We haven't found affiliate marketing works so well. So we do joint ventures instead.”



“When we work with a partner, it's not just about traffic. It's about designing learning experiences that actually fit their people.”



What made these partnerships successful was their **depth and intent**. Rather than offering a simple link or coupon code, Rosie co-created custom training journeys, hosted joint webinars, and even included co-branded course options.

These collaborations often came with built-in audiences, instant credibility, and higher retention rates. Because the partners had existing relationships with their members or staff, the training felt recommended rather than sold.

Rosie also invested in nurturing these relationships: regular check-ins, feedback loops, shared KPIs, and planning future training launches together. This helped transform partners into long-term advocates.



Lesson learned

Joint ventures can be far more powerful than passive affiliates—especially in niche or B2B markets. Look for aligned missions, and build relationships that create shared success.

Sales strategies that drove revenue growth

1. Upselling & cross-selling

Rosie designed her course catalog to encourage progression. Each course led naturally to another, creating a learning pathway that supported skill development and ongoing engagement. When learners completed one module, they were immediately offered relevant recommendations for the next step in their journey, along with clear explanations of how the follow-up course would deepen their expertise or meet compliance goals.

This structure helped learners see their training as a continuous journey, not a one-off event. Rosie also packaged courses into **value-driven bundles** that provided a financial incentive to buy more. For example, a course on general building compliance might be paired with a specialized course on energy efficiency or fire safety.

She used completion data and email automation to time upsell messages effectively. Learners who reached 80–90% course progress received personalized emails suggesting the next course, sometimes accompanied by a time-limited discount.

Her approach wasn't just about selling more—it was about keeping learners engaged, helping them progress, and ensuring they returned regularly for new content.

“We want people to build momentum—not just take one course and stop.”



Lesson learned

Design your course offerings to encourage learning progression. Use email automation and smart product design to nudge students toward the next step, and offer value bundles to increase purchase frequency and basket size. Each course led naturally to another. When learners completed one module, they were offered recommendations for the next step in their journey.

She also bundled related courses at a discount, creating compelling value while increasing the average order size.

2. Subscription vs. one-time sales

Although subscription models are widely promoted in the online education world, Rosie discovered they didn't align well with the expectations or purchasing behavior of her audience. Her core customers—primarily businesses, training managers, and regulatory bodies—valued **clarity, simplicity, and predictability** in their transactions.

Rosie observed that B2B buyers preferred to purchase access to specific courses or course bundles on a **one-time basis**, often for compliance or certification purposes. These buyers needed to provide clear cost breakdowns for budget approvals and favored paying once rather than managing ongoing subscriptions across multiple learners.

To meet these preferences, Rosie structured her pricing around **single-purchase licenses** and **bulk access packages**, which allowed organizations to buy multiple seats or licenses for their teams with no recurring commitment. This not only simplified the sales cycle but also built trust by removing any ambiguity about recurring fees.

She also experimented with **limited-time access** offers—such as three-month or six-month access periods—rather than open-ended subscriptions. This model provided structure and urgency, which worked well for compliance-driven training environments.

While she didn't abandon the idea of subscriptions entirely, Rosie carefully positioned them for niche cases—like continuous professional development programs or clients seeking long-term engagement with frequent course updates.



Lesson learned

Not every audience wants subscriptions. Tailor your pricing model to fit the expectations and purchase habits of your target buyers. For B2B clients, simplicity and transparency often win over flexibility. In online education, Rosie found they didn't align well with her audience. Many of her customers were businesses purchasing training for teams.

Sales strategies that drove revenue growth

3. Pricing strategy based on customer feedback

Rosie doesn't guess her pricing—she asks. She treats pricing not as a fixed number but as a conversation with her audience. Using **Google Forms**, she sends regular surveys to her customers and learners, especially after free webinars or pilot programs.

She asks questions such as:

“Would you pay for this course?”

“How much do you think this training is worth?”.

“What price feels fair to your organization for compliance-related education?”

This kind of feedback gives her **real-time data** on perceived value, helping her avoid both overpricing (which could reduce sales) and underpricing (which can devalue the offering).


In addition to surveys, Rosie studies **market benchmarks**, looking at pricing from other webinar providers, competitor training platforms, and in-person workshops to calibrate her own pricing. She aims to position her courses competitively while still signaling quality and credibility.


For new offerings, she often runs a pilot or beta launch with early-bird pricing.

She also adjusts pricing based on **buyer types**—offering enterprise licensing for corporate clients and tiered pricing for solo learners, contractors, or small businesses.

