RACINGOWL

FOR TRAINERS

The Trainer's Guide

Everything you need to run your teaching business on RacingOwl, from creating your site to your first paid learner and beyond. Every screen, every setting, step by step.

17 chapters · each also a separate PDF

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About this guide

This is the complete reference for running a teaching site on RacingOwl. It walks through every screen a trainer uses, in the order you meet them, and explains what happens on your learners' side of each one.

How to read it

The first time, read chapters 1 to 5 in order. They take you from an empty account to a published, priced course that a learner can buy, which is the point where your site starts earning. After that, treat the guide as a reference: open the chapter you need when you need it. Each chapter starts with a page that says where in RacingOwl it happens, how long it takes, what to have ready, and which plans it applies to.

Every chapter is also published as its own PDF, so you can keep just the one you are working on beside you. All of them, and the online version of the guide, are at racingowl.com/trainer-guide.

How the guide shows things

Publish	A button, tab, heading or label, written exactly as it appears on your screen.
Manage → Payments	Where to go. **Manage** is the menu at the top of your own site once you are signed in as its owner; the arrow means "then choose".
yourname.racingowl.com	Something you type, or an address.
Tip	Good practice, or a quicker way to do something.
Important	Something that cannot be undone, affects money, or catches people out.
What your learner sees	The other side of the screen: what your learners are shown or sent.

About the pictures

The screens in this guide were taken from a demonstration site. Yours will show your own name, logo, colours and courses. RacingOwl keeps improving, so a word on a button may occasionally differ slightly from the picture; the online guide is always updated first.

Plan prices, learner limits, trial lengths and add-on prices are deliberately not written into the text, because they can change. The plan screens pictured show them as they were when this edition was made; the plan screen and racingowl.com/pricing always show the current figures.

Getting help

Once you are signed in, every page under **Manage** has an **Ask RacingOwl** button at the bottom right. It goes straight to the RacingOwl team, who answer there Monday to Saturday, 10 am to 6 pm IST. You can also write to support@racingowl.com. All times in RacingOwl, and in this guide, are Indian Standard Time.

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How you make money on RacingOwl

Three things to understand before you build anything: who sets the prices, where the money goes, and what RacingOwl charges you.

You decide what learners pay

Your site charges one way: a price on each course, or one monthly membership that opens every course you mark **Members only**. Free courses are allowed either way, and you can switch later.

Learners pay you directly

Every payment goes straight into your own bank account through Razorpay. RacingOwl never touches or holds that money and takes no cut of your sales. Razorpay's fee, 2% plus GST (2.36% in all), comes off before the money reaches you.

You pay RacingOwl a flat fee

One of four monthly plans, priced mainly by how many learners your site can hold, plus any add-ons you switch on. A subscription, never a percentage of what you earn.

The journey, start to finish

1. Sign up
2. Pick a plan
3. Activate payments
4. Build your first course
5. Price it
6. Publish
7. Learners find it and pay you
8. Track earnings on your dashboard

What RacingOwl does for you, and what stays yours

RacingOwl takes care of	You decide and do
Your site at `yourname.racingowl.com`, its pages, sign-in and security	What you teach, how you organise it, and how your site looks
Taking payments, receipts and credit notes for your learners, and GST invoices for your plan	Your prices, discounts, and whether to give a refund
Emails, reminders, calendar invitations, certificates and (with the add-on) WhatsApp alerts	Your lessons, quizzes, assignments and live classes
Listing your published courses in the RacingOwl marketplace	Inviting the learners you already have, and talking to them
A keyword filter that watches for dangerous content everywhere on RacingOwl	Moderating your own discussions, reviews and reports

WHERE TO START

If you do nothing else today, do chapters 1 to 3: create your site, choose a plan and activate payments. Payments need your bank, PAN and business details, so it is worth getting them done before you build your first course.

CHAPTER

01

Signing up and creating your site

This chapter takes you from the RacingOwl home page to a site of your own, with its own web address, your email address confirmed and a plan chosen. By the end you will be looking at your site's dashboard, with a green card telling you your site is live, and you will know how to find your way back to it next time.

WHERE	TIME NEEDED	BEFORE YOU START	PLAN
racingowl.com → Create your site	About 10 minutes, plus a minute to open the confirmation email	A name for your site, the one-word address you want, an email address you can open now, and a password of at least 10 characters	Every plan. You choose the plan at the end of this chapter

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What you are creating

When you sign up, RacingOwl makes two things at once.

- **Your RacingOwl account.** This is you as a person: your email address and your password. The same account signs you in everywhere on RacingOwl, including any other site where you happen to be a learner yourself.
- **Your site.** This is your own place on the internet, with its own address, such as `meera-yoga.racingowl.com`. It holds your courses, your learners, your branding and your money settings. You are its owner, which means you see the **Manage** pages (as does any instructor you add), and only you choose the RacingOwl plan.

Your learners never need to know about RacingOwl's own home page. They visit your address, see your name and your courses, and pay you.

Before you start: three decisions

The form takes a few minutes, but three of its boxes are worth a moment's thought first.

Your site's name

This is what learners see at the top of every page of your site, in emails from your site, and on receipts. It can be your own name ("Meera Iyer"), a brand ("Pranayama Studio") or a description ("Meera's Carnatic Vocal Classes"). You can change it later from **Manage → Settings**, so do not agonise over it. See Branding your site.

Your site's address

This is the one decision you cannot undo. The address you choose becomes the start of your web address, followed by `.racingowl.com`, and **it cannot be changed later**. It will be printed on your visiting cards, shared in WhatsApp groups and typed by your learners, so choose something that is:

- **Short and easy to say aloud.** `meera-yoga` is easier to share over the phone than `meerasyogaandwellnessclasses`.
- **Made only of letters, numbers and hyphens.** No spaces and no dots. Capital letters are turned into small ones for you. Use a hyphen where you would put a space.
- **Starting and ending with a letter or a number,** not a hyphen.
- **One word, not a web address.** Type `meera-yoga`, not `meera-yoga.racingowl.com` and not `www.meerayoga.com`.

A few words are reserved by RacingOwl and cannot be used, such as `admin`, `api`, `www`, `help`, `support`, `blog`, `billing` and `test`. And every address can belong to only one site, so if someone else already has the one you want, you will be asked for another.

What you teach

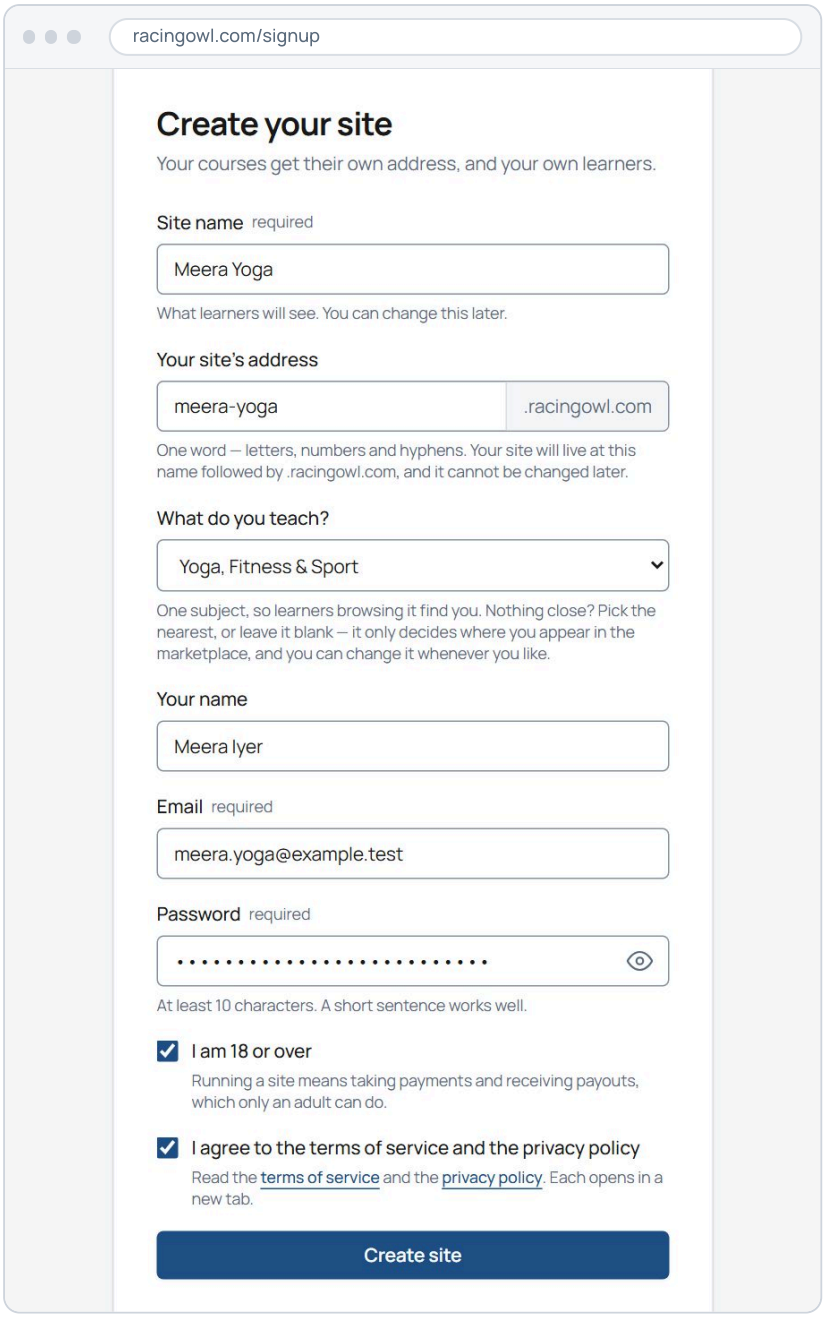
You pick one subject from RacingOwl's list. This is **optional** and low-stakes: it only decides where your courses appear when somebody browses the RacingOwl marketplace by subject. If nothing on the list is close, pick the nearest one or leave it blank. You can change it whenever you like. There is deliberately no "Other" box,

because a catch-all box quickly becomes the biggest group in the marketplace and stops helping anyone find you.

> **TIP.**
> Not sure what RacingOwl can do for you yet? Under the form is a link, **Read the FAQ before you start** . It opens in a new tab, so nothing you have typed on the form is lost while you read.

Filling in the sign-up form

1. **Open the form.** Go to racingowl.com and choose **Create your site** . The button appears in the header and on most of RacingOwl's own pages. You arrive at a page headed **Create your site** , with the line "Your courses get their own address, and your own learners."
2. **Type your site name.** In **Site name** , type what learners will see. The hint under the box reminds you that you can change it later.
3. **Choose your address.** In **Your site's address** , type your one word. The end of the address, .racingowl.com , is already printed inside the box to the right of what you type, so you can see the full address take shape as you go.
4. **Pick your subject, if you want to.** Open **What do you teach?** and choose one subject from the grouped list, or leave it on **Choose one** .
5. **Type your name.** **Your name** is optional, but fill it in: it is how RacingOwl greets you in emails, and it is the natural starting point for your instructor card later (see Your instructor profile).
6. **Type your email address.** Use an address you can open right now, because the very next step asks you to confirm it. This is also where RacingOwl will send your invoices, renewal reminders and anything important about your site.
7. **Choose a password.** In **Password** , type at least 10 characters. The hint suggests a short sentence, which is both easy to remember and hard to guess.
8. **Confirm you are an adult.** Tick **I am 18 or over** . Only an adult can run a site, because running one means taking payments and receiving payouts.
9. **Agree to the terms.** Tick **I agree to the terms of service and the privacy policy** . The links under the tick box open each document in a new tab, so you can read them without losing the form.
10. **Create the site.** Press **Create site** . While it works, the button says **Creating…** .



The Create your site form, filled in. The address box shows the rest of the web address beside the word you type.

The fields at a glance

Field	Required?	What to put in it
Site name	Yes	What learners see. Your name or your brand. Can be changed later.
Your site's address	Yes	One word: lowercase letters, numbers and hyphens. Becomes `yourword.racingowl.com`. **Cannot be changed later.**
What do you teach?	No	One subject from the list. Only decides where you appear in the marketplace. Can be changed later.
Your name	No	Your own name, as you would like to be greeted.

Field	Required?	What to put in it
Email	Yes	An address you can open now. Your sign-in, and where RacingOwl writes to you.
Password	Yes	At least 10 characters. A short sentence works well.
I am 18 or over	Yes	Tick it. Only an adult can run a site.
I agree to the terms of service and the privacy policy	Yes	Tick it once you have read them.

If the form says no

If something is wrong, the form tells you under the box concerned and keeps everything you typed, apart from the password, which you type again. The messages you are most likely to see:

What you see	What it means and what to do
Type just the first part	You typed a whole web address into the address box. The message names the word it thinks you meant. Type just that word.
This is one word, not a web address	The address has a space, a dot, a slash or a colon in it. Use hyphens instead, for example `yoga-with-meera`.
"…" is reserved by RacingOwl. Choose another.	That word is kept for RacingOwl's own use. Pick a different one.
Use lowercase letters, numbers and hyphens only…	Something else is in the address, or it starts or ends with a hyphen.
That address is already taken. Try another.	Another site has that address. Nothing has been created, so change the address and press **Create site** again.
This email already has an account. Sign in instead.	You already have a RacingOwl account with this email, perhaps from learning on another site, and the password you typed is not that account's password. See the next section.
Use a password of at least 10 characters.	Make the password longer.
Too many … Try again in …	Several attempts were made in a short time from your connection. Wait for the time shown, then try again.

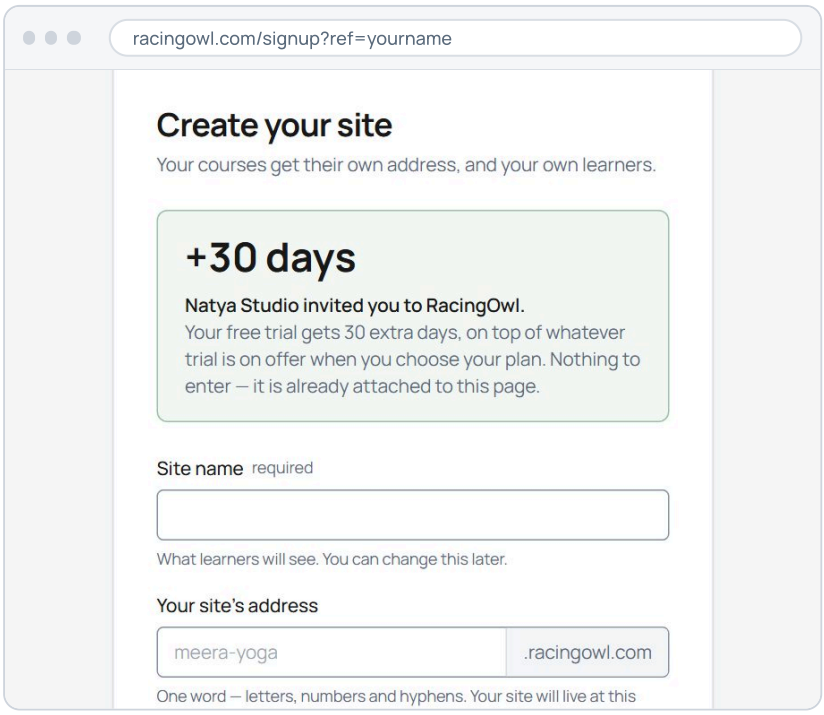
If you already have a RacingOwl account

Perhaps you have learnt on another trainer's site with the same email address. That is fine: you do not need a second account. Fill in the form as normal, but type **the password you already use for RacingOwl**. Your new site is then added to the account you already have, and you sign in to everything with one password.

If you type a different password, the form refuses with "This email already has an account. Sign in instead." and shows a link, **Sign in to your RacingOwl account**. The answer is to type your existing password on the form. If you have forgotten it, use **Forgotten your password?** on the RacingOwl sign-in page to choose a new one, then come back to the form and use that.

If another trainer invited you

If another trainer sent you their referral link, the sign-up page opens with a green card above the form. It shows **+30 days** in large type and says which site invited you. It means your free trial will be 30 days longer than whatever trial is on offer when you choose your plan. There is nothing to type: the invitation is already attached to the page, so just fill in the form as normal. If the link belongs to a site that no longer exists, the card simply does not appear, and your site is created exactly the same way without the extra days. More on referrals in Choosing your RacingOwl plan.



Signing up through another trainer's link: the invitation card with the 30 extra days, above the form.

What happens when you press Create site

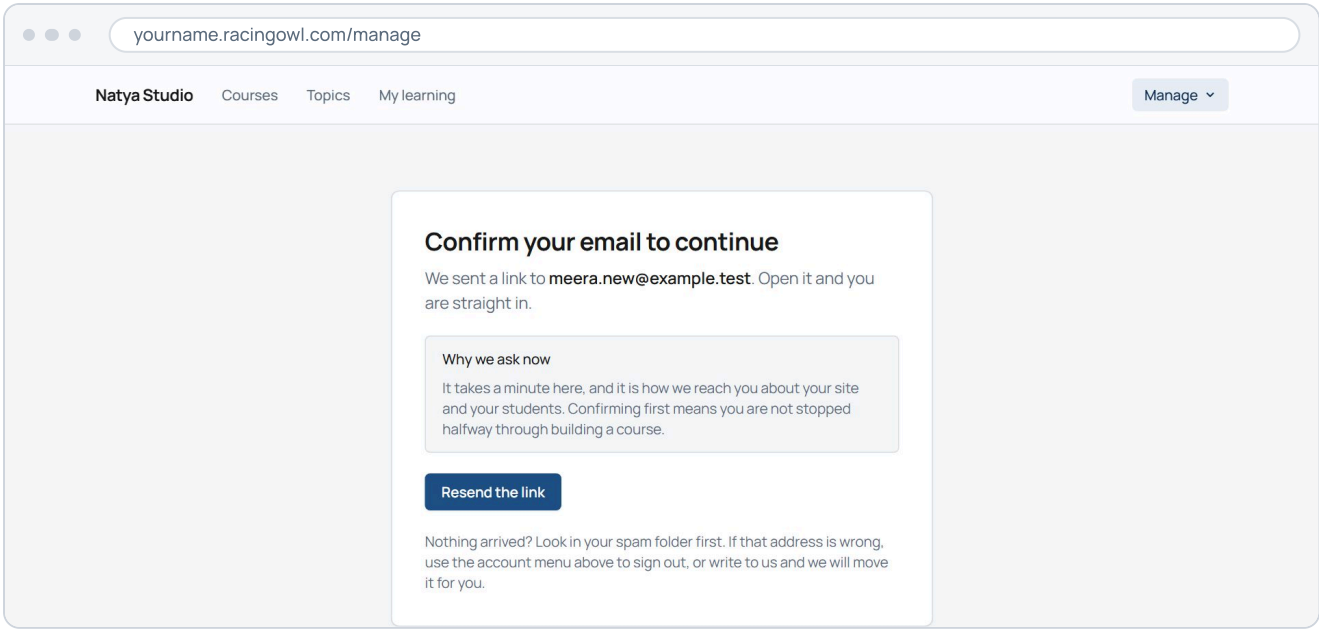
Several things happen in the few seconds after you press the button:

1. RacingOwl checks the address is free, then creates your account (or finds your existing one) and your site, with you as its owner.
2. Two emails are sent to you: one titled with your site's name and "is ready", which gives your site's address and a **Choose your plan** button, and one asking you to confirm your email address, with a **Confirm my email** button. (If you signed up with a RacingOwl account you already had, only the first is sent.)
3. You are signed in automatically. A short page says **Your site is ready** and "Taking you to it now…", and moves on by itself in a second or two. If it does not, press **Go to your site**.
4. You land on your new site's own address, inside the **Manage** area.

Occasionally the automatic sign-in does not go through, for example on a browser that blocks the step. Your site has still been created. You land on your site's sign-in page with the message "Your site is ready. Sign in to start building." Sign in with the email and password you just chose.

Confirming your email address

The first thing you see inside Manage is not your dashboard. Until you confirm your email address, the whole Manage area is replaced by one screen headed **Confirm your email to continue**. It shows the address the link was sent to, and a short note, **Why we ask now**, which explains that confirming first means you are never stopped halfway through building a course. If you signed up with an existing RacingOwl account whose email is already confirmed, this screen is skipped.



The confirm-your-email screen. It stands in for every Manage page until the link in your email is opened.

1. **Open the email.** Look for the message asking you to confirm your email. It was sent the moment you signed up. It usually arrives within a minute or two.
2. **Press Confirm my email.** The link opens a RacingOwl page headed **Your email is confirmed**. You can open it on any device: your phone is fine, even if you signed up on a computer.
3. **Carry on.** If you opened the link on the same computer, press **Go to your site** on the confirmation page. If you opened it on your phone, simply look back at your computer: the confirm screen checks every few seconds and moves on by itself once the address is confirmed.

If the email does not arrive

- **Check your spam or promotions folder first.** It is the most common reason.
- **Check the address shown on the screen.** A typing slip in the email address is the next most common reason. If the address is wrong, use the account menu at the top of the page to sign out, or write to RacingOwl and the team will move the account to the right address for you. The **Ask RacingOwl** button at the bottom right of the screen reaches them directly (see Ask RacingOwl).
- **Ask for another link.** Press **Resend the link**. The screen says "Sent. It should arrive within a minute or two." and the button becomes **Send it again**.

If the link says it has expired

A confirmation link works once. If you open it a second time, or open an old one after asking for a new one, the page says **That link has expired**. If you have already used it, your email is confirmed and there is nothing more to do. Otherwise, sign in to your site and the confirm screen will offer to send you a new link.

> **IMPORTANT.**
> Confirm your email before anything else. It is how RacingOwl reaches you about payments, renewals and your learners, and the Manage area stays closed until it is done. It takes a minute, and nothing you build is lost by doing it first because there is nothing built yet.

Choosing your plan

Once your email is confirmed, you land on the **Choose a plan** screen, and nothing else in Manage opens until you pick one. The screen shows your site's name and logo in the header, so you can see your site exists, but the Manage menu is not there yet.

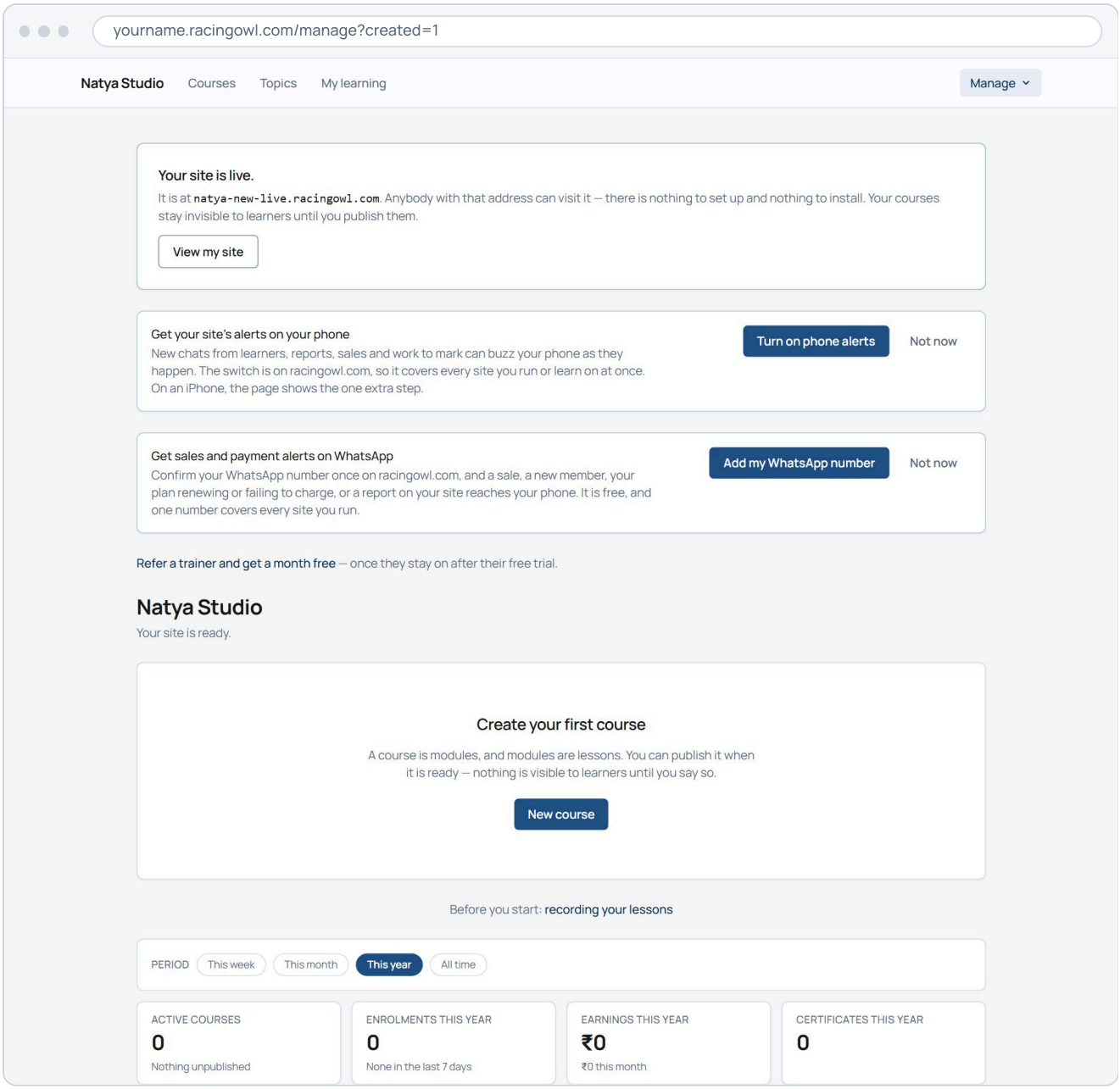
There is no free tier, but most plans start with a **free trial**, shown on each card, and nothing is charged until the trial ends. You can move to another plan later: up at any time, paying only the difference for the days left; down from the end of the period you have paid for.

The plan screen, the trial, add-ons, promotion codes and auto-renew are explained in full in Choosing your RacingOwl plan. Read that chapter before you press anything on this screen if you are unsure which plan suits you.

> **TIP.**
> The **Ask RacingOwl** button lives on the Manage pages. The plan screen does not carry it. If you have a question about plans before choosing, pick the trial on the plan you think fits: moving up or down later costs nothing during a trial.

Your site is live

After your first plan is set up, you are taken to your dashboard at **Manage → Dashboard**. At the top is a green card headed **Your site is live.** It prints your full site address and explains that anybody with that address can visit it, with nothing to set up and nothing to install, and that your courses stay invisible to learners until you publish them. The card shows once only, on this first arrival.



The dashboard on your first arrival, with the Your site is live card and the View my site button.

Press **View my site** to see your site as a visitor does. It will look bare at this point: your site's name, and a home page with no courses yet. That is expected. It fills up as you work through the next chapters.

