

# Turn your expert course into a premium, self-paced CPD product.

You already have specialist knowledge, trusted tutors and a course people value. I turn that intellectual property into clear, polished learning assets your customers can buy, complete and revisit.

## Create a premium learning product

A focused production sprint for training providers, membership organisations and consultancies that want to move beyond slide decks, live sessions and static PDFs - without losing the authority of their experts.

|                              |                                                                                                                               |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Shape the learning</b> | I work with your expert to identify the learner journey, clarify the sequence and create a concise, approved script.          |
| <b>2. Produce the assets</b> | I create the handbook, learner workbook, animated explainers, slides and facilitator materials as one coherent product.       |
| <b>3. Make it reusable</b>   | You receive a modular, updateable asset set for self-paced learning, blended delivery, marketing and future course refreshes. |

## A sensible first project

|                               |                                                                                                                                                                             |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Typical scope</b>          | One high-value course topic, converted into a short visual module, a practical learner guide and the core facilitator assets.                                               |
| <b>Indicative investment</b>  | £7,500-£15,000, depending on the source material, subject-matter review, animation complexity and approvals.                                                                |
| <b>Scheduling and payment</b> | For time-intensive production work, I reserve focused production time once an initial retainer is paid. The remaining payments are agreed against clear project milestones. |
| <b>Result</b>                 | A premium, reusable learning product that can support course sales, blended delivery and annual updates.                                                                    |

## Why Ro

Ro combines the three skills these projects usually split between several suppliers: clear instructional writing, thoughtful course structure and polished visual explanation.

**If you have one expert-led course that deserves to become a better product, let's identify the best pilot topic.**