



## PRESS RELEASE

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### LIVE WEBINAR WITH MEMBERPRESS CEO BLAIR WILLIAMS TO REVEAL ONLINE COURSE INDUSTRY TRENDS, MONEY-SAVING STRATEGIES

**CEDAR CITY, UTAH, DEC. 9** — MemberPress, WordPress membership and LMS plugin, to air a **live webinar** featuring CEO Blair Williams on **Dec. 15 at 1 p.m. ET**. The online event is for entrepreneurs in the courses industry and is free to attend. A Q&A session will follow. Seats are limited, and the registration link is [here](#).

Titled, “**How To Create A Killer Online Course Without Suffering An Alarmingly Costly LMS**”, the hour-long webinar will introduce course-creating tools that eliminate the need for an expensive LMS. Instead, Williams will cover how to create an online course that:

1. **Generates recurring revenue**, with creators securing **100% of their profits**.
2. **Increases opportunities** for **additional income streams** and **expansion**.
3. **Adapts** to any economic environment for a **future-proof business strategy**.

MemberPress Growth Manager Curt Noble said, “Too many creators think the only way to sell a course is to use a major LMS. But the big-name platforms charge third-party fees that cost users thousands. We’re excited to introduce more affordable course-building options, including our MemberPress Courses tool, for anyone interested in starting or upscaling their online courses business.”

**About Caseproof:** Developer Blair Williams formed Caseproof LLC in 2004 as a Utah Limited Liability company. Since that time, the company has built numerous small business software products for clients and the public. The company’s flagship product, MemberPress, is the world’s most widely used WordPress monetization and membership plugin. Other Caseproof products include Pretty Links, Easy Affiliate, and ThirstyAffiliates.

Learn more about MemberPress [here](#).

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