Below the green card you will also see:

- A card offering to **Turn on phone alerts**, so new sales, chats and reports reach your phone (see Notifications and keeping your site safe). **Not now** hides it.
- A card, **Get sales and payment alerts on WhatsApp**, if you have not confirmed a WhatsApp number yet. Its **Add my WhatsApp number** button takes you to the page on racingowl.com where you confirm it once, so a sale, a new member, your plan renewing or failing to charge, or a report on your site reaches your phone.
- A line, **Refer a trainer and get a month free**, which takes you to your referral link (see Choosing your RacingOwl plan).
- Your dashboard figures, all at zero for now (see Your dashboard and earnings).

> **WHAT YOUR LEARNER SEES.**
> At this moment, a visitor to your address sees your site's name and an empty catalogue. They cannot see your Manage pages, your plan or anything you have not published. Nothing is on sale until you have activated payments and published a priced course.

Finding your Manage pages

Everything you do to run your site lives under **Manage**, a menu in your site's header that only you (and any instructors you add) can see. It is grouped into three parts:

- **Teaching:** **Dashboard**, **My courses**, **Learners**, **Groups**, **Chats**, **Topics**, **Email learners**, **Marking**, **Membership offer**, **Discounts** and **Reports**.
- **Money:** **Earnings**, **Payments** (where your payouts go) and **Your RacingOwl plan** (what you pay RacingOwl, shown to the site owner only).
- **This site:** **Settings** and **Your instructor profile**.

Stuck at any point once you have signed in? Every page under Manage has an **Ask RacingOwl** button at the bottom right, and the RacingOwl team answers you there. See Ask RacingOwl.

Signing in again next time

You sign in to run your site **on your site's own address**, not on racingowl.com. There are two ways to get there:

- **Go straight to your address.** Type `yourword.racingowl.com` and choose **Sign in**. If you are already signed in to RacingOwl on that browser, you are let straight in without a form. Bookmark your Manage page for next time.
- **Start from racingowl.com.** Choose **Sign in**. The page asks "Which of these is you?" Choose **I run a site here**, type your site's address in **Your site address** (the one word, or the whole address pasted in, both work) and press **Continue**. You are taken to your site's own sign-in page.

Your password is your RacingOwl password: the same one signs you in to your own site and to any site where you learn. Signing out anywhere signs you out everywhere, which keeps a shared computer safe.

A checklist for your first day

With your site created, work through the rest of this guide in order. The launch checklist:

1. Create your site and confirm your email (this chapter).
2. Choose a RacingOwl plan and tick the add-ons you want (Choosing your RacingOwl plan).
3. Ask your learners to verify their WhatsApp number, if you took that add-on (WhatsApp alerts for your learners).
4. Activate payments (Setting up payments).
5. Build your first course: content, details, quizzes (Creating your first course).

6. Decide how you charge: price each course, or one monthly membership (Pricing your courses).
7. Set your site's branding: logo, colours, about text (Branding your site).
8. Publish your course.
9. Set up your instructor profile (Your instructor profile).

Common questions

Q Can I change my site's address after I have created it?

No. The address is permanent, which is why the form says so under the box. Your site's name, logo, colours and subject can all be changed later from **Manage → Settings**, but the address stays. If the address is badly wrong, tell RacingOwl through **Ask RacingOwl** before you build anything, and the team will talk you through your options.

Q Can I use my own domain, like www.meerayoga.com?

Your site lives at your chosen word followed by **.racingowl.com**. That is the address to type on the form and to share with your learners.

Q I typed my email address wrongly. What now?

The confirm screen shows the address the link went to, so you will spot it there. Use the account menu at the top of the page to sign out, or write to RacingOwl through **Ask RacingOwl** on that screen and the team will move the account to the right address.

Q I confirmed on my phone but my computer is still showing the confirm screen.

It checks every few seconds while the tab is open and in front of you, so give it a moment. If it still has not moved, reload the page.

Q Do I need a GST number or a registered business to sign up?

No. You need neither to create a site. When you activate payments you will need your bank details and PAN; a GSTIN is optional and only needed if you are registered for GST. See Setting up payments.

Q I am under 18. Can I run a site?

No. Running a site means taking payments and receiving payouts, which only an adult can do. A parent or guardian can run the site in their own name.

Q Can I run more than one site?

Yes. Create another site from racingowl.com with the same email address and the same password; both sites sit under your one RacingOwl account. Each site has its own plan.

Q Can I sign up with Google?

The Create your site form uses an email address and a password. If you already have a RacingOwl account that you only ever sign in to with Google, it has no password yet, so the form has nothing to match. Give it one first: on the RacingOwl sign-in page choose **Forgotten your password?** and type your email.

RacingOwl emails you a link to set a password, which becomes a second way in beside Google. Then use that password on the Create your site form.

Q Is anything charged when I sign up?

No. Creating a site is free. Money is only involved when you choose a plan, and most plans start with a free trial during which nothing is charged.

Related: Choosing your RacingOwl plan, Setting up payments, Branding your site, Ask RacingOwl.

CHAPTER

02

Choosing your RacingOwl plan

Every site runs on one of four RacingOwl plans. This chapter explains what a plan is, how the free trial works, how to choose add-ons and use a promotion code, how auto-renew collects each month, and how to move up or down, change your card, cancel, or recover from a failed payment. By the end you will have a plan running and know exactly what will be charged, and when.

WHERE
The **Choose a plan** screen when you first sign up; afterwards **Manage → Your RacingOwl plan**

TIME NEEDED
About 5 minutes to choose; a minute each time you change something

BEFORE YOU START
A debit or credit card, or a UPI app, that can approve recurring payments, and your mobile number

WHO
The site owner only. The plan is the owner's, and **Your RacingOwl plan** appears only in the owner's Manage menu

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Two kinds of money

RacingOwl keeps two directions of money completely apart, and it helps to hold them apart in your head too.

- **Money coming in** is what your learners pay you for courses and memberships. It is set up under **Manage → Payments**, reaches your own bank account directly, and is shown under **Manage → Earnings**. See Setting up payments.
- **Money going out** is what you pay RacingOwl for your plan. It lives under **Manage → Your RacingOwl plan**, and it is what this chapter is about.

The two never mix. Your plan fee is never taken out of your learners' payments, and even if your plan lapses, money already settled into your bank is yours.

What a plan gives you

Every site runs on one of four plans: **Starter**, **Growth**, **Professional** and **Scale**. This is what you pay RacingOwl. It has nothing to do with what you charge your own learners. Courses are unlimited on every plan; what grows from plan to plan is:

- **How many learners your site can hold.** Scale has no learner limit.
- **How much storage you get** for your PDFs, pictures, logos and the files learners hand in. Videos live on YouTube and do not count.
- **What comes included,** such as video checkpoints and releasing lessons over time, and which add-ons are included rather than sold separately.

Plan prices, learner limits, storage and trial lengths are set by RacingOwl and can change, so this guide does not print them. The plan cards on your screen always show the current figures, and so does racingowl.com/pricing.

Which plan is right for you?

The honest answer depends on where you want to be in six months, not where you are today. A rough guide:

Plan	Who it suits
Starter	Trying RacingOwl out with a small group, or a trainer who teaches a fixed batch and is not looking to grow it. Everything you need to sell a course is here; live classes and WhatsApp alerts are add-ons you can tick when you need them.
Growth	The plan most trainers should start on, and the one marked **Most popular**. More learners, video checkpoints, and live classes and chats **included**, so the total is often lower than Starter plus the add-ons you would end up wanting. If you intend to grow, start here.
Professional	A running business: many more learners, a much bigger WhatsApp bundle, and much more storage for your PDFs and pictures. If you already have a few hundred followers or a waiting list, this is the one.
Scale	No learner limit, every add-on included, and the largest storage. For an established academy, or a trainer moving an existing audience onto RacingOwl in one go.

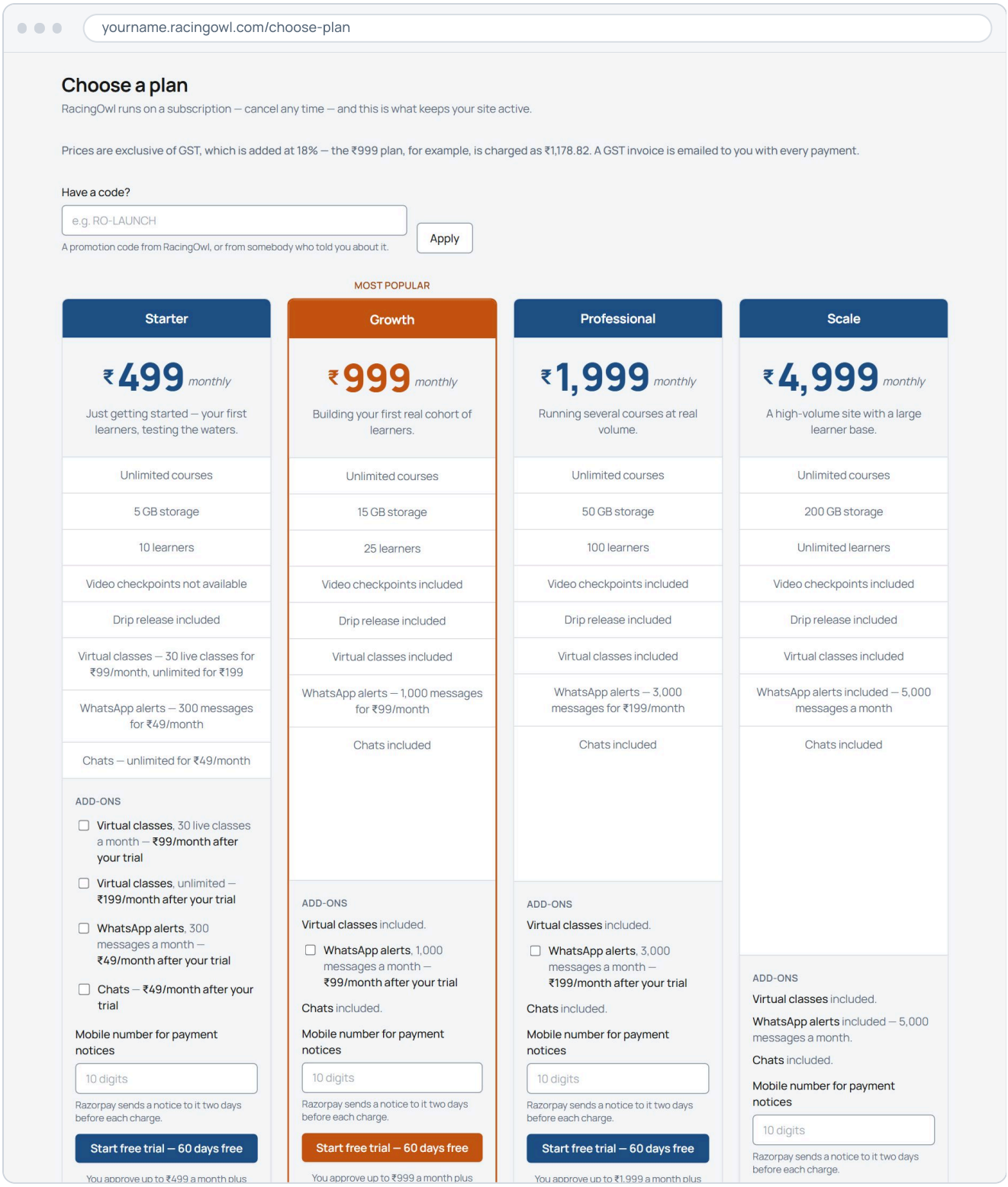
> **A TIP FROM US.**
> If you have only seven or eight learners today but you mean to build a real teaching business, take the plan for the business you are building rather than the one you have. RacingOwl is the tool that gets you there (the marketplace, the membership, the WhatsApp alerts, the chats), and a plan that already has room means you never hit a wall the week a batch of new learners arrives. You can move up at any time: the days you have not used are credited and you pay only the difference. And the trial costs you nothing while you decide.

The Choose a plan screen

You meet this screen straight after confirming your email (see Signing up and creating your site), and nothing else in Manage opens until you pick a plan. You will also come back to it if your site ever goes read-only, because it is the one screen that still works then. Its address is `yourword.racingowl.com/choose-plan`.

From top to bottom it shows:

- The heading **Choose a plan**, with the line "RacingOwl runs on a subscription — cancel any time — and this is what keeps your site active."
- A line about GST: prices are shown without GST, which is added at 18%, with a worked example on the Growth plan's current price, and a GST invoice is emailed to you with every payment.
- The **Have a code?** box, for a promotion code (see below).
- One card per plan, side by side.



The Choose a plan screen: the GST line, the Have a code? box and the four plan cards, Growth marked Most popular.

Reading a plan card

Each card shows:

- The plan's name, its price per month (before GST) and a one-line description.
- What it holds: unlimited courses, its storage, its number of learners (or unlimited learners), and whether video checkpoints and releasing lessons over time are included or not available.
- One line per add-on, saying whether it is included, sold from a price, or not available on that plan.

- An **Add-ons** section with tick boxes for the add-ons this plan sells (an included add-on is shown as included and cannot be ticked).
- A **Mobile number for payment notices** box.
- The button, and a line of small print under it saying exactly what will be charged and when.

The free trial

Most plans start with a free trial, and each card shows how long. On a plan with a trial, the button reads **Start free trial** followed by the number of free days. Nothing is charged until the trial ends, and **every add-on the plan offers is included free while it runs**. On a plan without a trial the button reads **Choose** and the plan's name.

A few rules worth knowing:

- **A trial is a first-time offer.** It is offered once per site. If your site has had a plan before (for example, you cancelled and came back), no trial is offered.
- **The length is fixed when you choose.** The trial's end date is set the moment you start it, so if RacingOwl later shortens its trials, yours is not affected.
- **Ticking an add-on during the trial means "keep it after the trial".** You have every add-on free during the trial anyway; a tick decides which ones carry on, and they are charged only from your first real payment. The add-on line on the card shows the monthly price "after your trial".
- **Referred by another trainer?** Your trial is 30 days longer, and the cards already include those days in the number they show. A plan with no trial gets no extra days.
- **Founding trainers.** If RacingOwl has named you a founding trainer before you choose your first plan, and you choose a plan with a free trial, that first trial runs to six months after your site was made (or longer, if the plan's own trial already does). Because it is a trial, every add-on is included for that whole time.

Near the end of your trial, RacingOwl emails you reminders before the first charge. The trial reminder also tells you what your learners have paid you during the trial, so you can see what the plan is earning you before it costs anything.

Add-ons

Three features are sold as **add-ons** rather than baked into one plan. Each is included free on some plans; on others it is offered for a small monthly fee, or not offered at all. The plan cards show exactly what each plan includes and what it charges, and the price you see when you switch one on is the price you keep: if RacingOwl later changes an add-on's price, a site already paying for it stays on the price it agreed to.

Add-on	What it does	More detail
Virtual classes	Live classes over Google Meet, Zoom or Microsoft Teams, with invitations, reminders and a Join button for your learners. Some plans include it; others sell it as a monthly allowance of classes or as unlimited, and the two options are offered side by side.	Creating your first course
WhatsApp alerts	A bundle of WhatsApp messages a month to your learners: payment receipts, failed-payment notes, membership reminders and an hour-before nudge for live classes. Every plan carries a bundle; the top plan includes it.	WhatsApp alerts for your learners

Add-on	What it does	More detail
Chats	Private one-to-one chats between each learner and your site, answered from one inbox.	Chats with learners

Tick the add-ons you want on the card of the plan you are choosing. The plan and its add-ons are one purchase: you tick them on the same screen, not a plan now and a reminder later. As you tick, the small print (and, on a plan without a trial, the button) updates to show the month's total with the add-ons in. Where an add-on has two options (for example a set number of live classes a month, or unlimited), ticking one unticks the other, because a site holds one option per add-on.

Promotion codes

If RacingOwl, or somebody who told you about RacingOwl, has given you a promotion code, use it **before** you choose your plan. A code is applied as you choose a plan: once a plan is running, the box is no longer shown. A site can use each code once, and one code at a time.

1. **Type the code.** In **Have a code?**, type the code exactly as given (the box shows an example, `RO-LAUNCH`).
2. **Press Apply.** The page reloads and says what the code will do, for example "applied: 20% off your first 3 charges. Pick a plan below." If the code cannot be used, the reason appears under the box instead.
3. **Choose your plan.** The discount now rides every plan card. The small print under the button repeats it before you approve anything.

The discount applies to your plan and its add-ons, with GST worked out on what is left. It is counted down charge by charge, and your plan page shows how much is left, for example "Code RO-LAUNCH: 20% off your next 2 renewals." When the code is used up, the next charge is simply the full price. There is nothing to set up again.

Starting your plan

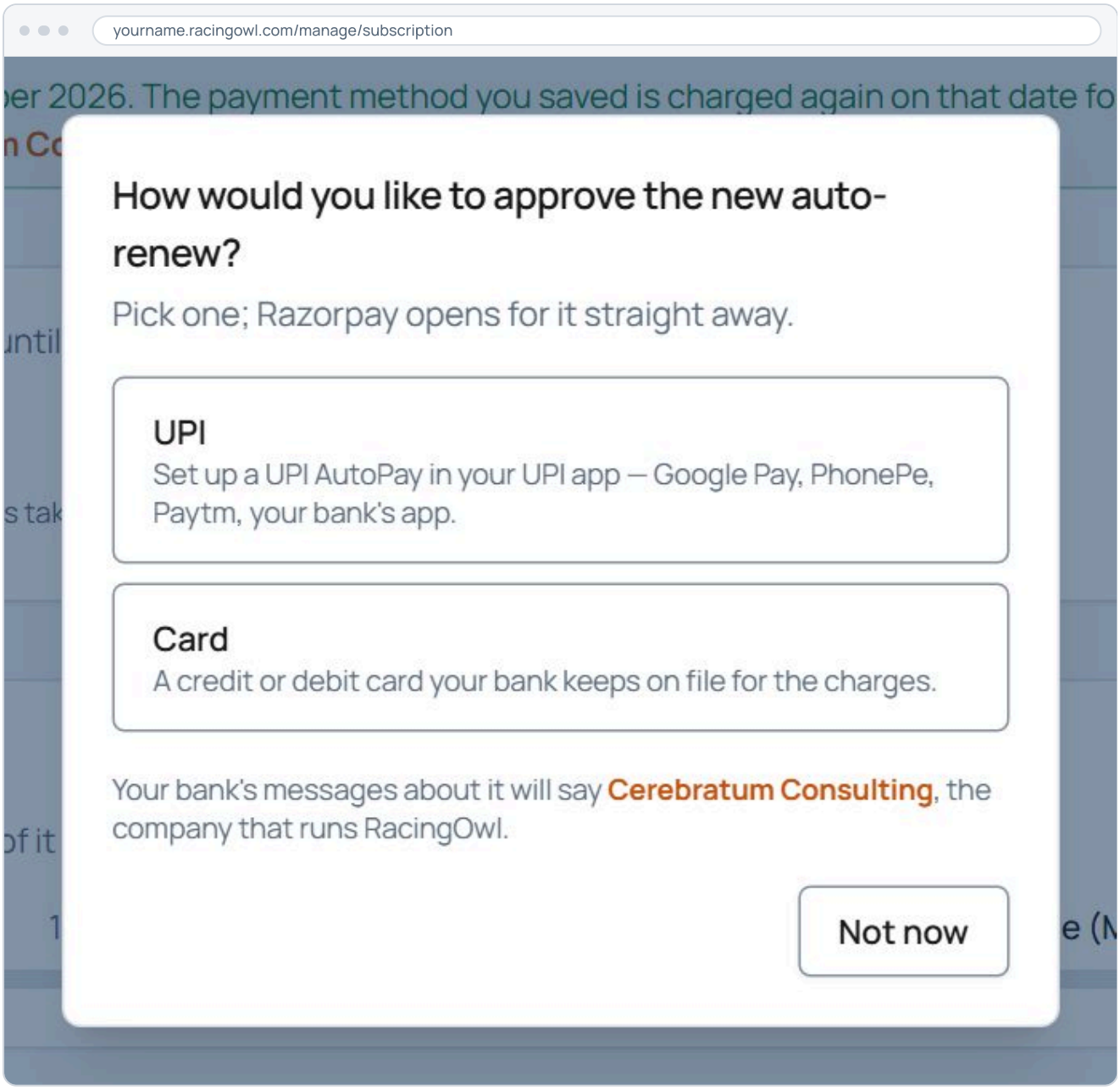
Every RacingOwl plan runs on **auto-renew**: you approve your card or UPI once, and RacingOwl collects each month from then on, until you cancel. There is no separate pay-each-month option. This section walks through setting it up.

1. **Pick your plan and add-ons.** On the card you want, tick any add-ons.
2. **Type your mobile number.** In **Mobile number for payment notices**, type your 10-digit number. Razorpay sends a notice to it before each charge, and will not set up auto-renew without a number. If you leave the box empty, RacingOwl uses your confirmed WhatsApp number or your site's phone number, if it has one.
3. **Read the small print.** It says "You approve up to" the month's total "a month plus GST; each charge is what your plan costs, never more." With a trial it adds that your payment method is saved now, nothing is charged until the trial ends, and that if you cancel before then you pay nothing.
4. **Press the button.** **Start free trial** on a plan with a trial, or **Choose** and the plan's name on one without.

5 **Choose UPI or card.** A small box opens over the page: **How would you like to approve auto-renew on Growth?** with two choices, **UPI** (a UPI AutoPay set up in your UPI app — Google Pay, PhonePe, Paytm, your bank's app) and **Card** (a credit or debit card your bank keeps on file). An approval lives on one of the two, so pick the one you actually pay from. **Not now** closes the box with nothing done.

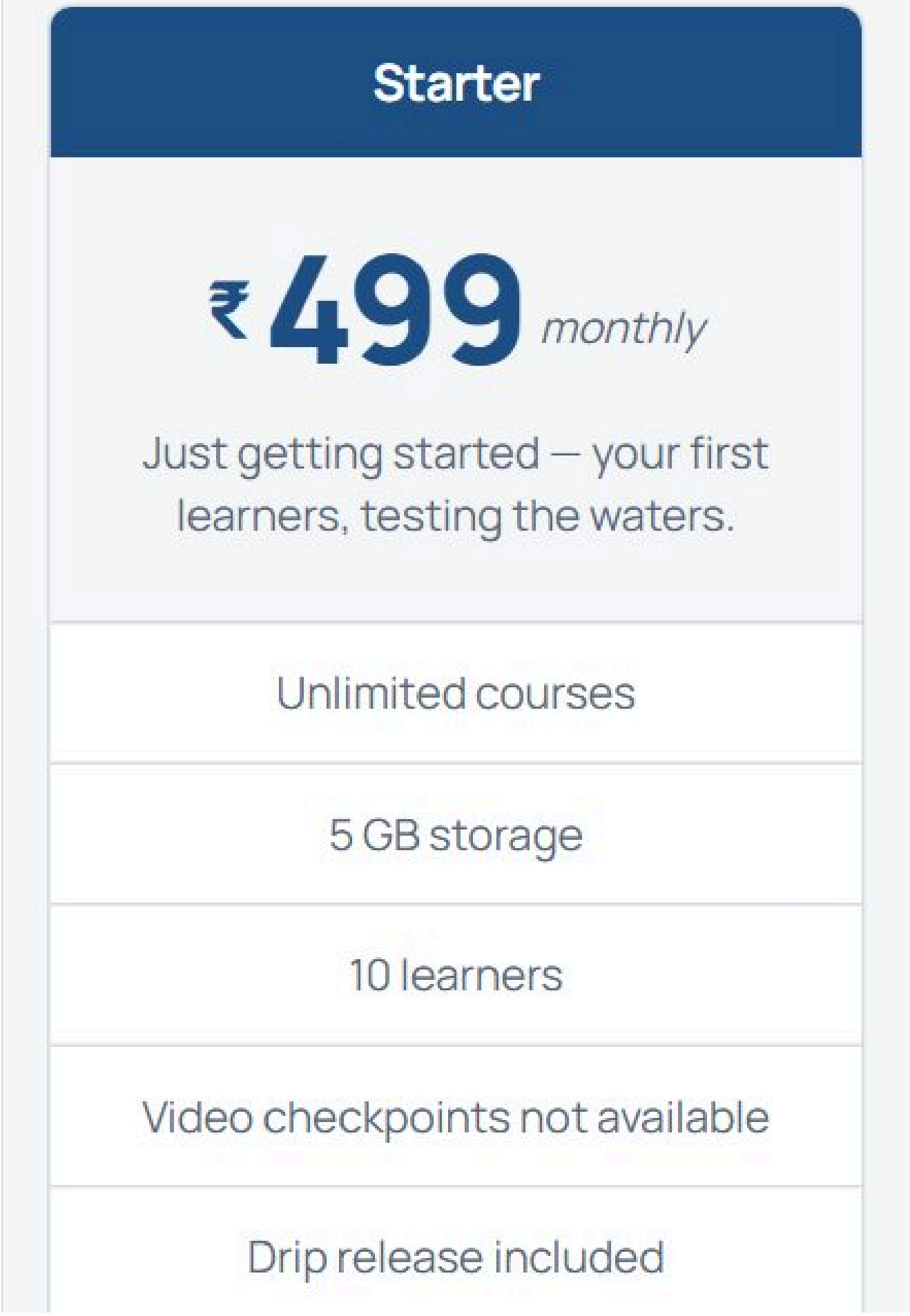
6 **Approve in Razorpay's window.** Razorpay's window opens for the one you chose, and approve as your bank asks: an OTP for a card, or approving the AutoPay in your UPI app. Razorpay describes what you are approving as a "maximum amount": that is the most any single monthly charge can ever be, matching the figure in the small print. During a trial, or when the first charge is not due today, the window takes ₹1 to prove the card or UPI works, and RacingOwl gives it straight back.

7 **Arrive in Manage.** Once your bank approves, you are taken to your dashboard. The first time, a green card says your site is live.