This allows her to:

 **Validate the topic**

 **Get testimonials and feedback**

 **Refine the course before launching it at full price**



Lesson learned

Pricing is not a guessing game. Talk to your audience, run small tests, and keep evolving based on feedback and market context.—she asks.

4. Automating the sales process

Efficiency is key to scaling, especially for a small team. Rosie realized early on that manual follow-ups and ad hoc communication wouldn't be sustainable as her customer base grew. So, she invested in integrating her **CRM system with LearnWorlds**, allowing her to automate much of the sales process while maintaining a personal touch.

Rosie emphasized that automation doesn't mean losing the human connection. She uses automation to **extend her team's capacity**, not replace relationships. Key leads still receive personal calls or customized emails, but the system ensures no opportunity is missed.

She also automated upsells and re-engagements. **For example:**



Learners who hadn't logged in for 30 days received a friendly check-in email..



Those who completed a course were automatically offered the next one in the sequence.



High-engagement leads were flagged for a discovery call.



New leads were automatically captured from form submissions, course sign-ups, and lead magnets.



Follow-up sequences were triggered based on user actions—such as webinar attendance, course progress, or email clicks.



Her business manager could see the entire pipeline in a dashboard, track which leads were engaging, and assign personal outreach where needed.



Lesson learned

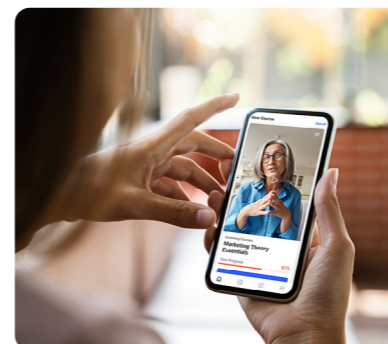
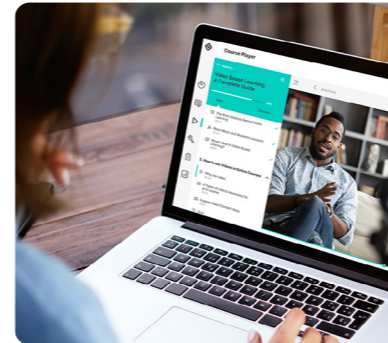
Automation isn't just about saving time—it's about being responsive, consistent, and scalable. Build a system that supports your team and ensures no lead is left behind.

Final takeaways: What you can learn from Rosie's journey

Before we close, one of the most poignant reflections Rosie shared was about the legacy she is building through her LMS:

This comment highlights one of the most underappreciated benefits of building an online course business: it allows you to create something lasting. With LearnWorlds, Rosie isn't just delivering training—she's documenting decades of knowledge, empowering others to carry it forward, and making an impact that will outlive her involvement.

“It's a legacy. If I wasn't here tomorrow, the knowledge and work we've done wouldn't disappear—it's captured, it's shareable, it continues.”



- 1. Use student data to guide content** – Survey learners, track performance, and respond to demand. Rosie continually refined her course offerings based on real learner feedback.
- 2. Market to decision-makers** – Especially in B2B, focus on those with purchasing power. Rosie found success by shifting her focus from learners to HR teams, compliance officers, and business owners.
- 3. Build partnerships, not just affiliates**– Strategic joint ventures can outperform passive affiliate sales. Rosie developed long-term relationships with associations and organizations that shared her mission.
- 4. Validate before launching**– Test demand with low-risk formats like free webinars or pilot courses before committing to full production.
- 5. Understand your niche deeply** – Courses tied to compliance or legal requirements have a natural audience. Rosie's deep expertise in building compliance helped her become a go-to authority.
- 6. Choose the right LMS**– Use tools that automate and scale your operations while supporting marketing and sales. For Rosie, LearnWorlds became a critical foundation for her growth.



Rosie's journey isn't just inspiring—it's replicable. Her success came not from having a perfect plan, but from testing, learning, and staying close to her customers. Her story shows that with the right mindset and strategy, any course creator can build a sustainable, thriving business online.

Beyond the professional achievements, Rosie's story also carries a deeply personal note. As a single mother, she once had to spend long periods away from her child, traveling around New Zealand to deliver in-person training. Today, thanks to her online business, that has changed. She now has the flexibility to work from anywhere—including spending up to six months a year in Australia—and be present for her family in ways that weren't possible before. Rosie has built a business that supports her family, honors her expertise, and creates value for thousands of learners.



The best platform to create, market
and sell online courses

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