

Course Platform Playbook

Your 3-Phase Guide to Owning Your Course Business (Not Renting Skool)

01

Why You're Renting, Not Building

On Skool or Circle, your students, lessons, and payment history live in a database you can't query, export cleanly, or plug into your own AI. The ~\$200/month fee is the smallest cost — the real price is lock-in. Owning your platform means your data and your brand are yours to extend however you want.

QUICK TIPS

- List every asset trapped in your current platform: student emails, progress, curriculum.
- Note the one automation you've always wanted but couldn't add — that's your reason to own.

02

Phase 1 — Own the Data

Start by having Claude Code scaffold a course app with your own database: tables for students, lessons, and progress that you fully control. This foundation is what makes every later feature possible. You describe the app in plain English and the agent writes the code.

QUICK TIPS

- Ask Claude Code for a simple schema: students, courses, lessons, enrollments, progress.
- Keep an export button from day one so your data is always portable.

03

Phase 2 — Embed the AI

Add Claude-powered features directly into the teaching workflow so the busywork runs itself. An AI lesson-plan generator drafts outlines you approve, a progress tracker flags students who are stuck, and a 24/7 AI tutor answers questions without you touching a thing.

QUICK TIPS

- Train the tutor chatbot on your own curriculum so answers match your teaching.
- Have the progress tracker email you a weekly list of students who've gone quiet.

Phase 3 — Launch Live

Deploy your platform to a host you own so there's no monthly rent and no platform lock-in. If you've never shipped an app, Claude Code handles the deploy step too. Then migrate your existing students by exporting them from Skool and importing into your own database on your schedule.

💡 QUICK TIPS

- Deploy to a low-cost host — often under \$20/month versus ~\$200 for a rented platform.
- Email your students directly once you own the list — no platform gatekeeping the relationship.

Ready to go deeper?

This playbook is the short version. Inside the hub you get the full build walkthroughs, the prompt library, and the systems I use to ship this in a weekend.

Join the Build →

<https://hub.digicuratoragency.com/join>