The box that opens before Razorpay's window: UPI or card. The same box appears on every button in this chapter that leads to the window.


yourname.racingowl.com/choose-plan


Starter
₹499 monthly
Just getting started — your first learners, testing the waters.
Unlimited courses
5 GB storage
10 learners
Video checkpoints not available
Drip release included

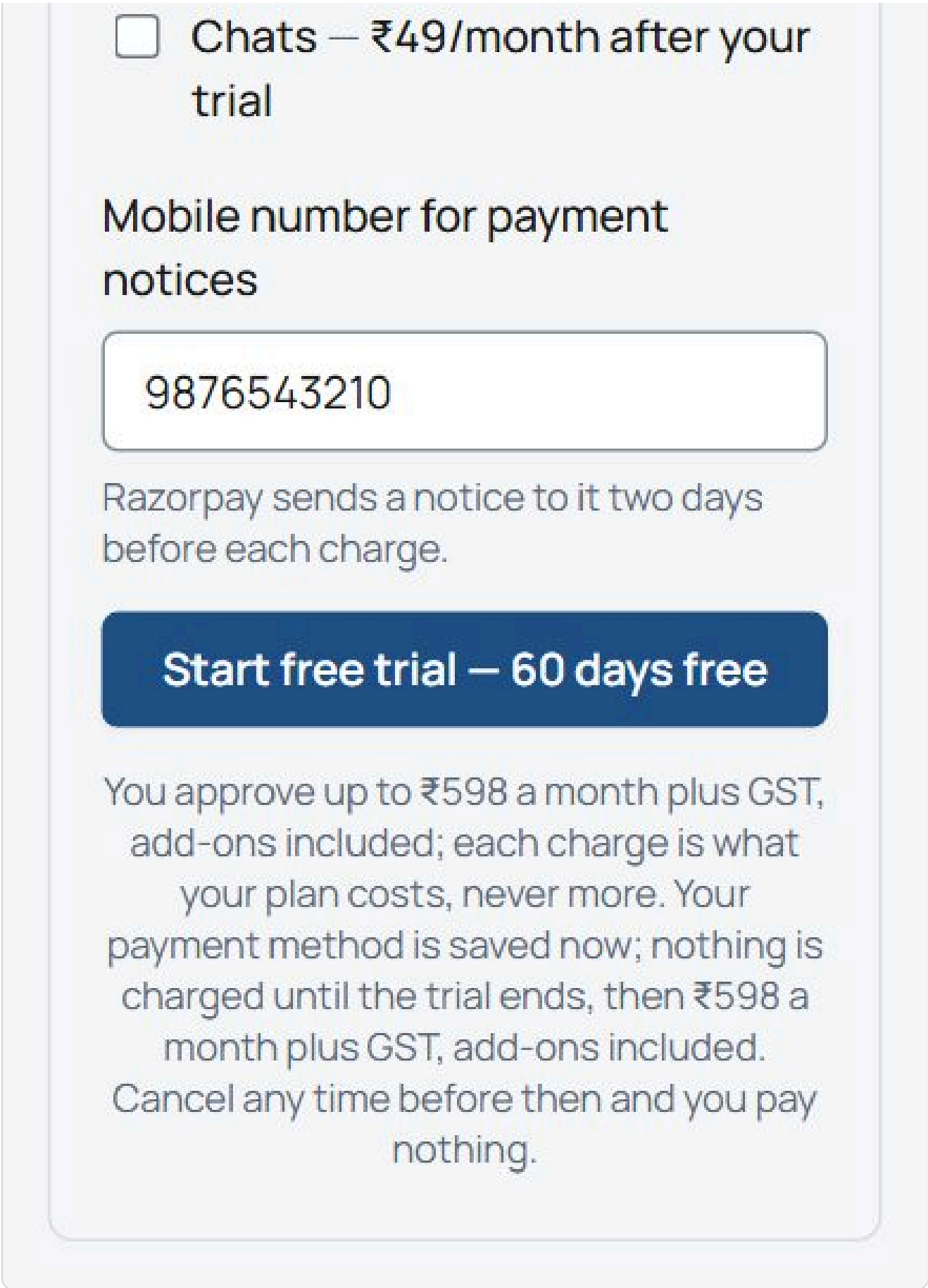
Virtual classes — 30 live classes for ₹99/month, unlimited for ₹199

WhatsApp alerts — 300 messages for ₹49/month

Chats — unlimited for ₹49/month

ADD-ONS

- [x] **Virtual classes**, 30 live classes a month — **₹99/month after your trial**
- [ ] **Virtual classes**, unlimited — **₹199/month after your trial**
- [ ] **WhatsApp alerts**, 300 messages a month — **₹49/month after your trial**



A plan card with an add-on ticked: the running total on the button, the mobile number box and the small print that says what will be charged.

What is charged, and when

- **With a trial:** nothing today, apart from the ₹1 that is returned. The first real charge is taken as the trial ends (up to a day before its last day, so there is no gap).
- **Without a trial:** the first month (plan, ticked add-ons and GST) is charged when you approve, and a GST invoice is emailed straight after.
- **After that:** one charge every 30 days, for the plan plus any add-ons switched on, plus GST. It falls around the date shown on your plan page as "paid up to" (RacingOwl takes it up to a day early, so your site never has a gap, and your new 30 days still start from that date).

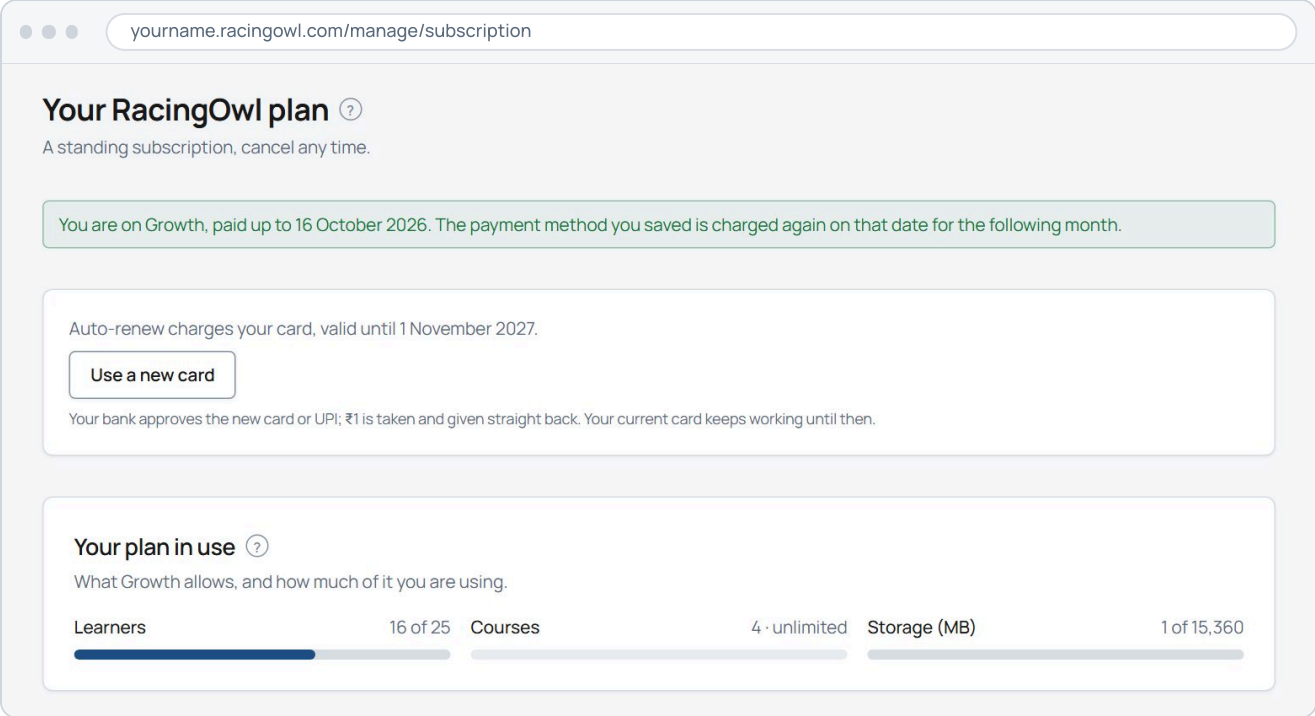
> **IMPORTANT.**
> If you close Razorpay's window without approving, nothing is charged. If you pressed Start free trial, your trial has still begun and your site is live, but **auto-renew is not set up**. Your plan page will say "There is no automatic renewal set up, so nothing is charged on that date — renew below to carry on." Set it up from **Manage → Your RacingOwl plan** any time before the trial ends; otherwise the site goes read-only when the trial is over.

If the window says no

- **A card declined, or "not eligible for recurring payments".** Not every card can approve a recurring charge. Razorpay lets you try another card without closing the window, or close it, press the button again and choose UPI.
- **The UPI request failed in your app.** The window closes and the page says "press the button again for a fresh request": a UPI request that has failed cannot be shown again, so each press makes a new one.
- **A message asking for a mobile number.** Type your number in the box on the card and press the button again.
- **"Auto-renew could not be confirmed. If you were charged, write in — it has not been lost."** Something went wrong after your bank said yes. Do not approve again straight away. Write to RacingOwl through **Ask RacingOwl** with the time you approved.

Your RacingOwl plan page

Once your plan is running, everything about it lives at **Manage → Your RacingOwl plan**, a page headed **Your RacingOwl plan** with the line "A standing subscription, cancel any time." Only the site owner sees it. From top to bottom:



Manage → Your RacingOwl plan: where you stand, the card auto-renew charges, and Your plan in use.

Where you stand

A green line says which plan you are on and the date you are **paid up to**, followed by what happens on that date. With auto-renew on, it says "The payment method you saved is charged again on that date for the following month." Without it, it says nothing will be charged and invites you to renew. If a move between plans is waiting, it says so here too.

If something needs your attention, a warning takes this line's place instead: a failed charge, or a site that has gone read-only. Both are explained later in this chapter.

The card auto-renew charges

A box says what auto-renew charges, for example "Auto-renew charges your card, valid until 30 November 2027." or "Auto-renew charges your UPI." Beside it is the **Use a new card** button. See "Changing your card", later in this chapter.

If you started with a promotion code, a line below this says how many discounted charges are left.

Your plan in use

Three meters show what your plan allows and how much of it you are using: **Learners**, **Courses** and **Storage (MB)**. Each reads "used of limit", or "unlimited". The bars stay in your site's colour until a limit is reached. At 80% of your learner limit a line under the meters warns you, and when your site is full the bar and the line turn red; the line says new learners are being turned away until there is room, names the next plan up and how many learners it allows, and links to the plan cards. If RacingOwl has set a different number for your site, the meter says "A number set for your site by RacingOwl". Who counts as a learner, and what happens when your site is full, is in Managing your learners. A small line under the meters says how many of your learners have finished everything they took and no longer take a place, so the meter can read fewer than the Learners page.

Further down the page

- Your referral card, **Refer a trainer, get a month free**, explained later in this chapter.
- The four plan cards. While auto-renew is on, your current plan carries a **Subscribed** badge and a **Cancel subscription** button, and each of the others offers a move up or down. Without auto-renew, larger plans still offer a move up, while your current plan's card and smaller plans' cards offer to set auto-renew up instead.
- The **Add-ons** cards, explained next.
- **Billing & History**, your invoices from RacingOwl, explained at the end of this chapter.

Managing add-ons after you have chosen

Under **Manage → Your RacingOwl plan → Add-ons** there is one card for each add-on. Each carries an **On** or **Off** badge, a short description, and one of these:

The card says	What it means
Included in your … plan	Your plan includes it, with its monthly allowance if it has one. Nothing to switch on.
Included during your free trial, until …	You have it free because you are on a trial. Switch it on to keep it afterwards; nothing is charged until the trial ends.
On, at … a month, added to your next renewal	You are paying for it, and it is on your next charge.
Switched off — still yours until …, and not on your next renewal	You switched it off; it keeps working to the end of the period you paid for.
Not offered on your … plan. Moving to a larger plan adds it.	Your plan does not sell it.
Arranged for your site by RacingOwl	A promotion: RacingOwl has given your site this add-on free, or at a lower price, perhaps until a date. You cannot switch it off, and do not need to.

The buttons read **Switch on** with the option's price and allowance, **Change to** another option, or **Switch … off**. An add-on switched off but still running shows **Keep it**, which switches it back on and puts it back on your next renewal; nothing is charged today.

How switching works:

- **Nothing is charged today, either way.** Switching on mid-month waives that partial month's fee; the add-on works straight away and its price is added to your next renewal. Switching off keeps it until the end of the period you have paid for, and drops it from the next charge.
- **Switching off always works**, and simply lowers your next charge.
- **Switching on above what auto-renew was approved for takes one bank approval.** Auto-renew can never collect more than you approved when you set it up. If the add-on would take your monthly charge above that, pressing its button first shows the steps, before anything happens: your approved amount, the new monthly total with GST, and what will happen. Press **Approve … a month** and Razorpay's window opens for the new amount (₹1 is taken and given straight back). The add-on switches on as soon as your bank

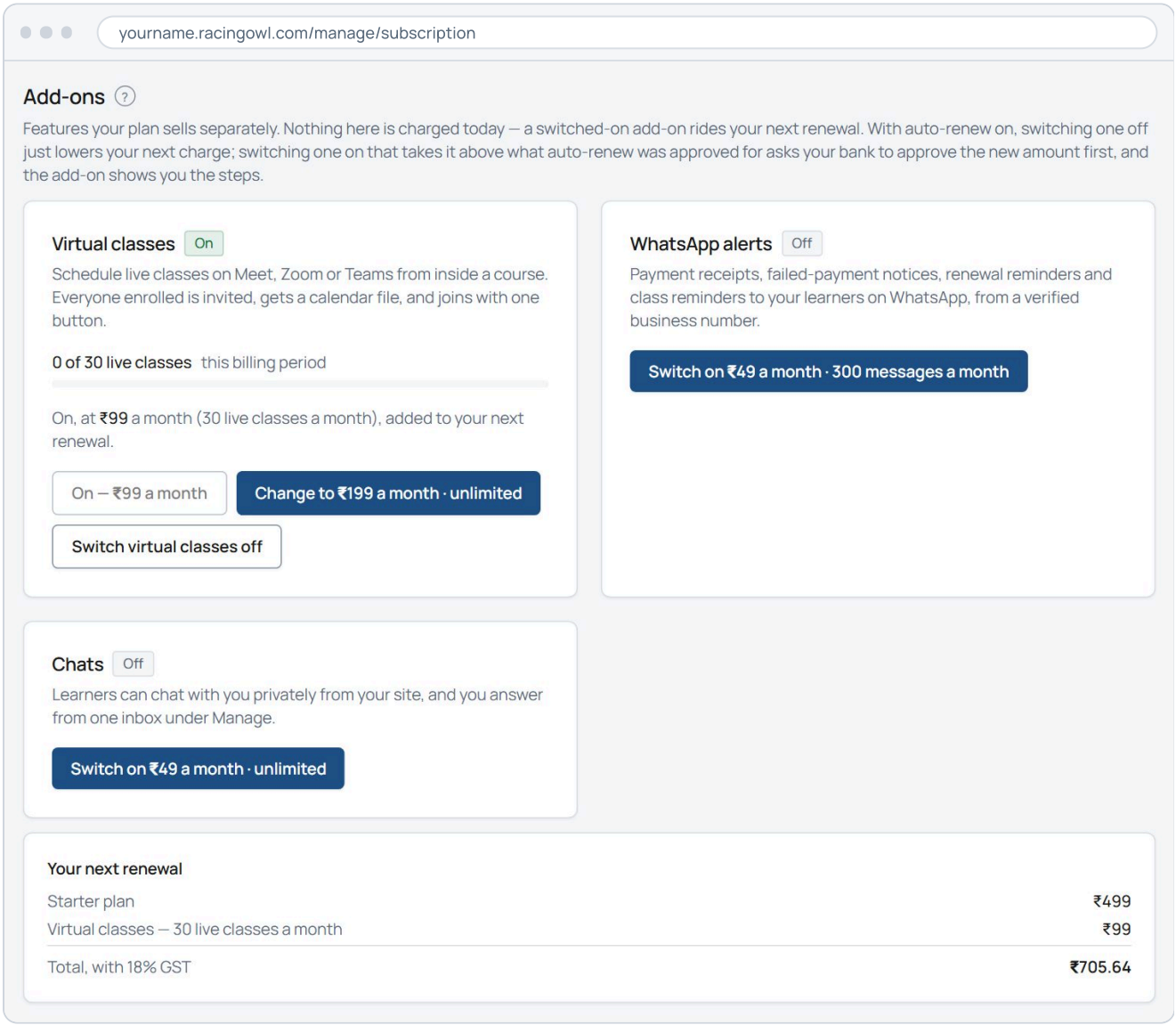
approves, nothing is charged today, and the first charge at the new amount is on your next renewal. Until you approve, auto-renew carries on exactly as it is: close the window, or press **Not now**, and nothing changes.

- **On an older kind of auto-renew** the steps read differently: your current auto-renew stops, the add-on is switched on, and you approve auto-renew again at the new amount in a window that opens by itself. Press **Continue** to go ahead. Nothing you have paid for is lost.

> **TIP.**
> To skip the extra approval, tick every add-on you think you will want when you first choose your plan. During a trial they are free anyway, and you can always switch one off later, which never needs a new approval.

When any add-on is on your bill, a **Your next renewal** card lists each line (the plan, each add-on, any code discount) and the **Total, with 18% GST**.

The **WhatsApp alerts** card also shows a meter of messages used this billing period, the rule for messages beyond your bundle, anything owed for extra messages, and the **Class reminders** switch. Those are explained in WhatsApp alerts for your learners.



The Add-ons section: one card per add-on, with its On or Off badge and switch, and Your next renewal below.

Auto-renew: what happens each month

Once auto-renew is on, a renewal looks like this:

1. **Reminders.** RacingOwl emails you 10, 5 and 3 days before your paid period ends, with the plan, the price plus GST, the date, and whether your saved card or UPI will be charged. If you have confirmed a WhatsApp number on your RacingOwl profile, the same reminder reaches you there.
2. **The bank's notice.** A day or two before the charge, Razorpay sends a notice to the mobile number you gave, as Indian banking rules require for recurring payments.
3. **The charge.** The plan, every add-on switched on, less any code discount, plus GST. Each charge is what your plan costs at that moment, and never more than you approved.
4. **The receipt.** An email titled "… is paid up until …", with your GST invoice attached as a PDF. The invoice also appears under Billing & History.

Your paid-up date moves on by 30 days each time. Nothing else changes.

Moving to a different plan

To move, press the button on the plan you want under **Manage → Your RacingOwl plan**. No days are lost either way.

- **Moving up** takes effect the same day. The days you have not used on your current plan are credited against the new one, so you pay only the difference, and your renewal date does not move.
- **Moving down** takes effect when the period you have paid for ends. Nothing changes before then, and you can undo it until it lands.

Every move is two presses, on purpose. The first asks RacingOwl to work out what the move means and shows you the figures, a **quote**. Nothing is charged until you press the second.

Why a move takes a new approval

Indian banking rules do not let an existing auto-renew approval collect a different amount. So when auto-renew is on, a move **replaces** it: your old approval stops, you pay any difference, and you approve auto-renew again on the new plan. The page takes you through these steps one after another on the same card, and lists them before you press anything. An auto-renew can never collect more than you approved when you set it up.

Moving up, step by step

1. **Ask for the quote.** On the larger plan's card, press **Move to** and the plan's name. The small print under it reads "Starts today. You pay only the difference for the days left." The button shows **Working it out…** for a moment.

2. **Read the quote.** The card opens a panel headed **Move to … today**. It says how many days you have left on your current plan and your paid-up date, which does not move. Then the sum: your current plan for the days you have not used (a credit), the new plan for the same days, and **You pay now, GST included**. If you owe anything for WhatsApp messages beyond your bundle from earlier periods, it appears as its own line and is collected in the same payment. Underneath, what a month on the new plan will cost from your paid-up date, GST included, and which add-ons are carried across. Any add-on the new plan does not carry is named, with "stops now", and the reassurance that nothing you have built is deleted.

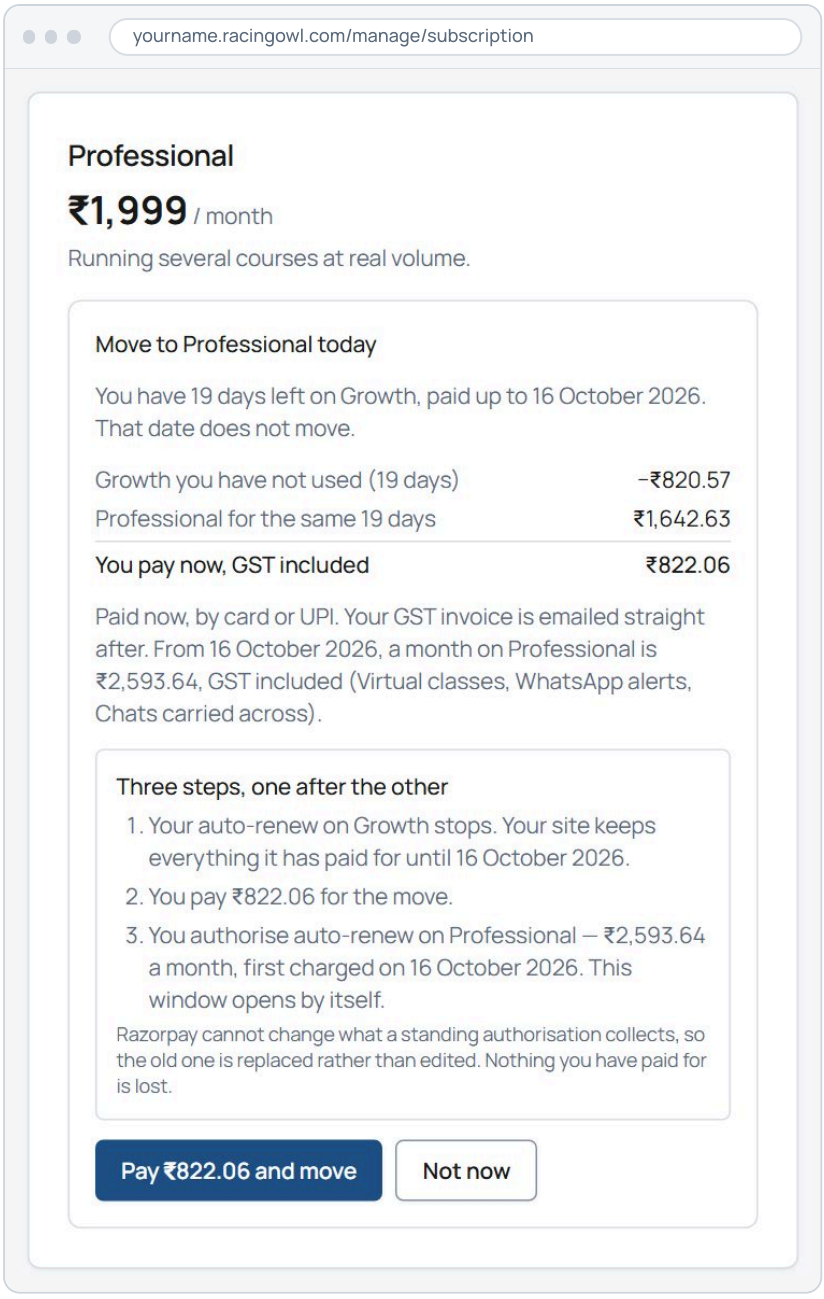
3. **Read the steps.** With auto-renew on, a box headed **Three steps, one after the other** (or **Two steps** when there is nothing to pay) lists what will happen: your auto-renew on the old plan stops, you pay the difference, and you authorise auto-renew on the new plan, first charged on your paid-up date. "This window opens by itself."

4. **Confirm.** Press **Pay** with the amount **and move** (or **Move to** the plan, when there is nothing to pay). Press **Not now** to close the quote without doing anything.

5. **Pay the difference.** Razorpay's window opens for the difference. Pay by card or UPI. Your new plan's limits and add-ons apply at once, and a GST invoice for the difference is emailed straight after.

6. **Approve auto-renew on the new plan.** Razorpay's window opens again by itself for the new approval. Approve it as you did the first time.

You are emailed "… is now on …" once the move is done.



The quote for moving up: the credit for unused days, the cost of the new plan for the same days, what you pay now, and the steps listed before anything is pressed.

IMPORTANT. IF YOU CLOSE THE WINDOW ON THE LAST STEP.

The move itself has happened and is not undone, but auto-renew on the new plan is not set up. The card says **One step left**: "Auto-renew on … is not set up yet, so nothing will be charged automatically and your site goes read-only when the days you have paid for run out." Press **Set up auto-renew on** … to finish. Do it the same day.

Moving up during a free trial

During a trial, or a free period RacingOwl has given you, moving up charges nothing: the quote says "Nothing to pay for the move." and your site simply moves. If auto-renew is on, you still approve it again on the new plan, so that the first real charge is for the right plan.

Moving down, step by step

1. **Ask for the quote.** On the smaller plan's card, press **Switch to** … **from** and your paid-up date. The small print reads "Nothing changes until the period you have paid for ends."
2. **Read the quote.** It says "Nothing changes today", that your site stays on your current plan with everything it includes until your paid-up date, and what each month will cost from then, GST included. Any add-on the smaller plan does not carry is named, with the date it stops.
3. **Confirm.** Press **Switch to** and the plan's name. Your old approval stops, and Razorpay's window opens for you to approve auto-renew on the smaller plan. Its first charge is your paid-up date, and that charge is the moment your site moves.

You are emailed "… moves to … on …". Your plan page now says "From … your site is on …; nothing changes before then." The smaller plan's card says "Your site moves to … on …. Nothing changes before then." and carries the auto-renew; your current plan's card says "In use until …".

Changing your mind

Until the date arrives, the smaller plan's card offers **Keep** … **instead**, naming your current plan. Pressing it cancels the move, and because the move created a new approval, Razorpay's window opens for you to approve auto-renew on the plan you are keeping. Nothing is charged for undoing a move.

When a move down is refused

- **Your site has more learners than the smaller plan allows.** The refusal names both numbers: "A smaller plan has to fit what is already on your site." RacingOwl never removes anybody to make room: stay on your plan, wait until learners finish what they took with you (they stop taking a place by themselves), or take people off your list with **Remove** on the Learners page.
- **"Your plan has no live auto-renew, so there is nothing to schedule; choose a plan first."** A move down is attached to your next auto-renew charge. If auto-renew is not on (for example during a trial where you did not approve it), the smaller plan's card instead offers to start that plan when your current period ends: "Starts when your current period ends on …; nothing changes before then."

Changing your card: Use a new card

A card's approval ends when the card expires, and it cannot be carried onto the replacement card your bank sends. So before your card expires, move auto-renew to your new card or to UPI.

- Your plan page always says which card auto-renew charges and when it is valid until. In the last 30 days before it expires, this becomes a warning: "The card your auto-renew charges expires on …. After that it cannot be charged, so add your new card before then."
- RacingOwl emails you 14 days and 3 days before the card expires, with a link to the page.

1. **Open your plan page.** Go to Manage → Your RacingOwl plan.
2. **Press Use a new card.** The UPI-or-card box opens; choose one, and Razorpay's window opens for it. Your bank approves the new card or UPI; ₹1 is taken and given straight back. You can move from a card to UPI this way, or the other way round.

3 **Read the result.** "Your new card is set up. Renewals are charged to it from now on." If Razorpay recognises the card as the one you already have, the page says so; if your bank has given that same card a new expiry date, the page shows the new date and nothing else changes.

Your current card keeps being charged until the new one is approved. If you close the window, "Nothing changed — auto-renew still charges your current card." This is also the quickest fix when a charge has failed because of the card: see the next section.

If a renewal payment fails

If a renewal cannot be collected (a declined card, a limit reached, a bank that says no), your site does not vanish. You get a **grace period** of a few days with a visible warning before your site goes read-only.

- **At once:** you are emailed "Payment failed — … needs attention by …", with the exact date. Your plan page says "Your last charge failed. Your site stays fully live until … — after that it goes read-only until a payment goes through." The plan card shows "Last charge failed — retrying until …".
- **During grace:** your site works normally and nothing changes for your learners. RacingOwl tries the charge again by itself; you do not have to do anything for that to happen.
- **If the last attempt fails:** you are emailed "Last attempt failed — … becomes read-only on …". RacingOwl does not try again by itself after this.
- **If grace runs out:** the site goes read-only and you are emailed "… is now read-only".

