# Sensei LMS

For someone who already publishes on WordPress, a course can become another way to share their expertise. Sensei LMS brings courses, lessons, and quizzes into that site. Partners can explore the free teaching experience first, then explain what changes when a creator wants paid courses or more advanced learning features.

## At a glance

**Free starting point:** Sensei Free supports unlimited free courses, basic quizzes, certificates, and distraction-free Learning Mode.

**Paid courses:** Sensei Pro adds course selling through WooCommerce, advanced quizzes, interactive lessons, groups, and cohorts.

**Annual prices in USD:** Sensei Pro is US$179, Interactive Blocks is US$60, and Agency is US$360. Paid plans carry a 14-day refund guarantee.

**Agency use:** Agency covers Sensei Pro and Interactive Blocks on up to 20 sites or one Multisite network.

## Getting started

Send readers to Sensei plans and pricing. The free Sensei LMS plugin gives creators a way to start without buying Pro. Sensei does not offer a separate free trial.

The course creator or agency needs a WordPress site that can install plugins. Selling courses requires Sensei Pro and WooCommerce. Hosting, payment processing, and any additional extensions should be included in the cost comparison.

# Core talking points

## Build inside WordPress

Course creation uses the WordPress editor, with lessons and quizzes forming the learning experience. Sensei works with WordPress themes and offers a free Course theme. Content can be exported and imported, supporting portability between sites.

## Plan the selling model

Sensei Pro connects a course to a WooCommerce product. One-time sales, subscriptions, and memberships are different setups. Recurring course subscriptions require the separate WooCommerce Subscriptions extension, including when WooPayments processes the payments. Additional membership functionality may require its own extension.

## Choose video hosting separately

Sensei does not host videos. Its documentation recommends VideoPress, and its interactive video features also support YouTube and Vimeo embeds.

## Separate Free, Pro, and Interactive Blocks

Pro adds selling and advanced course tools to the free foundation. Interactive Blocks provides videos, flashcards, hotspots, accordions, task lists, and quiz questions for posts, pages, and lessons; Sensei LMS is not required to use it.

## Compare costs without promising savings

Sensei's site positions it as a portable alternative to hosted course platforms. A fair comparison includes the selected platform plans, hosting, payment processing, and any extensions. Lower transaction fees are not a universal outcome for every competing plan or business.

# Content angles

### WRITTEN COMPARISONS

**Ownership and the complete course stack.** Compare the learning tools, portability, annual licensing, hosting, and payment costs. Separate features included in Sensei from those supplied by WooCommerce extensions.

### REVIEWS AND EXPLAINERS

**Start with a real free course.** Build lessons and a basic quiz using the free plugin, then explain the reasons a creator might choose Pro. Use the pricing table to distinguish hands-on observations from paid features described in the documentation.

### VIDEO AND STREAMING

**Show both teacher and learner views.** Record course creation and Learning Mode on a test WordPress site. Demonstrate paid interactive tools only with access to the appropriate product.

## Naming and brand usage

Use **Sensei LMS**, **Sensei Pro**, **Interactive Blocks**, and **Sensei Agency** as the product and pricing pages do. Sensei is a WordPress plugin, not a separately hosted course platform. Use official brand assets.

**Resources and links**

Sensei LMS · Plans and pricing · Free plugin · Selling courses · Course subscriptions · Sensei overview

Questions about a product or content idea? Contact affiliates@automattic.com.