How to fix it: if the card is the problem, press **Use a new card** on your plan page and approve a different card or UPI. Approving the new one does not charge it on the spot: RacingOwl's next attempt, if one is still to come, charges it, so do it as soon as you get the first email, and the site is back to normal as soon as the payment goes through. If the only problem was a shortage of money in the account, topping it up before RacingOwl's retry is enough. The email's **Fix this now** button takes you to the right page.

Read-only: when a plan lapses

Your site goes read-only if the grace period after a failed charge runs out, or if you cancelled and the period you paid for has ended. Read-only is not dark:

- **What keeps working:** everything your learners already have. Enrolled learners keep every course, their progress and their certificates. Your course pages can still be seen. Nothing is deleted, and nothing will be.
- **What stops:** nobody new can enrol (in free courses too), buy a course or take out a membership. So the site is not earning while this lasts.
- **Your Manage pages:** every Manage page takes you to the **Choose a plan** screen until a payment goes through. It says why: "Your site is currently read-only —" followed by the reason, and "Subscribing again below brings it back live."

To reopen the site, choose a plan on that screen and approve auto-renew. No trial is offered the second time, so the first month is charged at once, and the site is live again the moment the payment goes through.

> **WHAT YOUR LEARNER SEES.**
> During grace, nothing at all. On a read-only site, a learner who is already enrolled carries on exactly as before. Anyone trying to enrol or pay is told the site is temporarily unavailable for new enrolments and purchases.

Cancelling

You can cancel at any time. Cancelling stops future charges; it does not take your site away today.

1. **Open your plan page.** Go to **Manage → Your RacingOwl plan**.
2. **Press Cancel subscription** on the plan card marked **Subscribed**.
3. **Read the question.** "Cancel your RacingOwl subscription?" Your site stays fully live until your paid-up date, then goes read-only until a payment goes through, and learners who already enrolled keep their courses either way.
4. **Confirm or keep.** Press **Cancel subscription** again to confirm, or **Keep my subscription** to leave everything as it is.

You are emailed "Auto-renew is off for …" as a confirmation. If you cancel during a free trial, you pay nothing: the trial runs to its end, then the site goes read-only unless you choose a plan again.

Changed your mind before the paid-up date? The plan cards on the same page offer to set auto-renew up again. The small print says your payment method is saved now and nothing is charged until your current period ends.

> **IMPORTANT.**
> If your bank or your card ends the approval rather than you (for example the card was cancelled), RacingOwl emails you an alarm, not a confirmation. Set auto-renew up again from your plan page before your paid-up date.

If RacingOwl changes a plan's price

If RacingOwl ever changes a plan's price, the period you have paid for keeps its price, and we email you first. The new price reaches you at your next renewal. An auto-renew can never collect more than you approved, so if the new price is higher than your approval allows, your auto-renew ends at that renewal. Your plan page says: "Your auto-renew ends on that date: its next charge would be more than you approved when you set it up. Set it up again at the new price below; nothing more is charged to the old one." If the price comes down, nobody needs to do anything.

Referring other trainers

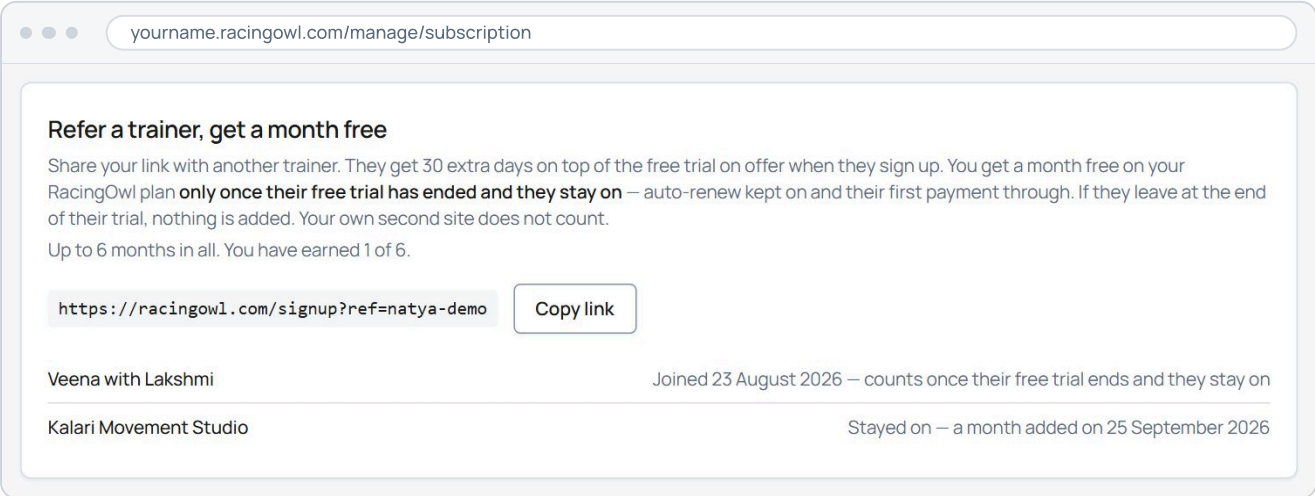
Refer another trainer with the link on **Manage → Your RacingOwl plan**, in the card headed **Refer a trainer, get a month free**. The dashboard carries a shortcut to it, **Refer a trainer and get a month free**.

1. **Copy your link.** The card shows your link, which looks like `https://racingowl.com/signup?ref=yourword`. Press **Copy link**; the button says **Copied**. If your browser will not copy (some in-app browsers cannot), select the link and copy it by hand.
2. **Send it to another trainer** by WhatsApp, email or however you like.
3. **Watch the list.** Everyone who signs up through your link is listed on the card, and you are emailed "… joined RacingOwl with your link".

The rules, which the card also states:

- **They get** 30 extra days of free trial, on top of whatever trial is on offer when they sign up.
- **You get a month free** on your RacingOwl plan, **only once their free trial has ended and they stay on**: auto-renew kept on and their first payment through. If they leave at the end of their trial, nothing is added.
- **Up to six months in all** for an ordinary trainer; the card shows how many you have earned. **Founding trainers: no limit.**
- **Your own second site does not count.**

Each person on the list shows where they stand: "Joined … — counts once their free trial ends and they stay on", "Stayed on — a month added on …", or, past your limit, "Stayed on — past your limit, so no month added". When a month is added, you are emailed that they stayed on, your bell rings, and 30 days are added to your paid-up date. With auto-renew on, your next charge simply moves to the new date. The month is listed under **Free time added to your plan** in Billing & History.



The Refer a trainer card: the link, the Copy link button, the rules, and the trainers who used the link.

Founding trainers

RacingOwl names a small number of trainers as **founding trainers**. There is nothing for you to set: RacingOwl switches it on. It brings three things:

- **Six months free,** counted from the day your site was made. If you were named before choosing your first plan, your first free trial simply runs that long, with every add-on included. If you were named while a plan was running, your paid-up date is moved to six months after your site was made (unless it is already later), with nothing to pay, and the change is listed under **Free time added to your plan** as "Founding trainer's six months".

- **No limit on referral months.**
- **A Founding trainer badge** on your courses. See Your instructor profile.

Your GST invoices

Plan and add-on prices are shown without GST: 18% is added at checkout, and a **GST invoice** is emailed with every payment you make to RacingOwl: each renewal, a first month, and the difference when you move up.

- **Where to find them:** Manage → Your RacingOwl plan → Billing & History lists your six most recent invoices, newest first, each with its amount and a **PDF** link. **See all** … **invoices** opens the **All invoices** page, 100 to a page, with **Newer** and **Older** links. Before your first payment the list says your invoices will appear after your first subscription payment.
- **What they show:** your plan, its add-ons and any code discount, the period covered, the taxable value and the GST.
- **How GST is split:** RacingOwl is in Tamil Nadu. If your billing state is Tamil Nadu, the invoice shows CGST 9% and SGST 9%; any other state shows IGST 18%. If you have not given a billing state, the invoice is made out as Tamil Nadu, with CGST and SGST.
- **Whose name is on them:** the legal name, address and state from **Billing details** on Manage → Payments, and your GSTIN if you entered one. Set these before your first charge so every invoice is right. See Setting up payments.
- **Free time:** a trial, a referral month or a founding trainer's months raise no invoice, because nothing was paid. Referral and founding months are listed separately under **Free time added to your plan**, each marked "nothing to pay".

These are RacingOwl's invoices to you. The receipts your learners get for their payments to you are separate; see Your dashboard and earnings.

Common questions

Q Is there a free plan?

No, but most plans start with a free trial, and nothing is charged until it ends. Cancel before then and you pay nothing.

Q Why do I need to give a card or UPI for a free trial?

Because every plan runs on auto-renew, the trial saves your payment method now so that your site carries on without a gap when the trial ends. Only ₹1 is taken, and it is given straight back. Nothing else is charged until the trial ends, and you will be reminded before that.

Q Can I pay for a year in advance?

No. Every plan bills every 30 days.

Q I moved up. Why did I have to approve auto-renew again?

An existing auto-renew approval cannot collect a different amount, so a move replaces it with a new one on the new plan. The page walks you through it. Nothing you have paid for is lost.

Q Switching an add-on asked me to approve a new amount. Will I lose my plan?

No. Your current auto-renew keeps working until your bank approves the new amount, and nothing is charged today. If you close the window or press **Not now**, nothing changes at all.

Q My site is full. Are learners removed?

Never by RacingOwl. Everyone already with you keeps everything. New learners are told the class is full and can ask you to make room. Room comes three ways: a bigger plan; a learner who has finished everything they took with you, who stops taking a place by themselves; or **Remove** on the Learners page, which takes somebody off your list yourself. See Managing your learners.

Q I lost the promotion code box.

The **Have a code?** box is only on the Choose a plan screen, and only while no plan is running. Once a plan is running, codes cannot be added. If you meant to use one, write to RacingOwl through **Ask RacingOwl**.

Q Does a lapsed plan hide my courses?

No. A lapsed plan does not hide a course; it blocks new enrolments and purchases, so learners can see it but not buy it. Enrolled learners keep everything.

Q Does my plan affect money my learners have already paid me?

No. Learners' money goes to your own bank account at the moment they pay. Your plan never touches it, even if it lapses.

Q My referral signed up weeks ago. Where is my month?

The month comes only once their free trial has ended and their first real payment has gone through. Until then the card says "counts once their free trial ends and they stay on". It is added automatically, usually within about 15 minutes once their trial has ended and that payment has gone through.

Related: Signing up and creating your site, Setting up payments, Managing your learners, WhatsApp alerts for your learners.

CHAPTER

03

Setting up payments

Before you can charge for a course or a membership, you activate payments. This is how learner money reaches your bank account. This chapter walks through every box on **Manage → Payments**, the billing details that go on your receipts and invoices, the GST rule that matters as your sales grow, and what happens to a learner's money from the moment they pay to the moment it reaches your bank.

WHERE	TIME NEEDED	BEFORE YOU START	PLAN
Manage → Payments	About 10 minutes	Your bank account number, IFSC code and the account holder's name exactly as the bank has it; your PAN card; your business address with PIN code; your GSTIN if you have one	Every plan

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How the money reaches you

RacingOwl works with **Razorpay**, its payment partner, to take your learners' payments. When you activate payments, RacingOwl registers you with Razorpay as a receiving account of your own. From then on:

1. **A learner pays on your site,** by card, UPI, net banking or wallet, in Razorpay's payment window, on your course or membership page.
2. **Razorpay takes its fee.** Razorpay's fee on each payment is currently 2%, and GST on that fee is 18%, so 2.36% of each payment in all. A card issued outside India costs more: as of now about 3.9% of the payment, GST included. Razorpay sets these rates and GST is set by law.
3. **The rest is sent to your account at the moment of payment.** The payment splits straight to you. RacingOwl never holds your money, and RacingOwl does not take a percentage of your sales.
4. **You see it under Manage → Earnings,** with the sale, Razorpay's fee and what reached you, beside every payment. See Your dashboard and earnings.

Razorpay also charges a small separate fee for sending your share to your account. RacingOwl pays that one; it is never taken from you. So the only thing deducted from a learner's payment is Razorpay's fee on the payment and the GST on it.

What you pay RacingOwl for your plan is a completely separate thing, billed to you monthly (see Choosing your RacingOwl plan). It is never taken out of your learners' payments.

> **TIP.**
> You can build courses before you activate payments, and you can publish free courses without it. But nobody can buy a priced course or join a paid membership until payments are active, so do it before you publish anything you charge for.

Before you start: what to have to hand

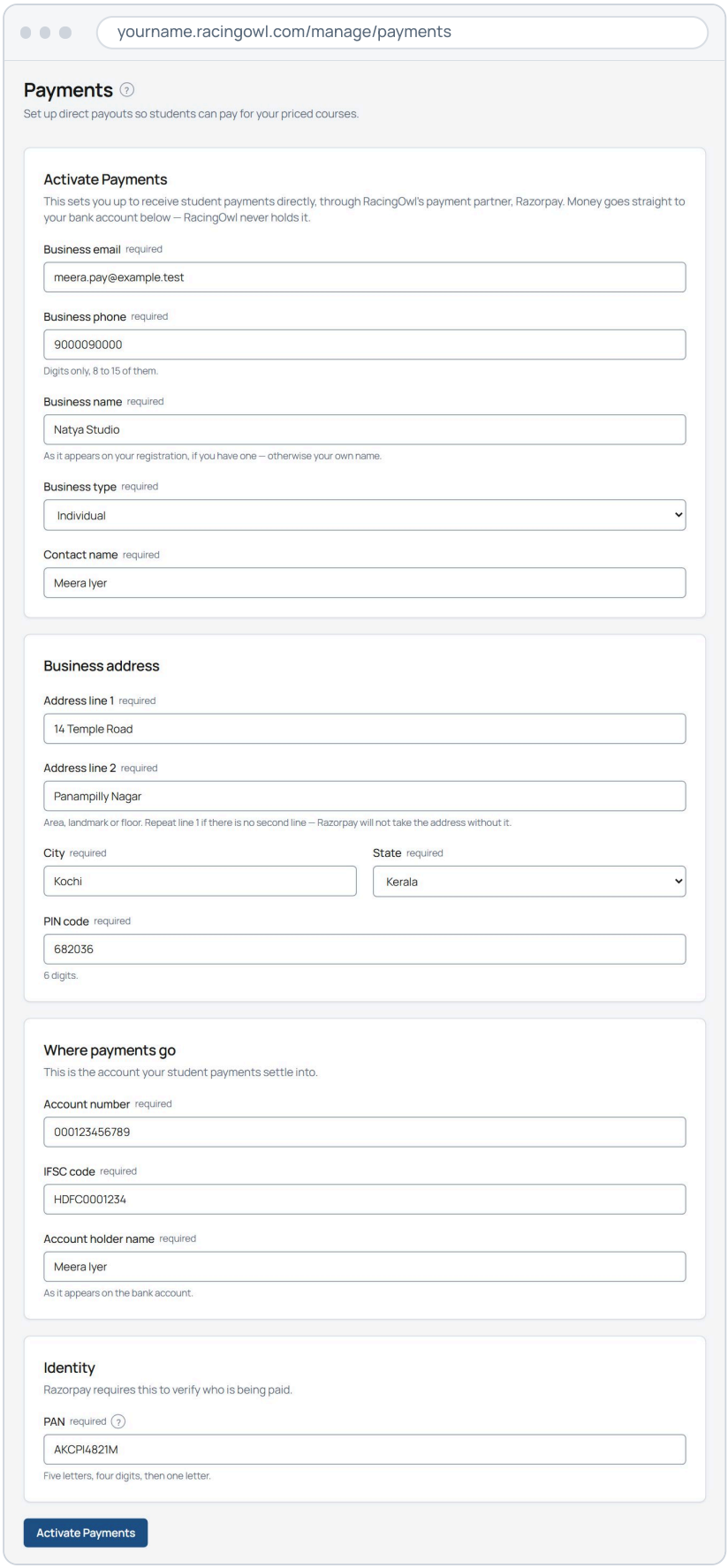
The form has fourteen boxes in four groups, and every one of them is required. Razorpay needs each one, by law, to know who it is paying. Have these ready:

- **Your business email and phone number.** These can be your own.
- **Your business name and type.** If you are not a registered business, that is fine: use your own name, and choose `Individual`.
- **Your address**, including an area or landmark for the second line, and your PIN code.
- **Your bank details:** account number, IFSC code, and the account holder's name exactly as the bank has it. A cancelled cheque or your passbook has all three.
- **Your PAN.** Use the PAN that matches the bank account. A mismatch between the PAN and the bank account is the most common reason Razorpay refuses an activation.

Activating payments, step by step

Open Manage → Payments. The Manage menu lists it under **Money**, as **Payments** ("Where your payouts go"). The page is headed **Payments**, and the first time you open it a short tour explains the page and points out its two parts. The **?** beside the heading explains what activating does.

1. **Fill in your business details.** In the first box, headed **Activate Payments**, fill in **Business email**, **Business phone**, **Business name**, choose your **Business type**, and fill in **Contact name**.
2. **Fill in your business address.** Under **Business address**: **Address line 1**, **Address line 2**, **City**, choose your **State** from the list, and type your **PIN code**.
3. **Tell RacingOwl where the money goes.** Under **Where payments go**, the account your learners' payments settle into: **Account number**, **IFSC code** and **Account holder name**.
4. **Give your PAN.** Under **Identity**, type your **PAN**. The **?** beside it explains why it is needed.
5. **Check everything once.** Especially the account number, the IFSC code and the PAN. These are the three that decide whether your money arrives.
6. **Press Activate Payments.** The button stays busy while RacingOwl sets you up with Razorpay, saying **Setting up with Razorpay — this can take ten seconds…**. Wait for it; do not press it twice or close the page.



The payments form, filled in: business details, business address, where payments go, and identity, with the Activate Payments button at the foot.

Every field, and what to put in it

Field	What to put in it
Business email	An email address for your teaching business. Your own is fine.
Business phone	Digits only, 8 to 15 of them. A `+` at the start is allowed; spaces and dashes are not.
Business name	As it appears on your registration, if you have one; otherwise your own name. At least four characters.
Business type	One of **Individual**, **Sole proprietorship**, **Partnership**, **LLP**, **Private limited company**, **NGO**, **Trust**, **Society** or **Other**. Most solo trainers are **Individual**.
Contact name	The person Razorpay should deal with, usually you. Use your full name: at least four characters.
Address line 1	House or flat number and street.
Address line 2	Area, landmark or floor. Razorpay will not take the address without a second line, so if you have none, repeat line 1.
City	Your town or city.
State	Choose from the list of states and union territories. It is a list rather than a box to type in because Razorpay refuses a state spelled any other way.
PIN code	Exactly 6 digits.
Account number	Your bank account number, digits only.
IFSC code	Your branch's 11-character code: four letters, a zero, then six letters or numbers, for example `HDFC0000053`. It is printed on your cheque book and passbook.
Account holder name	The name on the bank account, exactly as the bank has it.
PAN	Five letters, four digits, then one letter, for example `AAAPZ1234C`. Use the PAN that matches the bank account. Do not type the textbook example `ABCDE1234F`: the form accepts its shape, but Razorpay refuses it as a known fake.

If the form says no

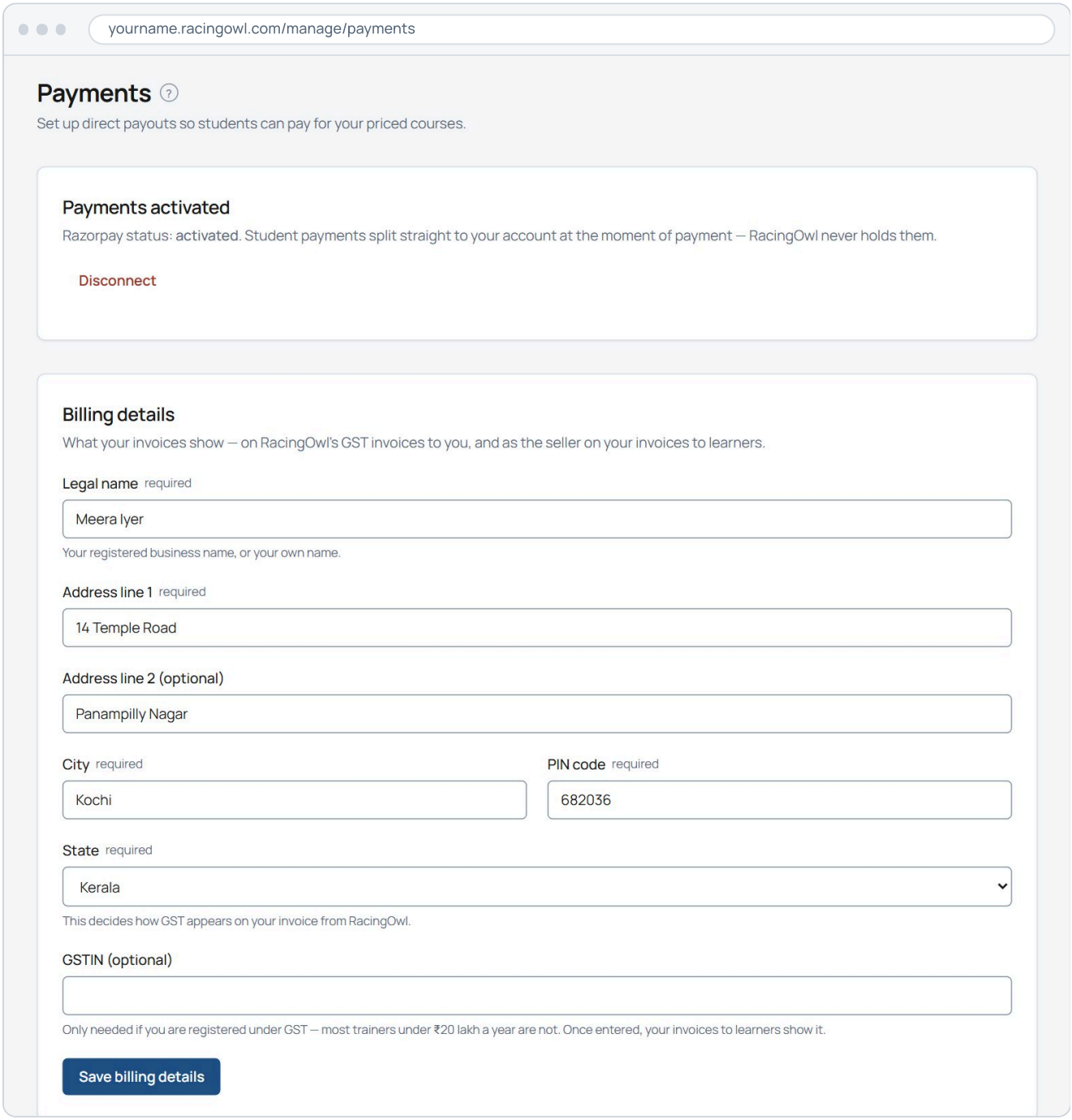
The form never throws away what you typed. Every return keeps your answers in the boxes, so you correct only what is wrong.

- **A message under a box**, such as "Account number is required.", "Enter a 6-digit PIN code.", "Enter a valid IFSC code, e.g. HDFC0000053." or "Enter a valid PAN, e.g. AAAPZ1234C.", means that box needs fixing. Nothing has been sent to Razorpay yet.
- **A message beside the button** is Razorpay's own explanation, shown word for word because it is usually the most accurate one available. The commonest is about the PAN: check it matches the bank account holder and that you typed your real PAN. Fix what it names and press **Activate Payments** again. If the message

makes no sense, or it says something about RacingOwl's account rather than yours, write to RacingOwl through **Ask RacingOwl** and paste the message in.

Once payments are activated

When Razorpay accepts your details, the form is replaced by a box headed **Payments activated**. It shows **Razorpay status:** followed by Razorpay's own word for where your account stands, read live from Razorpay each time you open the page, and the reminder that learner payments split straight to your account at the moment of payment.



After activation: the Payments activated box with Razorpay's status and the Disconnect button, and Billing details below it.

Razorpay may take a little time to finish checking your details after you press the button. You do not need to wait for it to finish before publishing. If a learner pays before your account can receive money, the learner still gets their course straight away, and RacingOwl keeps trying to send your share to you every fifteen minutes, for up to thirty days, until Razorpay accepts it. If the status stays unchanged for more than a few days, write to RacingOwl through **Ask RacingOwl**.

> **WHAT YOUR LEARNER SEES.**
> On a priced course, a **Buy** button with the price on it. Pressing it opens Razorpay's payment window with the price (or the discounted price) and the course title. When the payment goes through they are enrolled and taken into the course, and they get a receipt by email in your site's name. If they close the window without paying, nothing happens and nothing is charged. Before you activate payments, pressing **Buy** tells them "This trainer has not activated payments yet."

Billing details

Below the payments box is a second form, **Billing details**: "What your invoices show — on RacingOwl's GST invoices to you, and as the seller on your invoices to learners." It has its own button and is saved separately from Activate Payments.

When you activate payments, RacingOwl copies the business name and address you typed into Billing details, if you have not filled them in before. So after activating, the form is usually filled in already. Check it, add your GSTIN if you have one, and press **Save billing details**. The form says **Saved.** when it is done. Changing Billing details later never touches your Razorpay account, and editing Billing details by hand is never overwritten by a later activation.

Field	Required?	What to put in it
Legal name	Yes	Your registered business name, or your own name. This is the seller's name on your learners' receipts, and the customer's name on RacingOwl's invoices to you.
Address line 1	Yes	As on your registration, or your own address.
Address line 2 (optional)	No	Area or landmark, if you have one. Here it is genuinely optional.
City	Yes	Your town or city.
PIN code	Yes	Six digits.
State	Yes	From the list. "This decides how GST appears on your invoice from RacingOwl": Tamil Nadu gets CGST and SGST, every other state IGST.
GSTIN (optional)	No	Only if you are registered under GST: 15 characters, like `33APDPR3633J2ZU`. Most trainers under ₹20 lakh a year are not. Leave it empty if you have none.

What your GSTIN changes

- **Without a GSTIN,** your learners' receipts carry no GST at all, and RacingOwl's invoices to you show you as unregistered.

- **With a GSTIN,** your learners' receipts show it, and show GST as **included in** the price the learner saw. Registering never makes your courses 18% dearer: a ₹1,000 course still costs the learner ₹1,000, and the receipt shows how much of it is GST.
- **On RacingOwl's invoices to you,** your GSTIN is printed as the customer's, which is what your accountant needs to claim the GST back.

If what you type does not look like a GSTIN, the form says "That does not look like a GSTIN — it should be 15 characters, like 33APDPR3633J2ZU."

> **TIP.**
> Fill in Billing details before your first RacingOwl plan charge and before your first sale. Receipts and invoices are raised the moment money moves, with whatever details are on file at that moment.

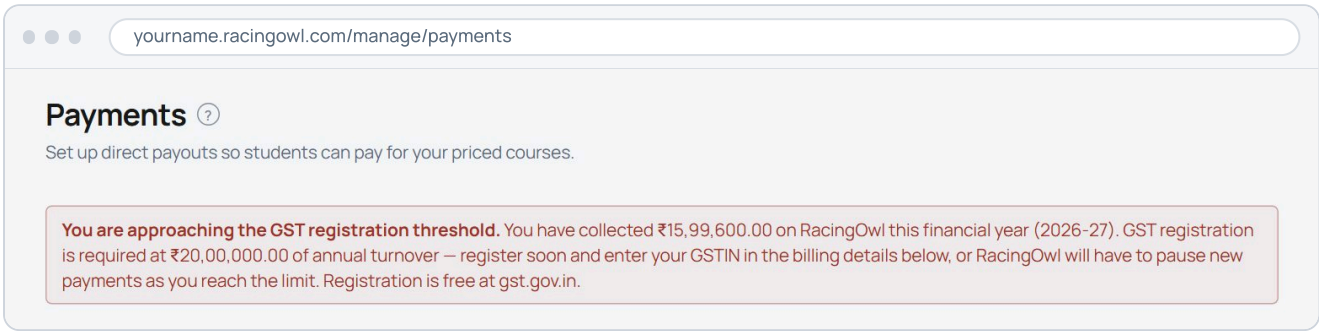
The ₹20 lakh GST limit

Indian law requires GST registration once your turnover passes ₹20 lakh in a financial year (1 April to 31 March). RacingOwl keeps an eye on this for you, so that you are never selling past the limit without knowing.

If you have **no GSTIN** on file, RacingOwl adds up everything learners have paid on your site this financial year, courses and memberships alike, and:

- **Warns you early.** Once your collections pass ₹15 lakh for the year, or pass ₹1.3 lakh in a single calendar month (a pace that heads for the limit), you are emailed and messaged once, and **Manage → Payments** shows **You are approaching the GST registration threshold.** with how much you have collected, the financial year, and the advice to register and enter your GSTIN. Registration is free at gst.gov.in.
- **Pauses new sales just under ₹20 lakh.** If your collections reach ₹19.5 lakh, just under ₹20 lakh, with still no GSTIN, RacingOwl pauses new payments on your site. It stops short of ₹20 lakh because RacingOwl sees only the money that comes through your site, and you may earn more elsewhere. You are emailed and messaged, and the Payments page says **New payments are paused.** Nothing already purchased is affected: every learner keeps what they bought.

Entering a GSTIN lifts the pause straight away. Type it into **GSTIN (optional)** under Billing details and press **Save billing details**. There is nothing else to reset. Once a GSTIN is on file, the warnings stop for good.



The warning at the top of the Payments page when collections approach the GST registration threshold.

> **WHAT YOUR LEARNER SEES**
> while new payments are paused: "This site cannot accept new payments right now. Please check back soon." The reason is not shown to them. Learners who have already paid carry on as normal.

Disconnecting payments

If you ever need to, you can **disconnect** your Razorpay account from the same **Manage → Payments** page.

1. **Press Disconnect** in the **Payments activated** box.
2. **Read the question.** "Disconnect payments?" Your courses stop taking payments until you fill the form in again. Learners who have already paid are unaffected, and money already settled has already reached your bank.
3. **Confirm or keep.** Press **Disconnect** again to confirm, or **Keep payments on** to leave everything as it is.

Orders already placed and payouts already made are not affected in any way. What changes is that new sales pause, course purchases and membership payments alike, until you connect again. Members' automatic monthly renewals are not charged while you are disconnected either. The page then shows the form once more, with the note "Payments are currently disconnected. Fill this in again to reactivate." Filling it in and pressing **Activate Payments** switches payments back on.

Disconnecting only stops RacingOwl's checkout using your account; it does not delete your account at Razorpay. Filling the form in again sets you up with Razorpay afresh, with the details you type, so Razorpay checks them again.

Changing your bank account

There is no separate "edit" for your bank details, because Razorpay has to check every new bank account. To change the account your money goes to, press **Disconnect**, then fill the form in again with the new bank details and press **Activate Payments**. Your new details replace the old ones. Between the two steps new sales are paused, so do it at a quiet time, and do both steps in one sitting.

What happens to the money, in detail

Course payments

When a learner buys a course, the payment goes through Razorpay, Razorpay's fee comes off, and the rest is sent to your account there and then. The learner is enrolled at once and emailed a numbered receipt in your site's name. You are emailed about the sale, and told on WhatsApp too if you have confirmed your number.

If a discount takes the whole price, nothing is paid and nothing passes through Razorpay; the learner is enrolled and gets a ₹0 receipt naming the code or discount that covered it. A fully discounted course works even before you activate payments. See Discounts and coupons.

Membership payments

If your site charges one monthly membership, each month a member pays reaches you the same way: straight to your account, less Razorpay's fee, with a receipt for each month. See Pricing your courses.

Learners outside India

A learner abroad pays on your site with a card issued where they live. Your price stays in rupees, their bank converts it, and the money reaches your bank account in rupees like any other payment. Razorpay's fee is higher on such a card, as of now about 3.9% of the payment with GST included, and **Manage → Earnings** shows the exact amount beside each payment.

A membership's auto-renew works on these cards too, with one difference. No bank sends an advance notice for a card issued outside India, so the reminder before each charge comes from RacingOwl, and the charge is made about a day before the renewal date. The first time, the learner's own bank may hold the charge and ask them to confirm it. If it does, we email them what to do and try once more a day later.

When a learner closes the window early

Nothing is lost. RacingOwl hears about the payment from Razorpay itself, and checks again a little later, so the learner gets the course and the receipt on their own, usually within half an hour.

Settlement to your bank

Your share is sent to your Razorpay account at the moment of payment. Razorpay then pays it into the bank account you gave, on its own settlement schedule; RacingOwl does not hold it at any point. On **Manage → Earnings**, a payment still being sent to you is marked "on its way to you".

Refunds

Refunds are the site owner's to give, from **Manage → Earnings**. Razorpay returns the money to whatever the learner paid with, including the part already sent to you, and every refund raises a credit note to the learner. **Launch offer: RacingOwl pays the Razorpay fee on your refunds, until 19 April 2027.** Razorpay keeps its fee (about 2.36%, ₹23.60 on every ₹1,000) when a payment is refunded, and your learner still gets back everything they paid. From 20 April 2027, the fee on a refund is yours, and it is taken from your earnings. The whole refund process is in Your dashboard and earnings.

If your RacingOwl plan lapses

Money already settled is yours, whatever happens to your plan. A lapsed plan stops new enrolments and purchases on your site until you pay again; it never reaches back into money you have already received. See Choosing your RacingOwl plan.

If payments are not going through

- **Check that Activate Payments is complete.** Open **Manage → Payments**. You should see **Payments activated** with a Razorpay status, not the form. If you see the form, or "Payments are currently disconnected", fill it in and press **Activate Payments**.
- **Check for a pause.** A red notice at the top of the Payments page, **New payments are paused.**, means you have reached the GST limit without a GSTIN. Enter your GSTIN.

- **Check your plan.** A read-only site takes no new payments. Manage → Your RacingOwl plan says why.
- **The learner's bank or UPI may have declined.** Razorpay's window tells the learner the reason and that they have not been charged. They can try again with another card or UPI.
- **Still stuck?** Write to RacingOwl through **Ask RacingOwl** with the time the learner paid, and the course.

Common questions

Q Do I need a registered business or a current account?

No. Choose **Individual**, use your own name as the business name, and give a savings account in your own name with the PAN that matches it.

Q Do I need a GSTIN to start selling?

No. Most trainers under ₹20 lakh a year are not registered for GST. RacingOwl warns you well before you reach the limit, and pauses new sales just under ₹20 lakh only if you still have no GSTIN.

Q Does RacingOwl take a cut of my sales?

No. The only deduction is Razorpay's fee on each payment and the GST on it, currently 2% plus GST, 2.36% in all. What you pay RacingOwl for your plan is billed to you separately, and it never depends on your sales.

Q Is my PAN safe?

RacingOwl passes it to Razorpay, which is required by law to verify who is being paid, and uses it for nothing else.

Q Why does Address line 2 have to be filled in on the payments form but not on Billing details?

Razorpay will not accept a registered address without a second line. If you have none, repeat line 1. Billing details are only used on receipts and invoices, where a second line is genuinely optional.

Q I entered a GSTIN. Will my prices go up by 18%?

No. Your learners pay exactly the price shown. With a GSTIN, the receipt shows the GST included within that price.

Q Does a refund bring my ₹20 lakh count down?

No. The count is of what learners paid on your site this financial year, courses and memberships together, as the payments were made; a later refund is not taken off it. If you are close to the limit, the safest course is to register for GST and enter your GSTIN.

Q I disconnected by mistake. What now?

Fill the form in again and press **Activate Payments**. Nothing already paid was affected, and payments start again as soon as Razorpay accepts the details.

Q Where do I see what I have been paid?

On Manage → Earnings: your sales, Razorpay's fee on each, refunds, and every receipt and credit note,

with a CSV download for your accountant. See Your dashboard and earnings.

Related: Choosing your RacingOwl plan, Pricing your courses, Your dashboard and earnings, If something isn't working.

CHAPTER

04

Creating your first course

This chapter takes you from an empty site to a finished course: creating it, filling it with modules and lessons, describing it for buyers, testing learners with quizzes and assignments, running live classes, and choosing who can see it. It is the longest chapter in the guide because a course is where you will spend most of your time. Read the first four parts before you begin, then use the rest as a reference when you reach each feature.

WHERE

Manage → My courses, then a course's four tabs: Content, Details, Quizzes and Virtual classes. Marking is under **Manage → Marking**.

TIME NEEDED

About 15 minutes to create a course and add a first lesson. A full course takes as long as your material takes.

BEFORE YOU START

A rough outline of your chapters, your first lesson's text, video or PDF, and a picture for the course card. Videos go on YouTube first.

PLAN

Courses, lessons, quizzes and assignments: every plan. Video checkpoints and releasing lessons over time: on the plans that include them (the plan cards say which). Live classes: included on some plans and an add-on on others.

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How a course is put together

Every course on RacingOwl has the same shape. Knowing it before you start saves you rearranging things later.

- **A course** is the thing a learner finds, enrols in and, if you charge, pays for. It has a title, a description, a card picture and a price.
- **Modules** are the chapters of the course. "Getting started", "Week 1", "The basic steps". A module holds lessons, and can also hold live classes.
- **Lessons** are what the learner actually opens. Each lesson is one of four kinds: written text, a YouTube video, a PDF, or an assignment the learner hands in. A live class sits in a module beside the lessons.
- **Quizzes** sit on the course as a whole. The learner meets them after the last lesson. A quiz can be required, so the course is not finished until it is passed.
- **Video checkpoints** are single questions that pause a video at a moment you choose (Growth plan and above).

A learner has *finished* a course when every lesson is marked done and every required quiz is passed. That is the moment a certificate is issued, if the course offers one (see Certificates). Everything in this chapter feeds into that one rule, so it is worth keeping in mind.

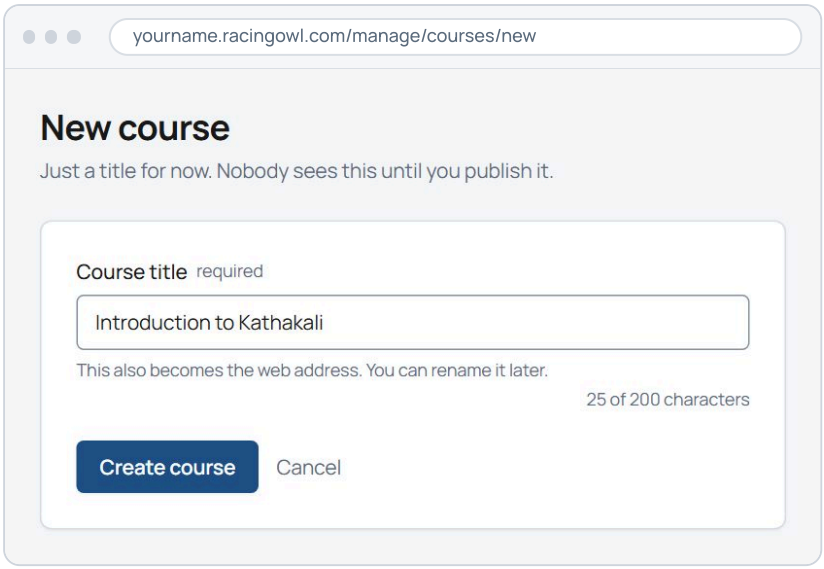
> **TIP.**
> Nothing you build is visible to anyone until you press **Publish**. You can create a course, fill it over several weeks, and publish when it is ready. There is no penalty for leaving a course as a draft.

If you have not recorded anything yet, RacingOwl has two short guides written for trainers: racingowl.com/recording-your-lessons (holding the phone steady, light, sound, framing, recording without being on camera, and recording your live classes) and racingowl.com/putting-videos-on-youtube (creating a channel, uploading, setting a video to Unlisted and copying its link). The course builder links to both wherever you might need them.

Creating the course

Creating a course asks for one thing only: a title. Everything else is added afterwards, on the next screen, where there is something to attach it to.

1. **Open your courses.** Go to **Manage → My courses**. On a brand-new site the page says **Nothing here yet** and offers **Create your first course**; your dashboard shows a similar card, headed **Create your first course**, with a **New course** button. Once you have courses, press **New course** at the top right.
2. **Type a title.** The page is called **New course** and has a single box, **Course title**. Type the name you want learners to see, for example **Introduction to Kathakali**. The box counts down to its limit of 200 characters.
3. **Press Create course.** The button reads **Creating…** for a moment, then you land on the new course's **Content** tab.



The New course page. One box, and nobody sees the course until you publish it.

What happens when you press the button:

- The course is created as a **draft**. Only you and your site's staff can see it.
- Its **web address** is made from the title. `Introduction to Kathakali` becomes `/introduction-to-kathakali` on your site. The address is fixed when the course is created: if you rename the course later, the address stays as it was, so links you have already shared keep working.
- The course gets a short **course code**, the first three letters of the title and four random characters, such as `INT-7K2M` for `Introduction to Kathakali`. It is shown under the course's name at the top of its Details tab. Quote it when a learner or the RacingOwl team asks which course you mean.

What the title can and cannot be

If you type…	What you see
Fewer than two characters	`Give the course a title.`
More than 200 characters (usually a paste)	The box tells you how long it is and asks you to keep it to 200.
No English letters or numbers at all, for example a title written only in Devanagari	Refused with "Give the course a title using letters or numbers.", because the web address is made from the title's English letters and numbers. Add an English word or two; you can put the full title back on the Details tab afterwards.
An emoji anywhere in it	Refused. Titles appear in browser tabs, emails and on certificates, where an emoji prints as an empty box.
A title that makes the same address as one of your other courses	`You already have a course with that web address. Try a different title.`

Type the title however you like. Your site shows course, module and lesson names with Capital Letters, so a page of them reads as one tidy list, while the Manage pages keep exactly what you typed.

Your list of courses

Manage → My courses lists every course you have, with its address under the title and a badge on the right: **Published**, **Unlisted**, **Private**, **Archived** or **Draft**. Click a course to open its builder. Once at least one course is in a collection (see "Collections" below), the list is grouped under each collection's name, with **Not in a collection** last.

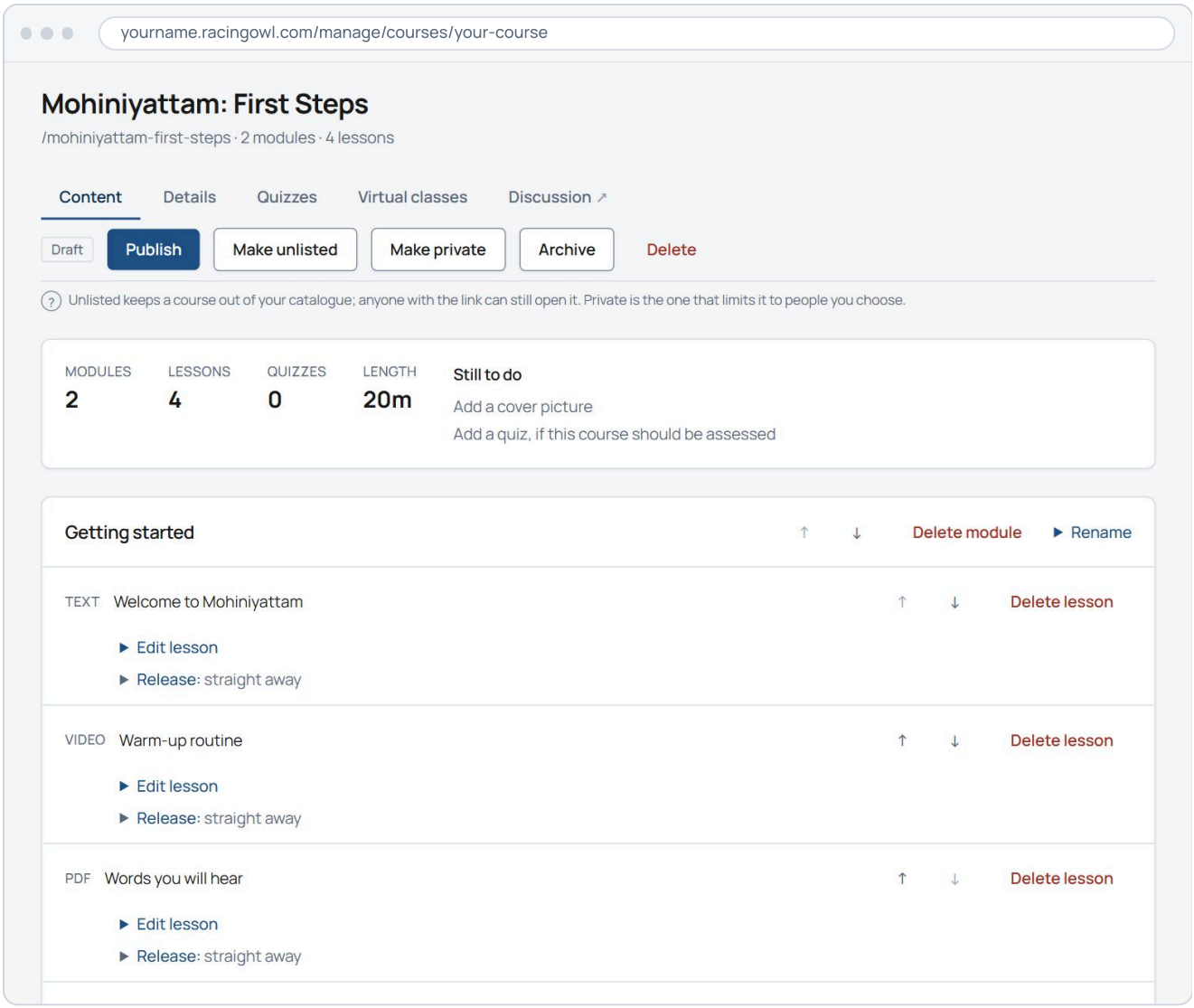
The course builder

Every course has four tabs along the top. Each one is a real page with its own address, so you can bookmark it or open it in a new browser tab.

Tab	What you do there
Content	Add and arrange modules and lessons, schedule live classes, set when lessons open, and see the readiness checklist.
Details	Write the words a buyer reads, add the card picture, set the level, language, certificate, collection, tags and price, and choose who can reach a private course.
Quizzes	Create quizzes and their questions, and add video checkpoints.
Virtual classes	Look after live classes you have already scheduled on the Content tab: who is invited, who joined, moving and cancelling, and repeating classes.

After the four tabs there is a **Discussion ↗** link. It is not a tab: it opens your course's discussion page on your site, where your learners talk. It works even on a draft, so you can look before anyone else can. Discussions are covered in Discussions and reviews.

On the right of the same strip, on every tab, sit the course's status badge and the buttons that change it: **Publish**, **Make unlisted**, **Make private**, **Archive** and, on a course nobody has ever enrolled in, **Delete**. They are on every tab so you can publish the moment you finish, wherever you are. What each one does is explained in "Publishing, and the five statuses" below.



The Content tab: the four tabs and the status buttons, the readiness card with its counts and "Still to do" list, and a module with its lessons.

The readiness checklist

Under the tab strip on the Content tab is a card that answers the question "am I finished?". On the left are four counts: **Modules**, **Lessons**, **Quizzes** and **Length**. Length is the total of the lesson lengths you have entered, and reads **Not set** if you have not timed any lessons. Live classes are not included in it.

On the right, under **Still to do**, is a list of what is missing. Each line is a link to the tab that fixes it.

Line	Why it appears	Where it takes you
Add at least one lesson	The course has no lessons. It also offers links to recording tips and to putting videos on YouTube.	Content
Write a description	Neither the short nor the full description is filled in.	Details
Add a cover picture	The course has no card image.	Details
Add a quiz, if this course should be assessed	The course has no quiz. Ignore it if the course is not meant to be tested.	Quizzes

When nothing is missing, the card says so: on a draft, **Nothing is missing. Press Publish above when you are ready for learners to see it.** On a published course it confirms learners can find it in your catalogue and on the marketplace.

The checklist is a checklist, not a gate. It tells you what is missing, but it does not stop you publishing. The only thing that does is an empty course: **Publish** stays greyed out until the course has at least one lesson. Use the list as a last look rather than a hurdle.

Modules: the chapters of your course

A new course opens with the message **Add your first module**. Start there.

1. **Find the module box.** At the foot of the Content tab is a card with a box labelled **Add a module**.
2. **Type the module's name.** Something like **Getting started** or **Week 1: Posture**.
3. **Press Add module.** The module appears as a card, at the end of the list, with **Nothing in this module yet.** inside it and its own form for adding lessons.

Each module card has a header with four controls:

- **↑ and ↓** move the module up or down one place. There is no dragging. The arrows work on a phone and from the keyboard, where dragging does not. The top module's ↑ and the bottom module's ↓ are greyed out.
- **Delete module** asks you first, and tells you exactly what goes with it (see below).
- **Rename** opens a box, **Module name**, filled with the current name. Change it and press **Save name**. The module keeps its place and its lessons.

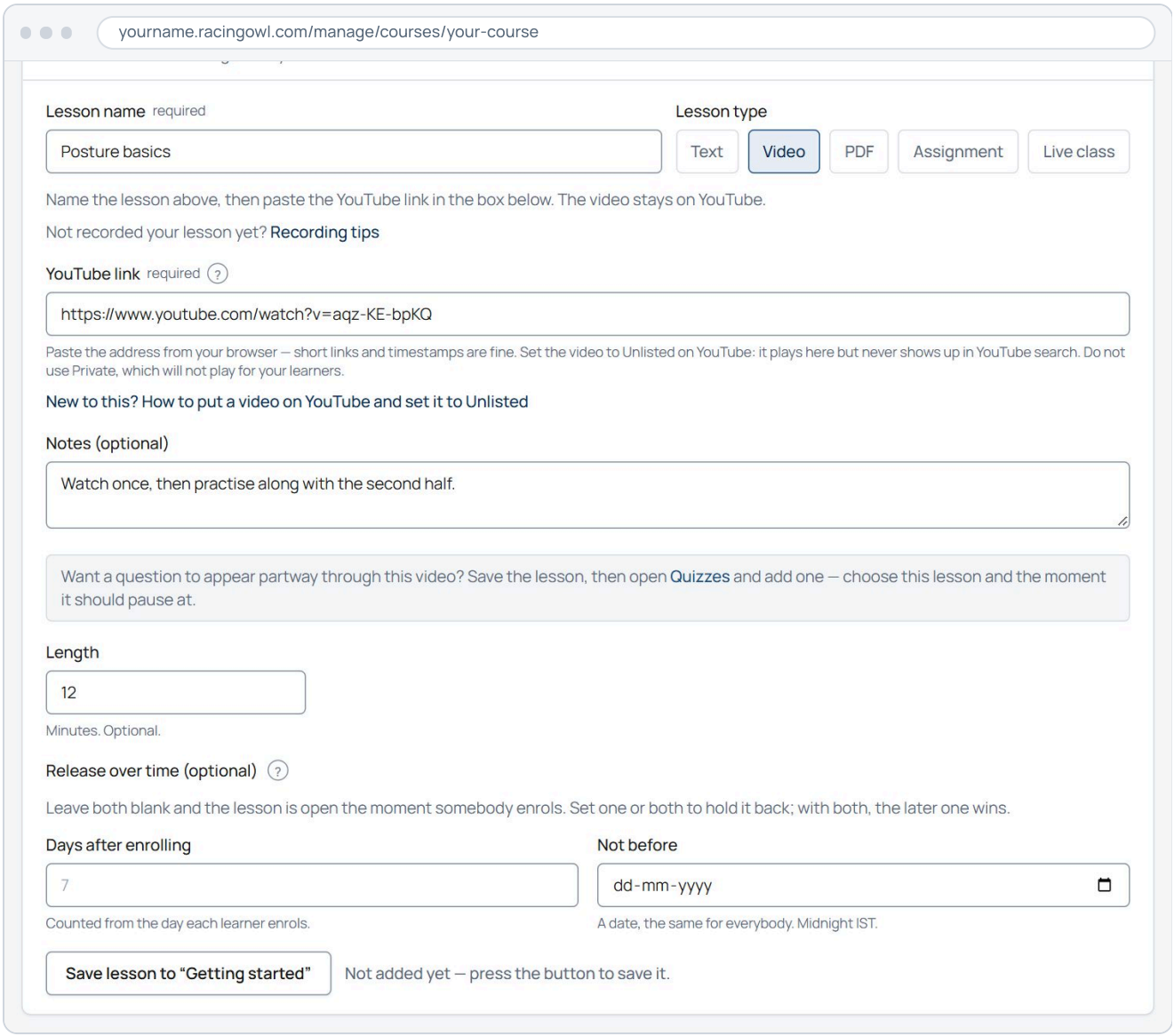
Deleting a module

Pressing **Delete module** asks **Delete the module "…"?** and says what will go with it: how many lessons, and every live class filed under the module, each named. A repeating class is named once, with the words "repeats weekly, and stops for good".

> **IMPORTANT.**
> Deleting a module deletes its live classes too, and **nobody invited to them is told**. If a class in the module is still to come, cancel it first on the Virtual classes tab, which emails everyone invited, and then delete the module. The confirmation reminds you of this whenever a scheduled class would go. Deleting a module that holds an assignment also deletes every file learners handed in to it. None of this can be undone.

Adding lessons

Every module card ends with a form for adding a lesson to that module. The form changes shape depending on the kind of lesson you choose, so it only ever asks for what that kind needs.



Adding a lesson with Video chosen: the lesson name, the five lesson types, the YouTube link box with its Unlisted advice, the notes box, the length and the release boxes.

The parts every lesson shares

1. **Name the lesson.** Type it into **Lesson name**, for example **What the mudras mean**. This is the name in the course outline.
2. **Choose the Lesson type.** Five buttons sit under the name: **Text**, **Video**, **PDF**, **Assignment** and **Live class**. **Text** is chosen to begin with. The sentence under the buttons changes to say what the learner will get from the kind you picked, and a line underneath offers **Recording tips** if you have not recorded the lesson yet.
3. **Fill in the boxes for that kind.** Each kind is described below.
4. **Optionally, give a Length.** In minutes. It is added up into the course's total length, which buyers see. Leave it blank if the lesson is not timed.

5. **Optionally, hold the lesson back.** On a plan that includes releasing lessons over time, the **Release over time (optional)** boxes let a lesson open some days after each learner enrols, or not before a date. Leave them blank and the lesson is open from the moment somebody enrols. See "Releasing lessons over time".

6. **Press the button.** It names the module it adds to: **Add lesson to "Getting started"**. As soon as you type anything, it changes to **Save lesson to "Getting started"**.

The lesson appears in the module's list with its kind on the left (Text, Video, PDF or Assignment) and the form empties, ready for the next one.

> **IMPORTANT.**
> Typing into the form does not save the lesson. Only the button does. As soon as you type, a line beside the button says **Not added yet — press the button to save it.**, and if you try to leave the page your browser asks you first. If you close the tab anyway, what you typed is lost.

A text lesson

Choose **Text** when the lesson *is* the writing: an explanation, a set of instructions, a reading. A box labelled **Lesson content** appears; it is required. Write the lesson in it.

Lesson text is plain text. There are no headings, bold or links. A blank line starts a new paragraph, so leave one between paragraphs and the learner sees them spaced out. Anything that looks like web code is shown as typed, never run.

A video lesson

Videos live on YouTube and play inside your course. They never use your site's storage, and there is no limit to how many you add. Upload the video to your own YouTube channel first, set it to **Unlisted**, and copy its address.

1. Choose **Video**.

2. **Paste the address into YouTube link.** Copy it from your browser's address bar or YouTube's Share button. Ordinary watch addresses, short **youtu.be** links, Shorts, live addresses and links with a timestamp all work. RacingOwl keeps only the video's identity, so the timestamp is ignored.

3. **Optionally, write Notes (optional).** Anything the learner should read alongside the video: a summary, the words of a chant, what to practise. They appear under the video.

> **IMPORTANT. UNLISTED, NEVER PRIVATE.**
> On YouTube, **Unlisted** keeps a video out of YouTube search, off your channel page and out of recommendations, and it still plays inside your course. **Private** sounds safer but will not play for your learners at all: they see a grey box. If a learner reports a grey box, check the video's visibility on YouTube first. The step-by-step is at racingowl.com/putting-videos-on-youtube.

If the link is not a YouTube address, you see **That link could not be used. Paste the address of a YouTube video.** RacingOwl plays YouTube videos only.

Under the video boxes, a note reminds you that you can add a question partway through the video. That is done on the Quizzes tab once the lesson is saved: see "Video checkpoints".

A PDF lesson

Choose **PDF** for a handout, a worksheet, slides or notes.

1. **Choose PDF.**
2. **Choose the file.** Click the dashed box under **PDF** that says **Click to upload a file**, or drag the PDF from your computer onto it. The box then shows the file's name and size, with **Remove** if you picked the wrong one. It must be a PDF, up to 30 MB. If the file is too big, you are told the moment you choose it, before anything is sent, for example "That file is 42 MB; the limit is 30 MB."
3. **Optionally, write Notes (optional)** to go alongside it.
4. **Press the button** and wait. The PDF is uploaded as the lesson is saved, so on a slow connection the button reads **Adding…** for a while. Do not press it twice.

Only learners enrolled on the course can open the PDF. Anyone else following a link to it is refused. PDFs count towards your site's storage; your plan's allowance and what you are using are shown under Settings (see Branding your site).

An assignment

Choose **Assignment** for work the learner hands in and you mark: a worksheet, a project, a piece of writing, a photograph of their practice. The form asks for **What to hand in**, **Marked out of**, and whether it **Must be marked before the course is complete**. Assignments have their own part of this chapter: see "Assignments, end to end".

A live class

Choose **Live class** to schedule a session at a fixed time that learners join over Google Meet, Zoom or Microsoft Teams. The form asks for a date, a start time in IST, a length and a joining link. Live classes have their own part: see "Live classes".

The five kinds side by side

Kind	You fill in	The learner gets
Text	**Lesson content** (required)	Your writing on the page, paragraph by paragraph.
Video	**YouTube link** (required), **Notes (optional)**	The video playing in the course, with your notes under it.
PDF	The file, up to 30 MB (required), **Notes (optional)**	An **Open the PDF** link, and a preview on wider screens.
Assignment	**What to hand in** (required), **Marked out of**, the required tick	Your brief and a panel to upload files, write an answer and hand it in.
Live class	Date, start time (IST), length, joining link, optional note	An invitation by email with a calendar entry, and a Join button on your site.

Changing, moving and deleting lessons

Each lesson's row in the module has ↑ and ↓ to move it within its module, a **Delete lesson** button, and underneath, on their own lines, **Edit lesson** and a **Release:** line.

Editing a lesson

Click **Edit lesson** under the lesson's row. It opens the lesson's own boxes, already filled in:

- For every kind: **Lesson name** and **Length**.
- Text: **Lesson content**.
- Video: **YouTube link** (paste a different address to change the video; keep it Unlisted) and **Notes (optional)**.
- PDF: **Replace the PDF (optional)**, with the current file's name beside it. Leave the box empty to keep the file you have. Plus the notes.
- Assignment: **What to hand in**, **Marked out of** and the **Must be marked before the course is complete** tick. A mark you have already given keeps the number it was out of.

Press **Save lesson**. You see **Saved.** The lesson keeps its place, its release rule and any video checkpoints. If you empty the notes box, the notes are removed; if you clear the length, the lesson becomes untimed.

The **kind** of a lesson cannot be changed. A video cannot become a PDF. To change the kind, add a new lesson of the right kind and delete the old one. Bear in mind that checkpoints belong to the old video lesson and go with it.

Moving and deleting lessons

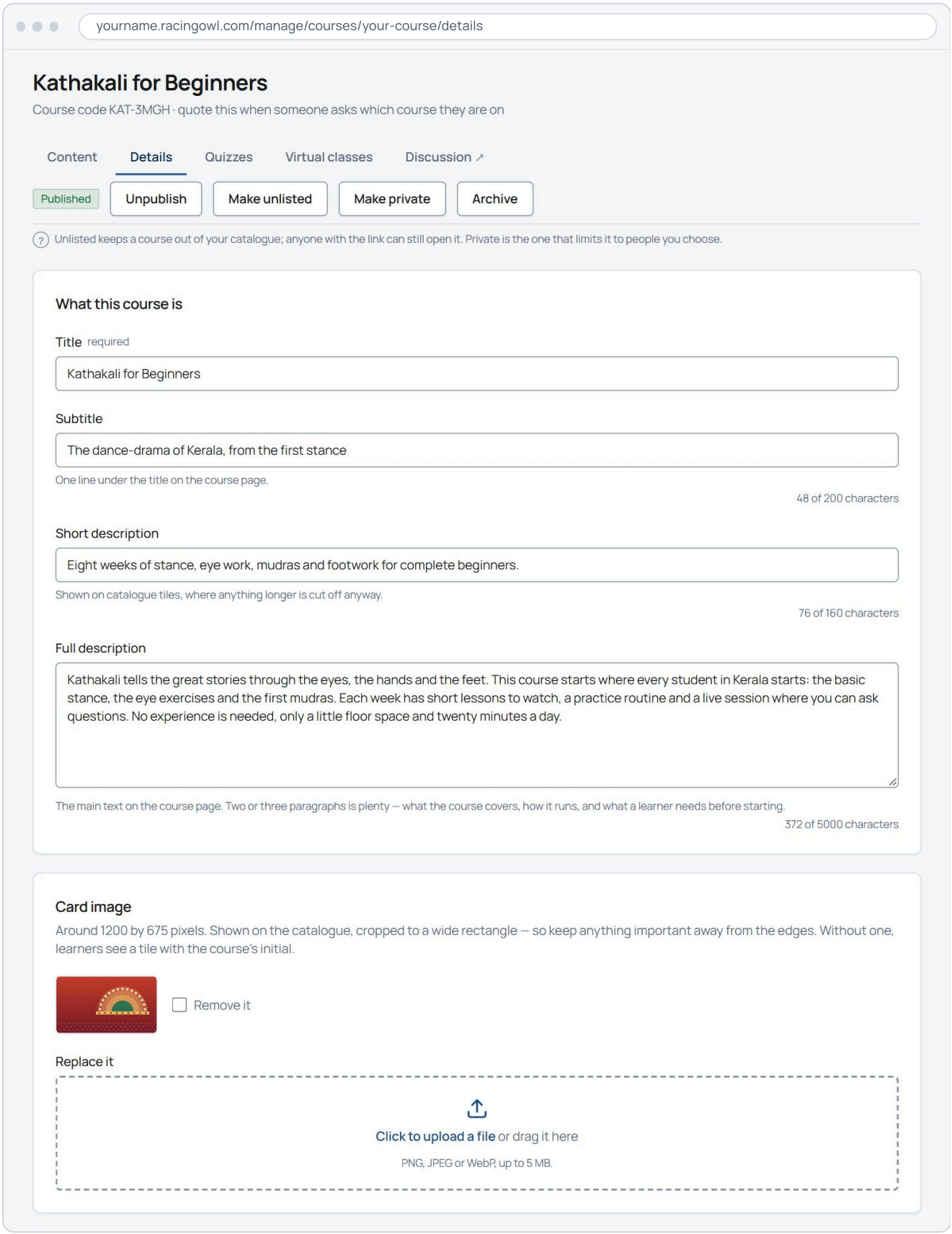
Use ↑ and ↓ on a lesson's row to move it up or down within its module. To move a lesson to a different module, add it again in the new module and delete the old one.

Delete lesson asks **Delete the lesson "…"?** and reassures you that the module and its other lessons stay. It cannot be undone. Deleting an assignment lesson also deletes every file learners handed in to it.

> WHAT YOUR LEARNER SEES.
> Changes to a published course reach learners straight away. A new lesson appears in their outline, a renamed one changes its name, and a deleted one disappears. If a learner had already marked a deleted lesson done, their progress is simply counted against the lessons that remain. When a learner comes back to a course, **Continue** opens the last lesson they had on screen; if that lesson has been deleted, they start at the first lesson.

The Details tab: what the course says about itself

The Details tab holds everything about a course that is not its content: the words a buyer reads before deciding, the picture on its card, the facts learners filter by, and the price. It is one long form in five cards, saved with one button at the bottom, **Save details**. After you press it, **Saved.** appears beside the button. Nothing else on the page changes, so look for that word.



The top of the Details tab: the course code in the page heading, then "What this course is" and "Card image".

What this course is

Field	What to put in it
Title	The course's name, up to 200 characters. Renaming here does not change the course's web address.
Subtitle	One line under the title on the course page, up to 200 characters. For example "From first steps to your first performance".
Short description	Up to 160 characters, counted as you type. Shown on catalogue tiles, where anything longer would be cut off. Make it the one sentence that sells the course.
Full description	The main text on the course page, up to 5,000 characters. Two or three paragraphs is plenty: what the course covers, how it runs, and what a learner needs before starting.

Card image

The picture on the course's tile in your catalogue and on the marketplace. PNG, JPEG or WebP, up to 5 MB, around 1200 by 675 pixels. It is cropped to a wide rectangle, so keep faces and words away from the edges. Without one, learners see a plain tile with the course's first letter. (The readiness checklist calls this the cover picture.)

If the picture is refused when you save, for being the wrong kind of file for example, everything else on the form is still saved, and the reason is shown both under the picture box and beside the Save button.

Who it is for

Field	What to put in it
What you'll learn	One outcome per line. Each becomes a bullet point at the top of the course page. The box shows example lines in grey to get you started; they are only examples and are not saved. Write what the learner will be able to *do* afterwards, not what the course contains: "Play your first full song" sells; "Module 4: chord transitions" does not. This list is usually what decides a purchase.
Who this is for	A sentence or two: who will get the most from the course, and anything they need to know or own before starting. For example "Absolute beginners. No previous experience needed."

Finding it

Field	Choices	Notes
Level	Not specified, Beginner, Intermediate, Advanced, All levels	Say plainly who can follow along.
Language	Not specified, English, Hindi, Bengali, Marathi, Telugu, Tamil, Gujarati, Kannada, Malayalam, Punjabi, Odia, Assamese, Urdu	The language the lessons are taught in. One per course: teaching the same course in two languages means two courses, so a learner filtering for Malayalam finds Malayalam lessons.
Format	Self-paced, Live cohort (fixed schedule), Hybrid	Self-paced is the only one RacingOwl schedules for you. The other two describe how you run the course yourself, for example with live classes.

Field	Choices	Notes
Certificate	No certificate, Awards a certificate on completion	Switched on for every new course. Learners can filter the marketplace for courses that award one. See Certificates.
Collection	None, or one of your collections	Your own grouping. See below.
Tags	Words separated by commas, for example `kathakali, mudra, kerala`	They feed search on your site and on the marketplace, and show as Topics on your course page and in the marketplace's Topic filter. Use the words a learner would type, including other spellings. They are saved in lower case.

Collections

A collection is your own shelf for courses: a batch, a series, a level. "Evening batch", "Beginner series", "Carnatic vocals". It changes nothing about price or access, only how courses are grouped.

1. **Make the collection.** At the very bottom of the Details tab is a card with a box labelled **New collection**. Type a name and press **Create**. You see **Collection created. It is in the list above.** Two collections on your site cannot share a name.
2. **Put the course in it.** Scroll up to **Collection**, choose it, and press **Save details**. A course belongs to one collection at most. Choose **None** to take it out.

> WHAT YOUR LEARNER SEES.
> A course in a collection says **Part of** and the collection's name on its page, linked to that collection in your catalogue, so learners can browse the set together. On your side, once any course is in a collection, **Manage → My courses** groups your list by collection.

Price, or Who can take it

The last card depends on how your site charges, which you choose under **Manage → Membership offer** (see Pricing your courses).

- **If your site prices each course**, the card is called **Price** and has one box, **Price (₹)**. Type a price in whole rupees, or leave it blank for a free course. A priced course needs payments activated first (see Setting up payments). Learners pay through Razorpay, straight to your bank.
- **If your site charges through one monthly membership**, the card is called **Who can take it** and has two choices: **Free** (anyone can take it) or **Members only** (included in the membership). Nothing is sold on its own. If the course had a price before, it is kept for you in case you switch back, and the card says so; choosing Free clears it.

If a course was Members only and your site has since moved to pricing each course, the card says **Not on sale.** Set a price to sell it, or leave the price blank and save to make it free.

Publishing, and the five statuses

A course is always in one of five states. The badge on the tab strip says which, and the buttons beside it move it between them.

Status	In your catalogue and on the marketplace?	Can someone with the link open it?	Use it for
Draft	No	No. Only learners already enrolled keep it.	A course you are still building, or one taken off sale for now.
Published	Yes	Yes	A finished course you want people to find and buy.
Unlisted	No	Yes. Anyone given the link can open it, enrol and buy.	A course you want to share quietly: a sneak preview, a course sold through your own WhatsApp group.
Private	Only for the people you choose	Only the people you choose. Everyone else gets nothing, even with the link.	A course for one batch, one client, or a paid cohort.
Archived	No	No. Learners already enrolled keep it.	A course you have retired.

The buttons

- **Publish** puts the course in your catalogue and on the RacingOwl marketplace. It is greyed out while the course has no lessons. On a published course it becomes **Unpublish**, which returns it to draft.
- **Make unlisted** takes the course out of the catalogue and off the marketplace, but anyone holding its address can still open it and enrol. On an unlisted course it becomes **Unpublish**.
- **Make private** limits the course to the groups and people you name on the Details tab. On a private course it becomes **Unpublish**.
- **Archive** takes the course off sale and out of your catalogue. On an archived course the only button is **Unarchive**, which returns it to draft, ready to publish again.
- **Delete** appears only on a course nobody has ever enrolled in or paid for. It asks **Are you sure? Delete "…" for good?** and warns that its modules, lessons, quizzes and classes go with it and that it cannot be undone. Once anybody has enrolled, even somebody later refunded, the button is not shown, and archiving is the way to retire the course.

Under the strip, one line explains the difference between Unlisted and Private, and changes to describe the course's current state.

> **IMPORTANT. UNLISTED IS NOT PRIVATE.**
> The two look alike and are not. Unlisted means "not advertised": anyone who has the link can open the course, enrol and, if it is priced, buy it. A link forwarded once in a WhatsApp group reaches everyone in that group. If you mean "only my people", use **Make private**.

What happens to enrolled learners

Unpublishing, making private or archiving a course takes it off sale for new learners. **Anyone already enrolled keeps it**, with their lessons, progress and certificate, whatever you do. This is on purpose: nobody should lose something they paid for because you tidied your catalogue. To take a course away from one person, refund them in full (see Managing your learners).

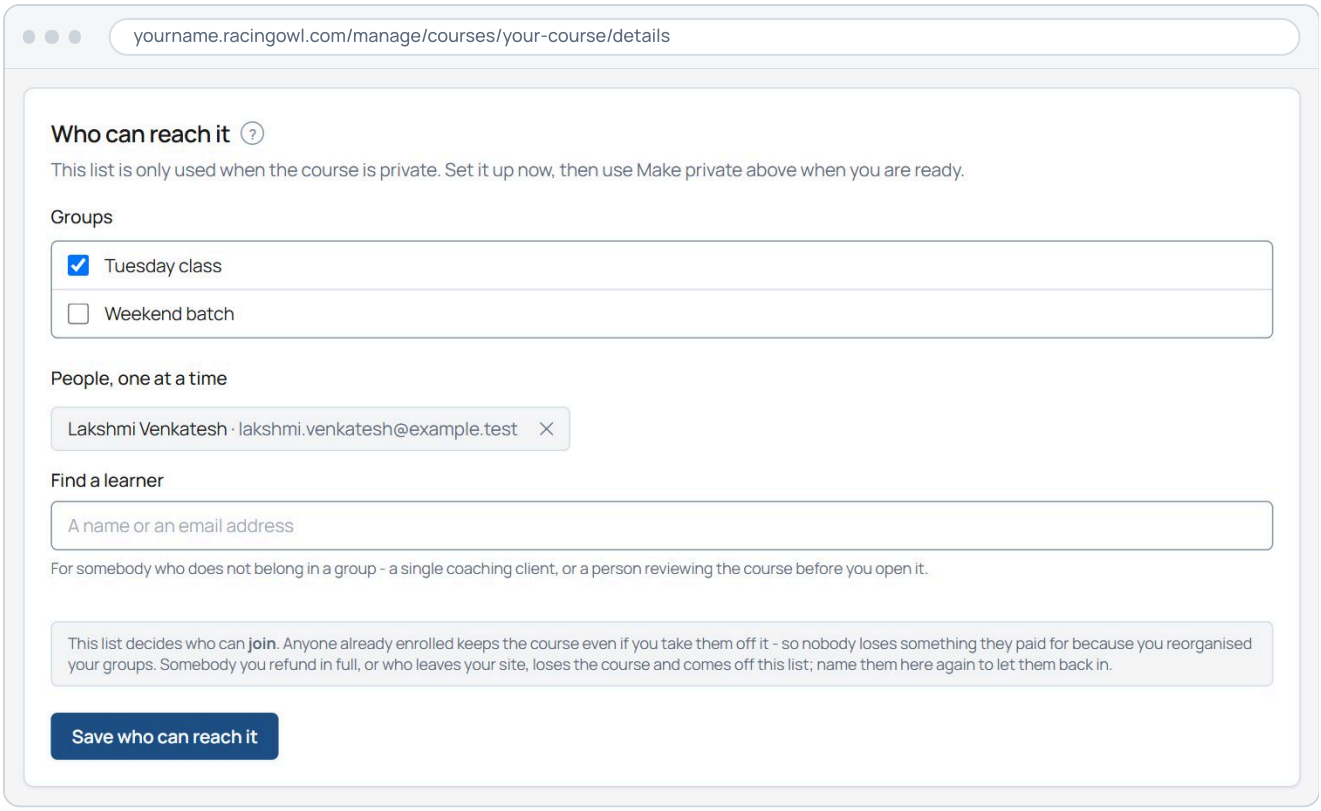
> **WHAT YOUR LEARNER SEES.**
> A published course has its own page on your site with the title, subtitle, card picture, what they will learn, who it is for, the outline of modules and lessons, the length, and a button to enrol or buy. They see lesson names but cannot open lessons until they enrol. On the marketplace, the course appears with your site's name.

Private courses: choosing who can reach it

A private course is visible only to the people you choose. Everybody else, signed in or not, finds nothing at all: it is not in your catalogue, not on the marketplace, and its address shows "not found". It is the right choice for a course made for one batch, one coaching client, a paid cohort or a pilot group.

Build the list first, then make the course private. The list does nothing until you do.

1. **Open the course's Details tab** and scroll to the card called **Who can reach it**. While the course is not private it says **This list is only used when the course is private.**
2. **Tick whole groups** under **Groups**. Groups are your own lists of learners, made under **Manage → Groups** (see Managing your learners). One tick gives a whole class access.
3. **Add individuals** under **People, one at a time**. Search for each person and pick them. This is for somebody who does not belong in a group: a single coaching client, or a person reviewing the course before you open it.
4. **Press** **Save who can reach it**. You see **Saved.** The list you saved replaces whatever was there.
5. **Press** **Make private** in the tab strip. The badge changes to **Private** and the card now says **This course is private. Only the groups and people below can see it or open it.**



The "Who can reach it" card on the Details tab, with a group ticked and one person added.

The rule worth knowing

The list decides who can **join**. It does not decide who can **stay**.

- Anybody already enrolled keeps the course even after you take them off the list, or take them out of the group, or delete the group. You can reorganise your groups in March without cutting anyone off halfway through something they paid for.
- To take the course away from one person, refund them in full. Somebody refunded in full, or who leaves your site, loses the private course and comes off its list. Being in a group on the list does not bring them back; naming them again individually does.
- A learner who joins a group later can enrol in that group's private courses from then on.

A private course can be free, priced or Members only like any other. A priced private course can only be bought by the people on its list.

> **WHAT YOUR LEARNER SEES.**
> For somebody on the list, a private course behaves exactly like any other: it appears in your site's catalogue when they are signed in, opens at its address, and can be enrolled in or bought. Progress, quizzes, certificates and discussions all work as normal. Nothing is sent to anyone when you add them to the list, so tell them yourself, and send them the course's link.

Quizzes

A quiz is how a learner shows they have understood, and what makes a certificate mean something. Quizzes live on the course's **Quizzes** tab. The page has two sections: **Quizzes** at the top, and **Video interactions** (checkpoints) below. This part covers the first.

Creating a quiz

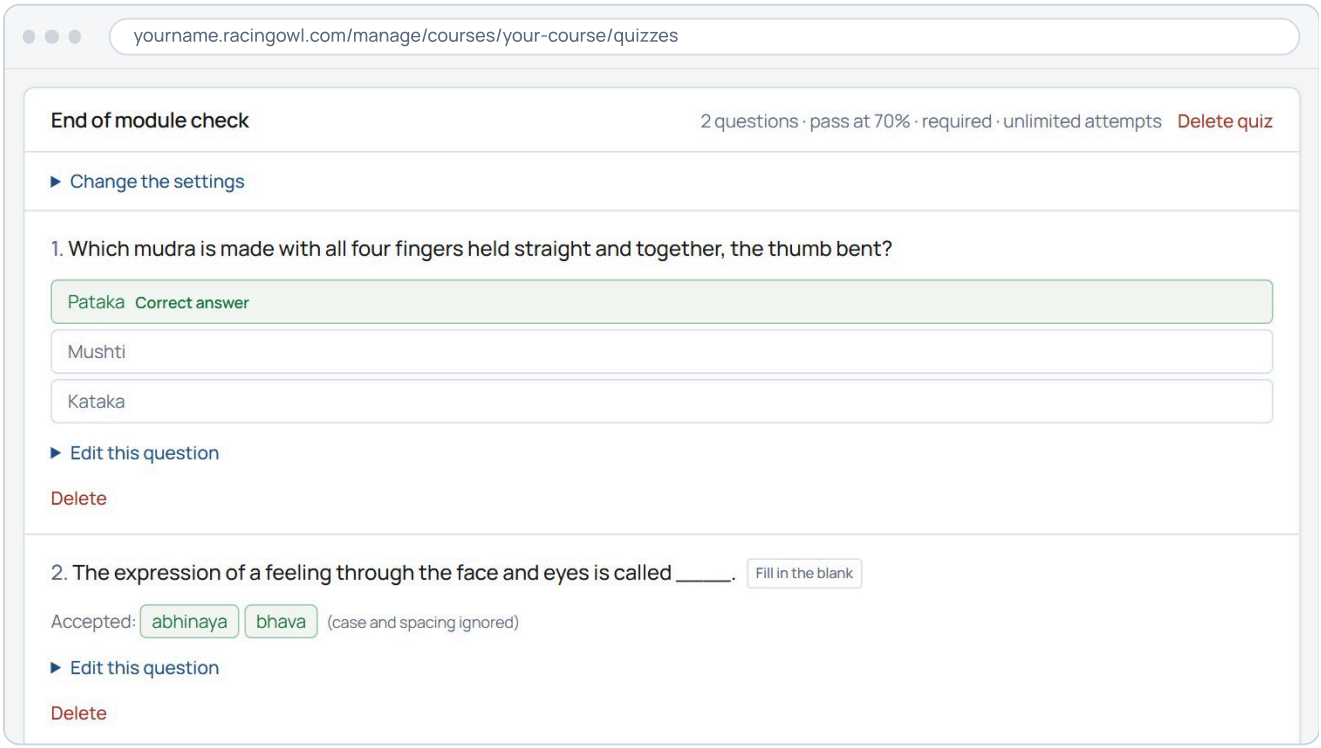
Scroll to the card called **Create a new quiz**. It sits below any quizzes you already have.

Field	What it means	Starts at
Title	The quiz's name, for example "End of module check" or "Final assessment".	Empty (required)
Pass mark	The percentage a learner needs to pass. On a required quiz, this is the bar for finishing the course and for the certificate. 70% is a common, defensible choice.	70
Time limit	Minutes allowed, from pressing Start. Zero means no limit. Up to a day.	0 (no limit)
Attempts	How many times one learner may sit it. Zero means unlimited. Up to 100.	0 (unlimited)
Must be passed to complete the course	With this on, the course is not finished, and no certificate is issued, until this quiz is passed. Leave it on for the assessment that earns the certificate; switch it off for practice checks along the way.	Ticked
Shuffle the question order	Each learner gets the questions in a different order. The options within each question always stay where you put them, so "all of the above" stays last.	Not ticked

Press **Create quiz**. The new quiz appears as a card above the form, with the line **A quiz with no questions cannot be sat. Add the first one below.** and an **Add a question** form at its foot.

> **TIP.**
> A learner who runs out of attempts without passing a required quiz cannot finish the course. If you set a strict number of attempts, pair it with a fair pass mark. Unlimited attempts suit practice quizzes; two or three make a final assessment mean something.

The quiz card



A quiz card: the summary line, "Change the settings", and two questions with their answer keys printed in green.

Each quiz is a card. Its heading line shows the title and a summary, for example **5 questions · pass at 70% · required · 20 min · 3 attempts**. If any learners' attempts are waiting for you to mark a written answer, a link says **2 to mark** and takes you to Marking.

Under each question the answer key is printed: the correct option marked **Correct answer** in green, or the accepted words, the number, the right order or the right pairs. Read the keys before you share the course. A question with the key on the wrong option marks learners wrong for the right answer, and it is far easier to fix before anyone has sat it.

Changing a quiz later

- **Change the settings** opens the same boxes as the create form, filled in: title, pass mark, time limit, attempts, required and shuffle. Change what you need and press **Save settings**. You can do this even after learners have sat the quiz. Attempts already sat keep the result they were given; only new attempts are measured against the new settings. Lowering a pass mark does not turn yesterday's fails into passes.
- **Edit this question**, under each question, opens that question's form. Its kind is shown but cannot be changed. Press **Save question**.
- **Delete**, beside a question, removes it with its options, after asking.
- **Delete quiz**, in the card's heading, removes the whole quiz and its questions, after asking.

Once a quiz has been sat

As soon as one learner has sat a quiz, its existing questions are locked. A mark somebody already earned has to keep meaning what it meant on the day. The card says **This quiz has been sat 4 times.** (attempts, not people: one learner retrying four times counts as four) and from then on:

- You can still correct the **wording** of any question. Fixing a typo rewrites nobody's result.

- You cannot change a question's **answers**. The edit form says so.
- You cannot delete a question or the quiz; the buttons disappear.
- You can still **add** questions. Everyone who sits it after that answers the longer quiz.

If you find a wrong key after a quiz has been sat, the practical fix is to open **Change the settings** on the old quiz, untick **Must be passed to complete the course**, and create a corrected quiz in its place.

Adding a question

Every question, whatever its kind, is added the same way, in one go:

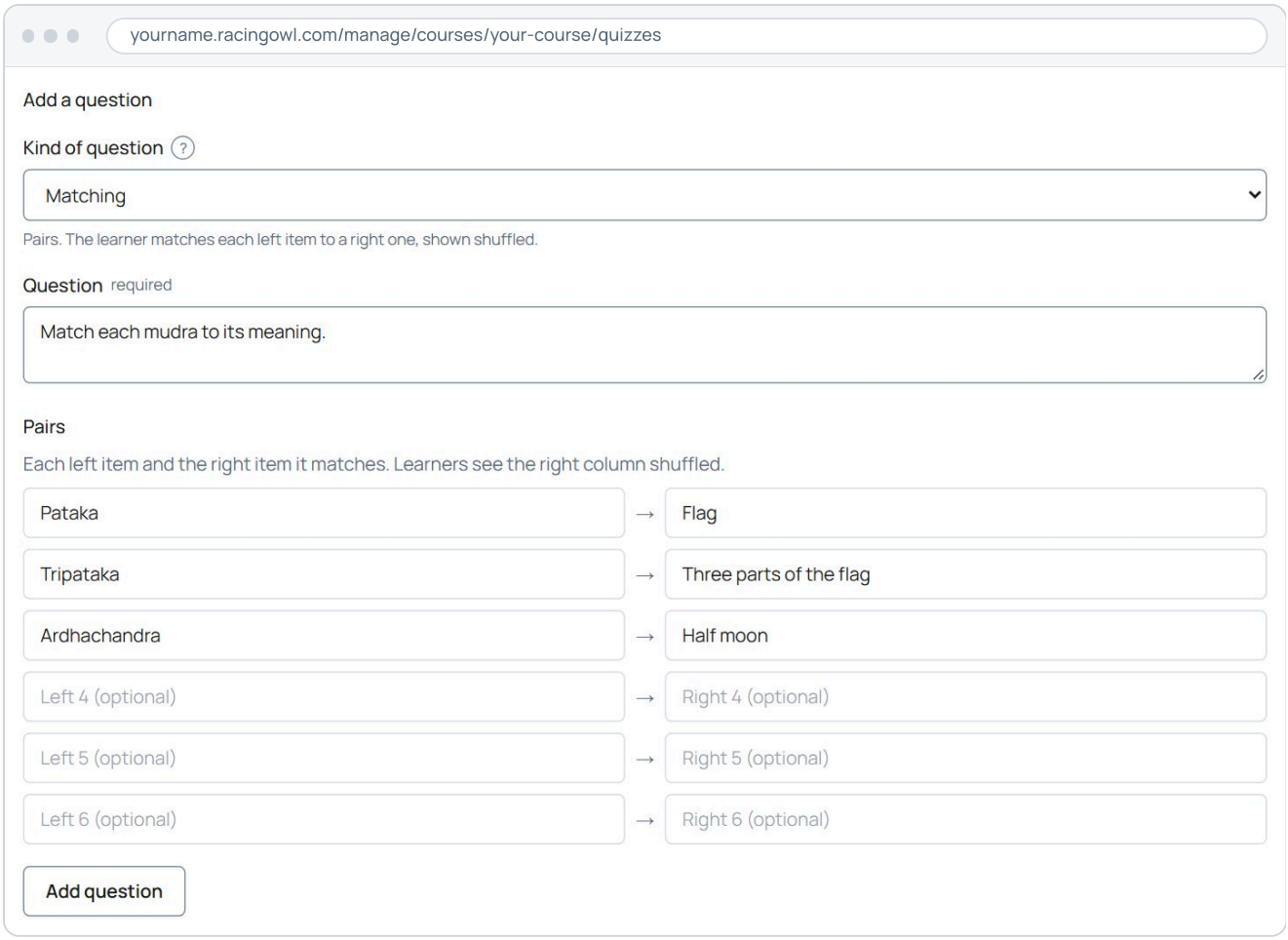
1. **Choose the Kind of question.** The form changes shape under it. A short hint under the menu says what the kind is.
2. **Write the Question.** (For a dropdown question the box is called **Sentence**.)
3. **Fill in the answer boxes** for that kind, including which answer is right.
4. **Press Add question.** The question appears in the card with its key printed under it, and the form empties and goes back to **Multiple choice** for the next one.

If something is missing, the form refuses and says what, and keeps everything you typed so you only fix the one thing. Two options with the same wording are refused ("Give each one different wording").

Questions appear in the order you add them. There is no way to reorder them afterwards, so add them in the order you want, or tick **Shuffle the question order**.

The ten kinds of question

Eight kinds are marked by RacingOwl the moment the learner submits. The last two, a short written answer and an essay, are marked by you. Every question in a quiz counts the same towards the score, whatever its kind.



The Add a question form with Matching chosen: the question, and pairs of left and right items.

Multiple choice

One right answer among up to four.

- **Question:** for example "Which mudra opens the sequence?"
- **Options:** four boxes. Write at least two answers. **Tick the circle beside the one that is correct.** That is the answer the quiz marks against. Forgetting the circle is the most common reason a question is refused.
- **The learner sees** the options with a round button beside each, in the order you wrote them, and picks one.

True or false

A statement, and whether it is true.

- **Question:** write a statement, for example "The warrior pose opens the sequence."
- **The statement is:** choose `True` or `False`.
- **The learner sees** the statement with True and False to pick from.

Multiple answers

Tick all that apply.

- **Options:** six boxes, each with a tick-box beside it. Write at least two options, and tick **every** one that is correct.

- **Marking is all or nothing.** The learner scores only if they tick exactly the right boxes: every right one, and no wrong one. Ticking everything scores nothing.
- **The learner sees** the options with tick-boxes.

Fill in the blank

The learner types the missing word.

- **Question:** write it with a gap shown however you like, for example "The capital of India is _____."
- **Accepted answers:** one per line, every answer that should count. For example `New Delhi` and `Delhi` on separate lines.
- **Marking** ignores capital letters and spaces, so "new delhi" matches "New Delhi". It does not forgive spelling, so list the common spellings you would accept, especially for names and words transliterated from Indian languages.
- **The learner sees** a box to type in.

A number

The learner types a number, and it is right if it is close enough.

- **Correct number:** for example `3.14`.
- **Tolerance:** how far off still counts. `0` means exact. With 3.14 and a tolerance of 0.01, anything from 3.13 to 3.15 is right.
- **The learner** types into a box. "1,000" and "3.5" are both read as numbers. An answer written in words is marked wrong, not refused.

Put in order

The learner puts your items into the right order.

- **Items, in the right order:** six numbered boxes. Write at least two items, in the correct order.
- **The learner sees** them shuffled, never in your order, and moves them with a handle they can drag (with a finger on a phone) or with arrows beside each item.
- **Marking** needs the exact sequence.

Matching

Pairs: the learner matches each left item to a right one.

- **Pairs:** six rows, each with a left box and a right box. Write at least two pairs, each left item beside the right item it matches, for example "Pataka" and "Flag". No two left items, and no two right items, may say the same thing.
- **The learner sees** the left items in your order and chooses a match for each from a menu of the right items, shuffled.
- **Marking** needs every left item matched with its own right item.

Dropdown in a sentence

A sentence with a gap; the learner picks the missing word from a menu.

- **Sentence:** type `___` (three underscores) where the menu should go. For example "Water boils at ___ degrees." Without the three underscores the question is refused.
- **Options:** four boxes, at least two filled. Tick the circle beside the correct one.
- **The learner sees** the sentence with a drop-down menu in the gap.

Short written answer

A few sentences, marked by you.

- **Question:** for example "In two or three sentences, why does the sequence begin with breath?"
- **Points:** what your score box will be out of, from 1 to 100. 10 unless you change it.
- **Model answer (optional):** what a good answer contains. Shown to you while marking; learners never see it.
- **The learner sees** a text box with a word count.

Essay

A longer piece with a word limit, marked by you.

- **Points:** as for a short answer, 10 unless you change it.
- **Word limit:** from 10 to 10,000; 300 unless you change it. An answer over the limit is refused before it is submitted, naming the question and the count, so you never have to mark one. The learner keeps everything they typed and can cut it down.
- **Model answer (optional):** for your eyes only.
- **The learner sees** a larger box with a counter against the limit.

> **IMPORTANT.**
> A quiz with a written question in it waits for you. Until you mark it, the learner has no score, cannot try again, and cannot finish the course around it. If you add written questions, check **Manage → Marking** regularly. See the next part.

What your learner sees in a quiz

In the course outline, quizzes are listed in their own group, with "required" beside any that must be passed. After the last lesson, the **Next** button reads "Next:" and the first quiz's name, so the course leads straight into its assessment.

The quiz page shows the number of questions, the pass mark, any time limit, how many attempts they have used and their best score. They press **Start the quiz**. If there is a time limit, a countdown shows, and the quiz is submitted for them when it reaches zero. The clock is kept by RacingOwl, not their phone: an attempt that arrives after the time is up scores zero, and closing the tab does not stop the clock. Reloading the page carries on the same attempt rather than using up a new one.

After submitting	The learner sees
Passed	Their score, "passed", which questions they got right, and the correct answers.
Not passed, attempts left	Their score and which questions were wrong, but **not** the correct answers, and a **Try again** button. The answers are shown once they pass, or after their last attempt.

After submitting	The learner sees
Not passed, no attempts left	Their score, which were wrong, and the correct answers.
A written answer in the quiz	The questions RacingOwl has already marked, and **Awaiting marking** in place of a score. They cannot start again until you mark it.

Marking written answers

Short written answers and essays are marked by you, under **Manage → Marking**. The Manage menu shows how much is waiting, for example **Marking (3)**. When a learner submits written answers you get a notification straight away, and one email each morning sums up what is waiting, sent only when something is new.

The Marking page is one list of everything waiting for you, oldest first: quiz attempts with written answers, and handed-in assignments. Each row shows the learner's name, a **Quiz** or **Assignment** label, what it is, which course, and when it was submitted. When the list is empty it says **Nothing to mark**.

1. **Open the attempt.** Press **Mark it** on its row. The page is headed with the learner's name and the quiz, the course, when it was submitted and the pass mark, with a badge saying **Awaiting your mark**.
2. **Read the whole attempt.** Every question is shown in order, numbered as in the quiz, with its kind. Questions RacingOwl marked show what the learner answered and **Correct** or **Not correct**. Written ones show the learner's words, the word count against any limit, and **Your model answer** folded underneath if you wrote one. An empty written answer says it scores zero.
3. **Give the points.** Under **Your marks** is one box per written answer, labelled with the question's number and what it is out of, for example **Question 4: points out of 10**. Whole numbers only, from zero to the maximum. Every box must be filled.
4. **Optionally, write** **Feedback for the learner (optional)**. One box for the whole attempt. They read it beside their score. If the quiz has several written answers, name the question you are writing about.
5. **Press** **Save marks**. You return to the Marking list.

When you save, RacingOwl works out the score from your marks and the questions it marked itself, decides pass or fail against the pass mark, and tells the learner. If the pass finishes the course, the course is completed and any certificate is issued.

How a written answer counts: every question in the quiz is worth the same. A written answer earns the fraction of its points you gave, so 8 out of 10 is worth 0.8 of a question. In a quiz of five questions where four machine-marked ones are right and an essay earns 8 out of 10, the score is 4.8 out of 5, which is 96%.

> **IMPORTANT.**
> A quiz mark is given once and cannot be changed afterwards. Opening a marked attempt shows its result, your feedback and the line "A mark is given once — a wrong one is a conversation with the learner, not a second click." Take a moment before pressing Save marks.

WHAT YOUR LEARNER SEES.

A notification that their answers were marked. On the quiz page, their last attempt appears as marked by their trainer, with the score, the points for each written answer and, if you wrote some, "Your trainer's feedback" beside the score. If they did not pass and have attempts left, they can try again.

Assignments, end to end

An assignment is for work that is more than a quiz answer: a worksheet, a project, an essay written over several days, photographs of a drawing, a recording of their practice uploaded as a file. The learner reads your brief, uploads files or types an answer, and hands it in. You mark it out of a number you choose and write feedback. Assignments are on every plan.

An assignment is a kind of lesson, so it sits in the outline exactly where you put it, and can be held back with a release rule like any other lesson.

Setting the assignment

1. **In the module where it belongs, name it** in **Lesson name**, for example **Worksheet 1: the ten mudras**, and choose **Assignment**.
2. **Write** **What to hand in**. Required. Say exactly what to hand in, in what form, and what you will look for. For example: "Work through the ten questions on page 12. Photograph your answers, or type them in the box, and hand them in." Your learner reads this above the box they hand their work in through.
3. **Set** **Marked out of**. The number of points you will mark out of, from 1 to 1000. 10 unless you change it.
4. **Decide on** **Must be marked before the course is complete**. Ticked to begin with. Leave it ticked and the course, and its certificate, wait for your mark. Untick it and the learner can mark the lesson done themselves, which suits optional or practice work.
5. **Optionally, set a length and a release rule,** as for any lesson, and press **Save lesson to "…"**.

TIP.

An assignment cannot carry a file of its own. If learners need a worksheet to fill in, add it as a PDF lesson just before the assignment, and say in the brief which PDF to use.

What your learner does

The learner opens the assignment like any lesson. They see your brief, "Marked out of" your number and, for a required assignment, "Your trainer's mark is needed to complete the course." Below it is a panel called **Your work** with a badge that starts at **Not handed in yet**.

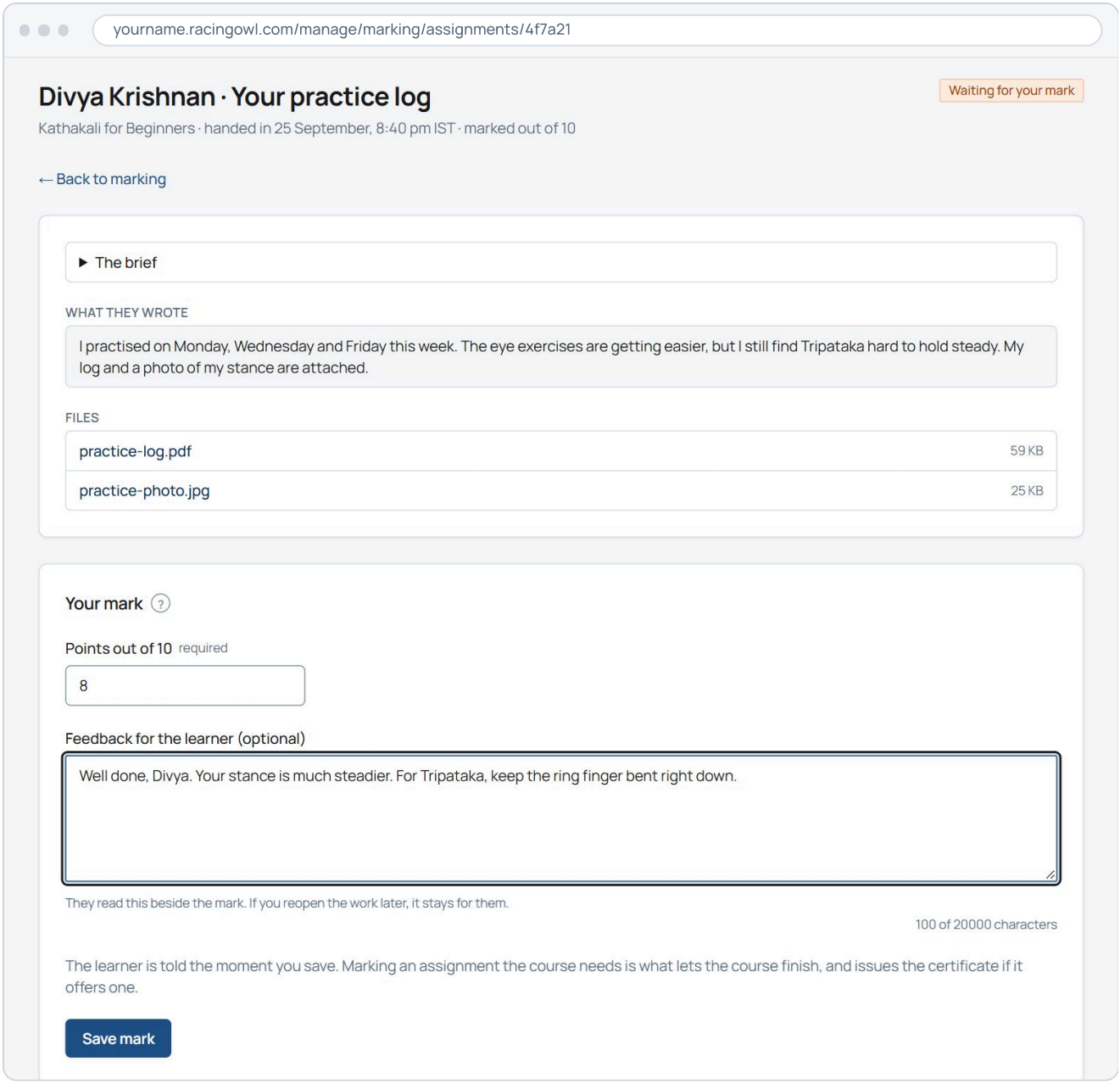
- They add files one at a time: under **Add a file** they click the box that says **Click to upload a file** (or drag a file onto it), then press **Upload** beneath it. Each file is saved as soon as it has uploaded and listed with its size and a remove button.
- Up to **five files**, each up to **25 MB**. Accepted: PDF, photos (JPEG, PNG or WebP), Word, Excel and PowerPoint files, OpenDocument files, plain text, and zip files. Anything else is refused in words. Photos are kept exactly as sent, not shrunk, so you can read a photographed page.

- They can write in the box **Your answer, or a note for your trainer**. For a written assignment the words alone are enough; no file is needed.
- They press **Hand in**. The badge changes to **Handed in, waiting for your trainer** and the work appears in your Marking list.
- Until you mark it they can still change it. The button becomes **Hand in again**. If they add or remove a file after handing in, the badge says **Changed since you handed it in** and the work leaves your Marking list until they hand it in again, so you never mark a half-changed piece.

For a required assignment there is no **Mark as done** button. The lesson says **Counts as done once your trainer has marked it.** Your mark ticks it for them.

Marking an assignment

When work is handed in you get a notification straight away, and the morning summary email counts it. Open **Manage → Marking** and press **Mark it** on the Assignment row.



Marking a handed-in assignment: the brief folded at the top, what the learner wrote, their files, and the mark box with feedback.

1. **Read the work.** The page is headed with the learner's name and the assignment, the course, when it was handed in and what it is marked out of, with a badge **Waiting for your mark**. **The brief** is folded at the top so you can check what you asked for. Below are **What they wrote** and **Files**. Click a file to open it in a new tab. Only you, your site's staff and the learner who sent it can open these files.
2. Give **Points out of 10** (or whatever you set). A whole number, up to the maximum.
3. Write **Feedback for the learner (optional)**. They read it beside the mark. If you reopen the work later, it stays for them.
4. Press **Save mark**.

The learner is told the moment you save. The lesson counts as done, and if this was the last thing the course needed, the course is completed and its certificate issued.

Changing a mark

Gave a 6 that should have been a 7? Below the Marking list is **Assignments you marked recently**, with each one's points and when you marked it. Press **Open**, then **Change the mark**. Change the points or the feedback and press **Save the changed mark**. You see **Mark changed. The learner has been told.** Nothing else moves: the lesson stays done, a finished course stays finished, and a certificate stays issued. The learner's lesson says the mark was changed and when.

Handing work back for another try

If the work itself is not good enough and needs another go, open it the same way and press **Reopen for another try**. It asks first. When you confirm:

- the mark comes off and the learner is told;
- your feedback stays for them to read;
- the lesson is no longer done, so if this had finished their course, the course is open again until you mark the new attempt. A certificate already issued stays theirs;
- they can change their work and hand it in again, and it comes back to your Marking list.

Assignments have no pass mark. Reopening is the answer to work that falls short.

"Assignments you marked recently" shows the last 50 you marked. Older ones cannot be reopened from the screen.

Storage and clearing files

Files learners hand in count against your site's storage. Under each assignment's row on the Content tab is a short line: **Handed-in files on marked work:** how many files and how much space. Once work is marked you can free that space with **Clear the files from marked work**. It asks first, then deletes the files handed in on that assignment's **marked** work only. The marks, your feedback and whatever learners typed all stay, and the learner's lesson says when the files were removed. Work you have not marked yet is never touched, so nothing you have not seen can disappear. It cannot be undone.

If a learner leaves your site or closes their account, their handed-in files stay for 90 days and are then removed automatically.

If your site runs out of storage, a learner trying to upload is told "Your teacher's site is out of space. We've let them know." and you receive an email, at most once a day. Clearing marked files, removing PDFs you no longer need, or moving up a plan fixes it (see Choosing your RacingOwl plan).

> **WHAT YOUR LEARNER SEES.**
> A notification such as "Your assignment "…" was marked: 17 out of 20", linking to the lesson. On the lesson: "Marked: 17 out of 20", "Your trainer's feedback", their files and what they wrote. Marked work cannot be changed by them unless you reopen it.

Video checkpoints (Growth plan and above)

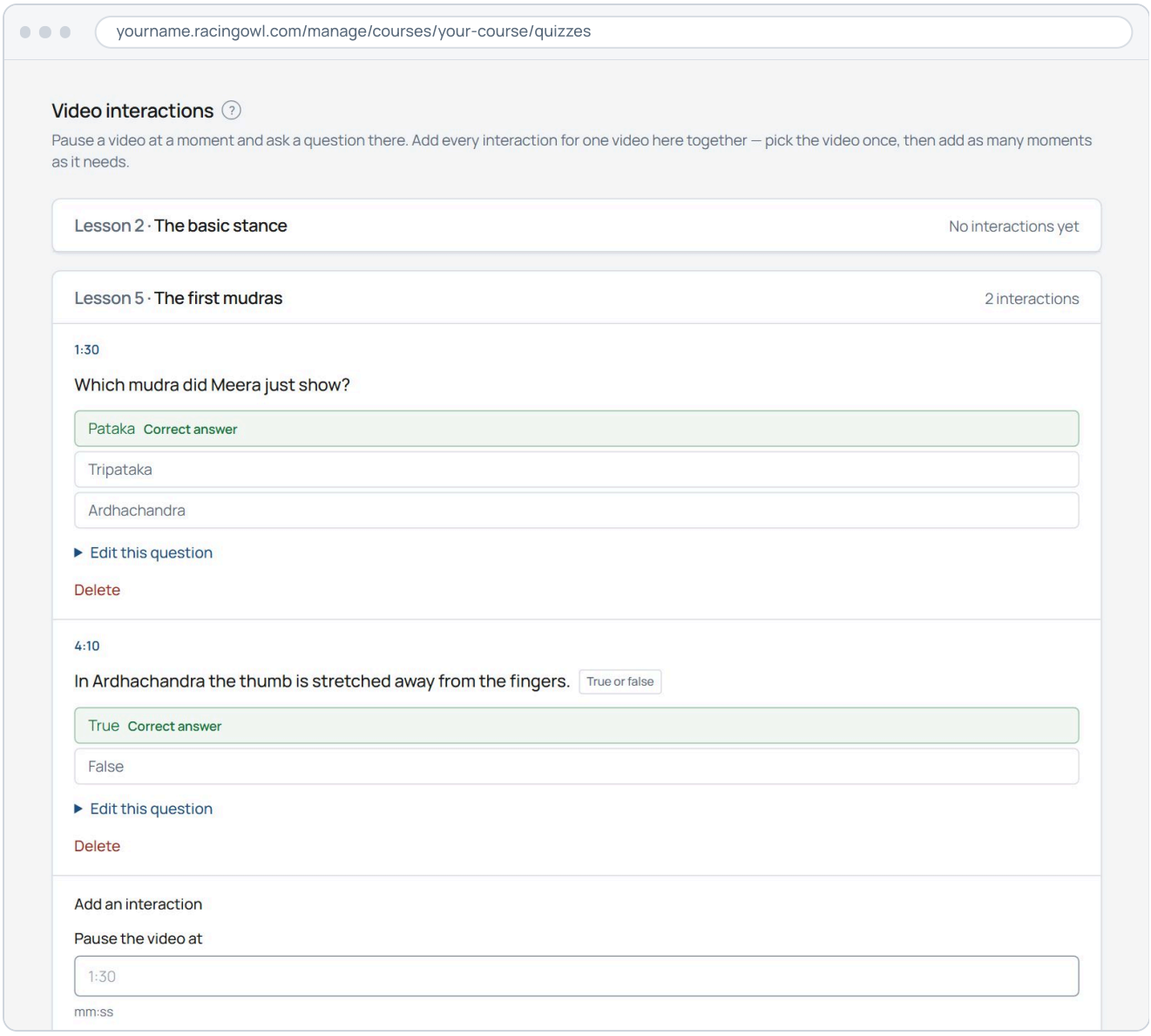
A checkpoint is a question pinned to a moment in a video. When playback reaches that moment, the video pauses and waits for the answer, then plays on. Used every few minutes, checkpoints keep attention honest on a long video: a learner cannot leave it running in another tab and call the lesson watched. They are called **Video interactions** on screen. They come with the Growth plan and above; the plan cards say which plans include them.

Adding checkpoints to a video

1. **Save the video lesson first,** on the Content tab.
2. **Open the Quizzes tab and scroll to Video interactions.** Every video lesson in the course is listed, numbered by its place in the whole course, for example **Lesson 3 · Posture basics**, with **No interactions yet** or how many it has. Click a video to open it.
3. **Fill in Add an interaction.** In **Pause the video at**, type the moment as minutes and seconds, for example `1:30` or `12:05`. Then choose the kind of question and fill it in exactly as for a quiz question.
4. **Press Add this interaction.** The checkpoint appears above the form, with its time, the question and its key, and the form empties for the next moment.

Add every moment for one video in one sitting: pick the video once, then add as many as it needs. They are listed in the order a learner meets them.

Any kind the machine marks can be a checkpoint. The two written kinds cannot, because the video would wait for ever for somebody to mark them.



The Video interactions section: one video opened, two checkpoints at 1:30 and 4:10, and the "Add an interaction" form.

How checkpoints are set up for you

You do not choose a pass mark or attempts for a checkpoint. Each one needs the right answer to pass, allows unlimited tries, and is required to complete the course. So a learner cannot finish the course, or earn its certificate, without answering every checkpoint correctly.

Each checkpoint has **Edit this question** and **Delete**. Deleting the question leaves the moment in place with no question, and the card offers the question form again so you can add another. Once a learner has answered a checkpoint, its answers are locked in the same way as a quiz's: the wording can be corrected, the answers cannot.

On a plan without checkpoints

Each video's form is still shown, so you can see what the feature does, but it is greyed out and a note above it says your plan does not include video interactions and which plan does, with an **Upgrade your plan** button.

WHAT YOUR LEARNER SEES.

A video with checkpoints plays in RacingOwl's own player, with play and pause, a progress bar, mute and full screen. At each moment the video pauses and the question appears over it. A right answer shows **Correct** and **Continue watching**; a wrong one shows **Not quite** and **Try again**. The progress bar will not let them jump past a question they have not answered; a thin marker on the bar shows where it waits. A checkpoint they have already passed does not stop them again on a later visit.

IMPORTANT.

Checkpoints control your course page, not YouTube. Somebody who finds the video's YouTube address can still watch it on YouTube without the questions. They still cannot complete your course without answering them.

Releasing lessons over time

Releasing lessons over time comes with most plans; the plan cards on racingowl.com/pricing say which.

A lesson can open later than the course does. Use it to pace a course, a lesson a week for example, or to have a whole batch meet a lesson on the same day. When a lesson opens for a learner, they are told.

Setting a release rule

When you add a lesson, or later from the **Release:** line under any saved lesson, you have two boxes under **Release over time (optional)**:

Box	What it does
Days after enrolling	A whole number of days, counted from when each learner enrols, up to 3650. Every learner gets the same rhythm from their own day one, whenever they join. For example 7 opens the lesson a week after each person enrols.
Not before	A date, the same for everybody. The lesson opens at midnight IST at the start of that date.

Leave both blank and the lesson is open the moment somebody enrols. Set one or both to hold it back. With both, the later one wins: a rule never opens anything earlier.

Under each saved lesson, the **Release:** line says **straight away**, or the rule in words, such as "Releases 7 days after enrolling", "Releases on 12 October 2026", or both joined with "or later". Click it to open the boxes, then press **Save release**, or **Remove the rule** to open the lesson at once.

IMPORTANT.

A rule applies to everybody, including learners already enrolled. Changing day 3 to day 5 locks the lesson again for anyone who has passed day 3 but not day 5. Removing a rule opens the lesson for everyone immediately.

Quizzes and live classes are not held back by a lesson's rule. Only the lesson itself is.

On a plan without this feature, the two boxes are replaced by a note saying so, with a **See plans** button. If you set rules on a bigger plan and later moved down, the rules stay in force for learners, and **Remove the rule** still works so you can open them.

> **WHAT YOUR LEARNER SEES.**
> Before enrolling, the course page shows the rule beside the lesson, for example "releases 2 days after enrolling", so buyers know what they are buying. Once enrolled, a held-back lesson stays in their outline with a lock and when it opens, as both a count and a date, for example "unlocks in 5 days, on Tuesday 29 September". Opening it shows "This lesson unlocks…" instead of the content, and "Not yet released." instead of **Mark as done**. Because the lesson cannot be marked done, the course cannot be finished around it. When it opens, on their day or because you removed the rule, they get a notification and an email linking to it.

Live classes

A live class is a session at a fixed time, taught over Google Meet, Zoom or Microsoft Teams, that your learners join with one click from your site. RacingOwl does the inviting, the calendar entries, the reminders and the Join button; you teach in the meeting tool you already use. Live classes are included on some plans and sold as an add-on on others, either a monthly allowance of classes or unlimited. The plan cards in Choosing your RacingOwl plan say which.

You need one meeting room, not one per class

RacingOwl does not create meetings. You make a meeting room once in your meeting tool and paste its link. The same room can serve every class you teach.

- **Google Meet:** choose **Create a meeting for later**. You get a link like `meet.google.com/abc-defg-hij` that works at any time.
- **Zoom:** create a recurring meeting with no fixed time.
- **Microsoft Teams:** Teams meeting links are accepted too.

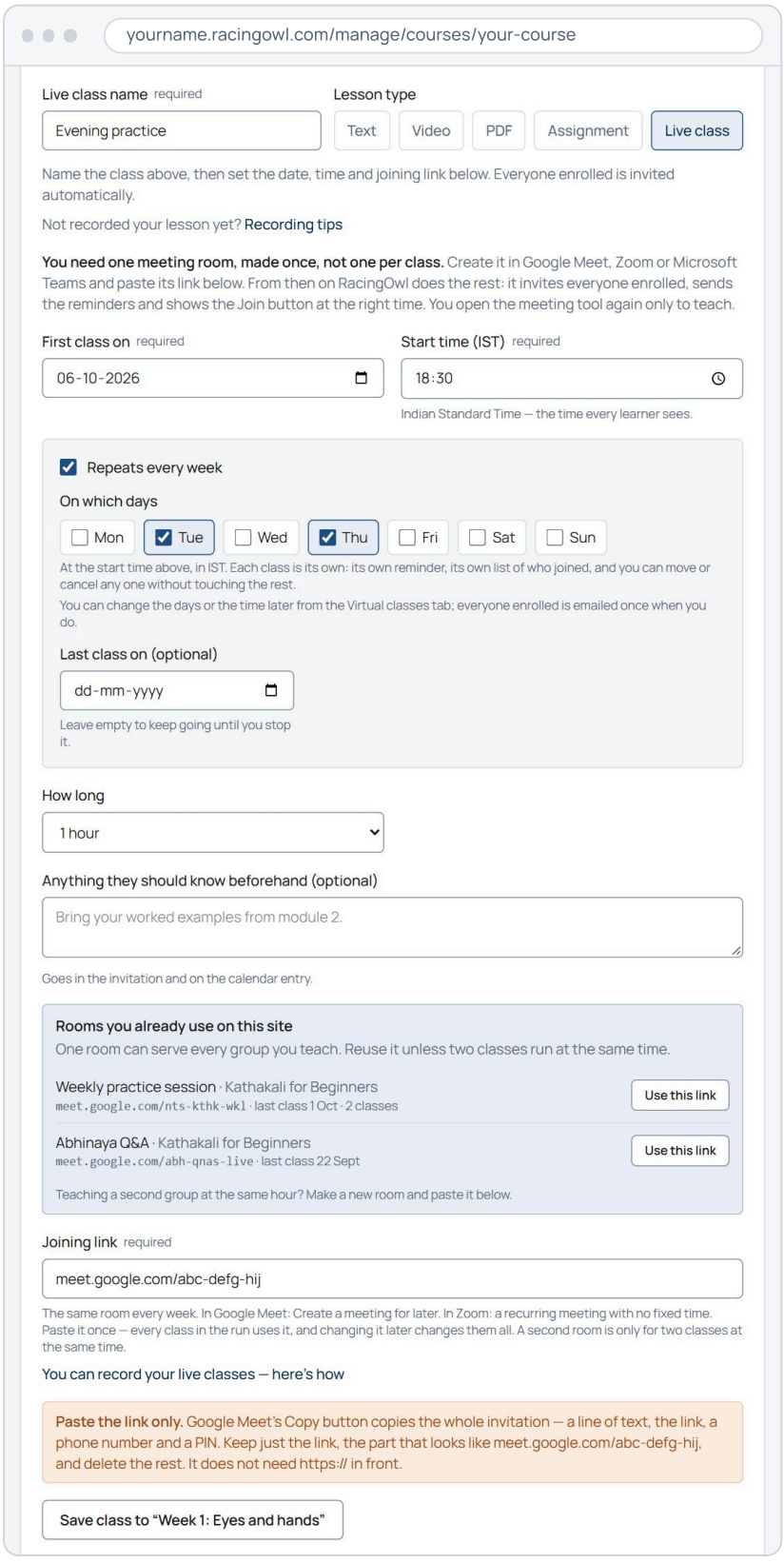
From then on RacingOwl does the rest. You open the meeting tool again only to teach. A second room is only needed when you teach two groups at the same time.

Scheduling a single class

Classes are added on the **Content** tab, in the module they belong to, not on the Virtual classes tab.

1. **In the module's add form, choose Live class.** The name box becomes **Live class name**. Type a name, for example **Session 3: Titration**. If the **Live class** button carries an **Add-on** tag, your plan does not include live classes: the form is replaced by a sentence saying what it would cost and a **See your add-ons** link.
2. **Set Date and Start time (IST).** Always Indian Standard Time, the time every learner sees, wherever you or they are.
3. **Choose How long.** 30 minutes, 45 minutes, 1 hour, 1.5 hours, 2 hours or 3 hours. 1 hour to begin with.
4. **Optionally, write Anything they should know beforehand (optional).** For example "Bring your worked examples from module 2." It goes in the invitation and on the calendar entry.
5. **Paste the Joining link.** Required. With or without **https://** in front. If your site has held classes before, a box above it, **Rooms you already use on this site**, lists the links you have used, each named by the class it ran for, with a **Use this link** button that fills the box for you.

6 **Press Schedule class in "…"** (it reads **Save class to "…"** once you have typed anything). Everyone enrolled on the course is invited straight away.



Scheduling a live class with "Repeats every week" ticked: the date and IST time, the days, the length, the rooms you already use, the joining link and the "Paste the link only" warning.

IMPORTANT. PASTE THE LINK ONLY.
Google Meet's Copy button copies the whole invitation: a line of text, the link, a phone number and a PIN. Keep just the link, the part that looks like `meet.google.com/abc-defg-hij`, and delete the rest. If you paste the whole invitation, the form says "That looks like the whole invitation. Paste just the link". Only Google Meet, Zoom and Microsoft Teams links are accepted.

You can also record a class that has already happened, for example one you called at short notice and are writing down afterwards. Give it the past date and time. Nobody is emailed; it is only recorded for the learners who were enrolled. The form reminds you of this beside the button.

Scheduling a repeating class

For a class that runs every week, or on several days a week, tick **Repeats every week** on the same form.

- The date box becomes **First class on**. It cannot be in the past; if you pick today at an hour already gone, today's class is skipped and the run starts on the next day you ticked.
- Under **On which days**, tick one or more of **Mon** to **Sun**. Every class starts at the one start time you set, in IST.
- **Last class on (optional)**: leave it empty to keep going until you stop it.
- Paste one joining link that stays the same every week: the "meeting for later" or recurring room described above. Every class in the run uses it.

Each class in the run is a class of its own, with its own reminder and its own list of who joined, and you can move or cancel any one without touching the rest. RacingOwl writes the classes eight weeks ahead and keeps topping them up as the weeks pass.

WHAT YOUR LEARNER SEES.
For a single class, an email invitation with a calendar entry that reminds them fifteen minutes before the start. For a repeating class, one email for the whole run, with a repeating calendar entry and a Join button that always goes to the next class. Learners who enrol later, before a class starts, are invited by themselves. In the course, upcoming classes appear in the outline under their module, and the next one is a card above the lesson. Whenever they have a class coming up, your site's bar shows a **Live classes** link listing every class across all their courses with you, the next first. If your site has the WhatsApp alerts add-on and the learner has a confirmed number, they also get a message about an hour before (see WhatsApp alerts for your learners).

How learners join

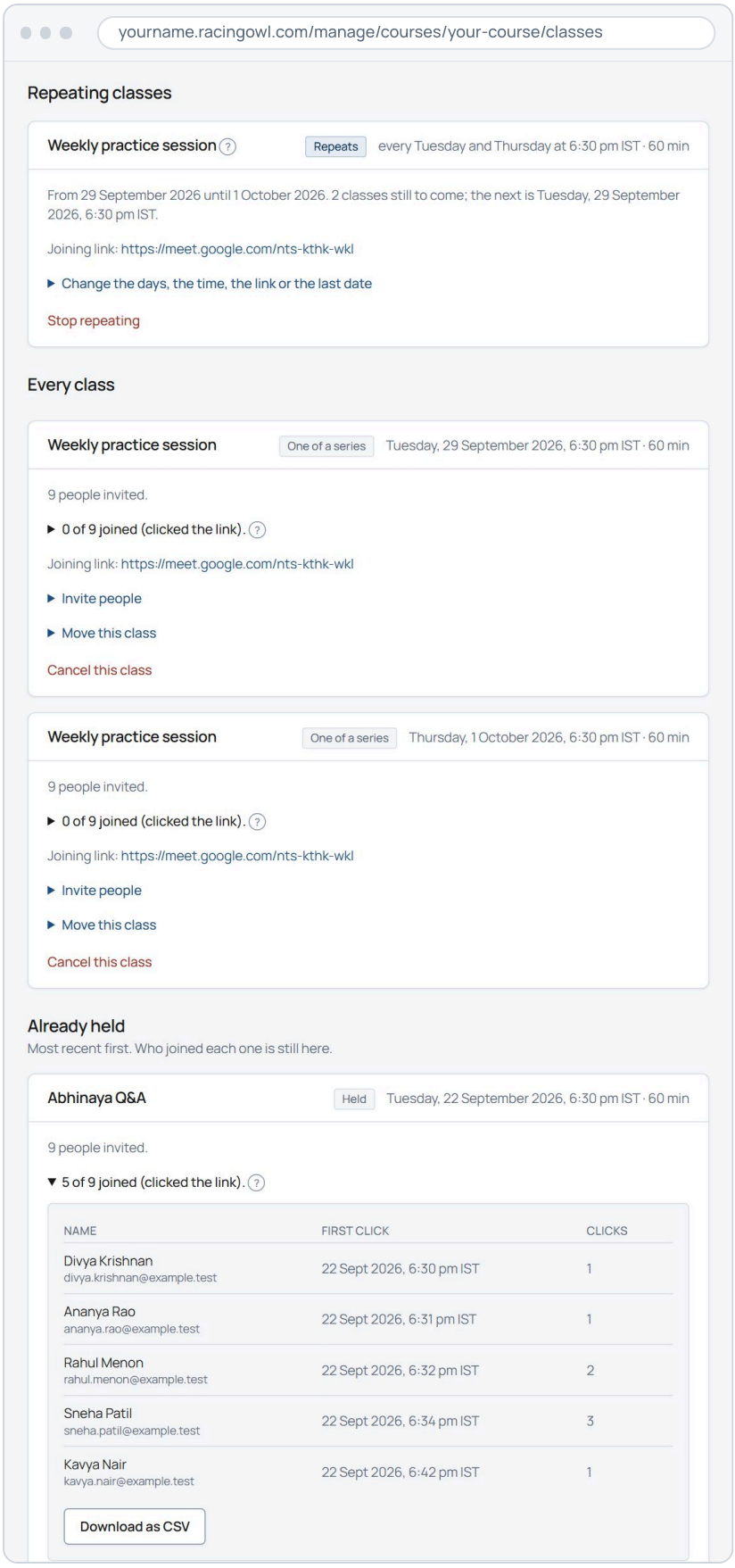
Learners never see the meeting link itself. It is not in the email, the calendar entry or any page. Each class has its own page on your site with a **Join the class** button, and the email has a Join button that leads to it.

- The link opens **fifteen minutes before the start**. Pressed earlier, the button says the link opens shortly before the class and from what time.
- Only learners enrolled on the course can join. A forwarded email leads to a sign-in page, not into your class. This protects a paid class from becoming a free one.
- Once the class has ended, its page on your site says "This class is over." and has no Join button. The Join button in the email still opens the meeting, and such a click is marked as late on your list.

- Because the link is only ever fetched when someone presses Join, you can change a repeating class's link and nobody needs a new invitation.

The Virtual classes tab

The **Virtual classes** tab is where you look after classes you have already scheduled. Nothing is scheduled here. If the course has no classes, the page says **No classes scheduled** with a **Go to Content** button.



The Virtual classes tab: a repeating class's card, then a class that has been held with its joined list open and the Download as CSV button.

The page has up to three sections:

- **Repeating classes**: one card per run, with a **Repeats** badge, the rule (for example "every Tuesday and Thursday at 6:00 pm IST · 60 min"), the first and last dates, how many classes are still to come and when the next is, and the joining link.
- **Every class**: the classes still to come, soonest first.
- **Already held**: past classes, most recent first, with who joined each.

Each class's card shows its name, when it is and how long, badges such as **One of a series**, **Held** or **Cancelled**, how many people were invited, who joined, and the joining link (shown to you only). Below that are three controls: **Invite people**, **Move this class** and **Cancel this class**.

Invitations

Saving a class invites **everyone enrolled**, and anyone who enrols later, before it starts, is invited by themselves, with an email, a calendar entry and the reminder. Usually you need do nothing more.

Invite people is for the exceptions. Under **Who is this for?**, **Everyone enrolled** is ticked, with the number of people. Untick it to see the list of enrolled learners and tick particular ones. Press **Send invitations**. It emails only the people who have not had this class's invitation yet, so pressing it twice never sends a second copy. You see **The invitations are on their way.** Only learners enrolled on the course can be invited. A class that has already been held has no invite form.

Who joined

Every learner joins through the button on your site, so each click is counted. Each class shows a line such as **12 of 18 joined (clicked the link).** "Of 18" is everyone enrolled on the course. Click the line to open the list: **Name**, **First click** and **Clicks**, with **After the class ended** beside anyone who first clicked late. Once a class has been held, the list is open by default. **Download as CSV** saves it as a spreadsheet file.

It says **joined**, not attended, on purpose. A click is all RacingOwl can see. Somebody who clicked and closed the tab is on the list; somebody you let in from a link forwarded on WhatsApp is not. Your own clicks are never counted.

Moving or cancelling one class

- **Move this class** opens **Date** and **Start time (IST)**, filled with the current ones. Change them and press **Move this class**. You see **Moved. Everyone invited has been emailed the new time.** Their calendar entry is updated and the reminder follows the new time. In a repeating class, only that one class moves.
- **Cancel this class** asks first and warns that everyone invited is emailed and the entry disappears from their calendar. Press **Keep the class** if you change your mind.

On a class that has already been held, the same two controls read **Correct the date and time** and **Remove this class**. They email nobody, because the class is over. Removing it takes it off the learners' lists.

Changing or stopping a repeating class

On the repeating class's card:

- **Change the days, the time, the link or the last date** opens the run's rule: **On which days**, **Start time (IST)**, **Joining link** and **Last class on**. Press **Save for every class to come**.
  - New **days or time**: every class still to come is rewritten to the new pattern, and everyone enrolled is emailed once, with a calendar file that replaces the old one. Classes already held stay as they were.

  - A new **link**: every class still to come uses it, quietly. Nobody needs a new invitation, because nobody ever saw the old link.
  - An earlier **last date**: classes after it are cancelled quietly. Empty means it keeps going until you stop it.
- **Stop repeating** asks first. Every class still to come is cancelled and everyone enrolled is emailed once. Classes already held, and who joined them, stay. Press **Keep it going** to change your mind. With nothing left to come, the run's card leaves the Repeating classes section; its held classes stay under Already held.

For a **single** class there is no box to change the link. If a one-off class's link is wrong, cancel the class and schedule it again with the right link; learners are emailed the cancellation and the new invitation.

On the Content tab

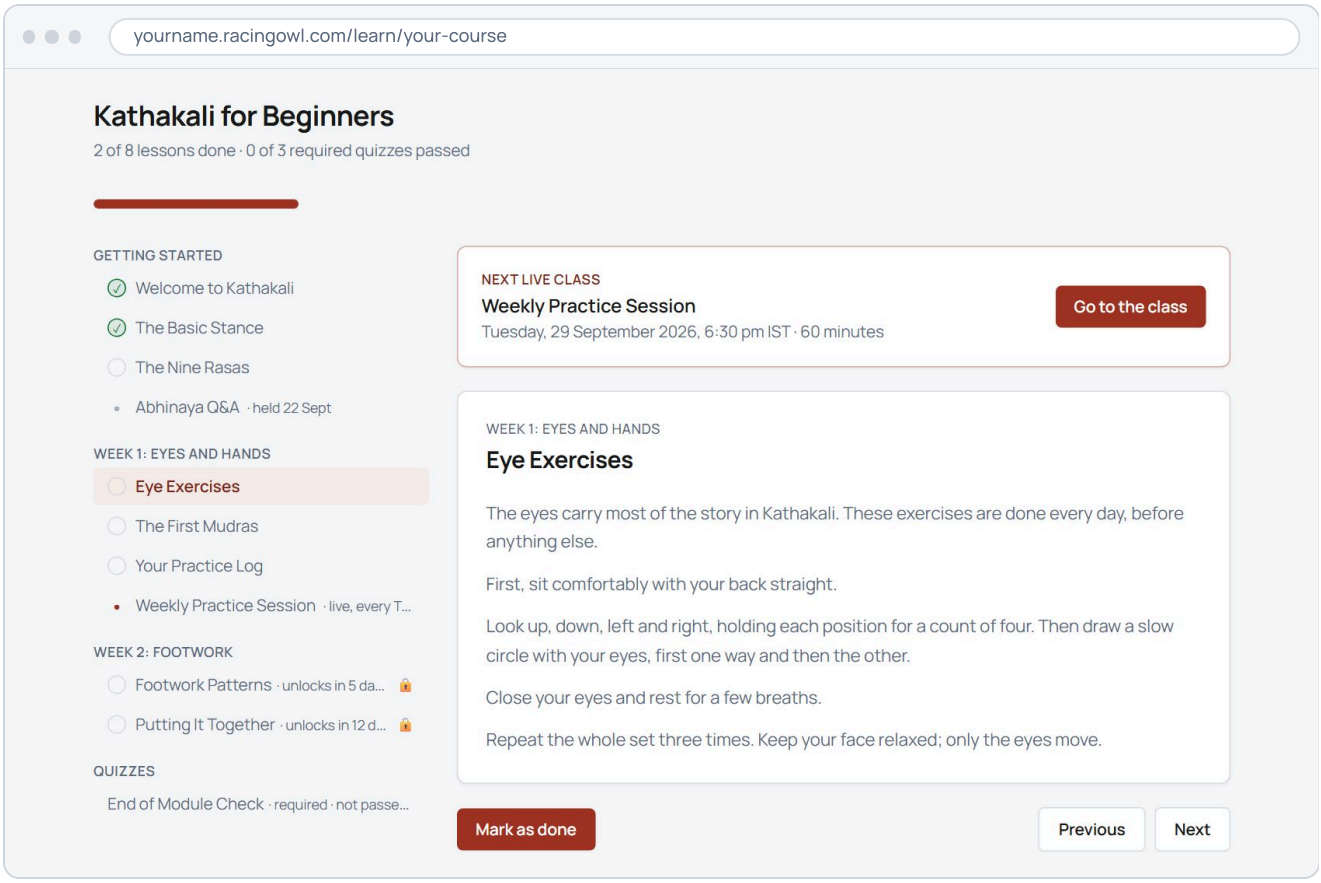
Live classes also appear in their module on the Content tab, after the lessons, marked **Live** with their date and time, "repeats weekly" for a run (shown once, as its next class) and "held" once over. Each has a **Manage** link to the Virtual classes tab. Classes are ordered by time, not with the arrows. If a class somehow has no link, it says **No joining link yet**. Your dashboard also lists your next live classes (see Your dashboard and earnings).

If your plan gives you a monthly allowance of classes and it is used up, scheduling another is refused with a message saying so. Classes count in the billing month they take place; a class you record after it happened counts in the month you record it. You can record your classes too: see racingowl.com/recording-your-lessons.

What your learner sees, start to finish

It helps to picture the course from the other side before you publish. Enrol in your own course with a second account, or ask a friend, and walk through it.

1. **The course page.** Title, subtitle, card picture, what they will learn, who it is for, the level, language and length, the outline of modules and lessons with any release rules, and the enrol or buy button. A course in a collection says "Part of" the collection.
2. **The player.** After enrolling they land in the lesson player. The outline sits beside the lesson, grouped by module, with quizzes in their own group and live classes under their modules. At the top: "3 of 12 lessons done", and, if the course has required quizzes, how many are passed, with a progress bar that stays in view as they scroll.
3. **Each lesson.** Text as paragraphs, the YouTube video with your notes, the PDF with an **Open the PDF** link, or the assignment's Your work panel. Under most lessons, **Mark as done**; pressing it ticks the lesson in the outline and moves the bar. **Mark as not done** undoes it.
4. **Moving through.** Previous and Next walk the lessons in module order, then lead into the quizzes. **Continue**, anywhere on your site or on racingowl.com, brings them back to the lesson they last had open.
5. **Finishing.** When every lesson is done and every required quiz (and checkpoint) is passed, the course shows **Completed**, they get a "course completed" email, and a certificate if the course awards one. If they later un-tick a lesson, the course reopens; finishing again does not issue a second certificate.



The learner's player: the outline with a locked lesson and a live class, the progress bar, and a text lesson with Mark as done.

You get a notification when a learner finishes a course, as well as when work is handed in.

A checklist before you publish

- Every module has the lessons you meant, in the right order.
- Every video plays: open one lesson as a learner would. A grey box means the video is Private on YouTube.
- The Details tab has a short description, a full description, "What you'll learn", a card picture, the level and language, tags, and the right price or Free / Members only.
- Each quiz's keys are right: read the green answers under every question.
- The certificate setting is what you want.
- Live classes have the right date, IST time and link.
- The readiness card's "Still to do" list is empty, or has only things you have decided to leave.
- For a priced course, payments are activated (see Setting up payments).

Common questions

Q The Publish button is greyed out.

The course has no lessons yet. Add at least one lesson on the Content tab. A course with a live class but no lessons also counts as empty. Make unlisted and Make private are greyed out for the same reason on any course with no lessons that is not published at the moment.

Q My learners see a grey box instead of my video.

The video is set to Private on YouTube. Private videos refuse to play anywhere but your own YouTube account. Open the video in YouTube Studio, change its visibility to Unlisted and save. Nothing needs changing on RacingOwl.

Q Can I turn a text lesson into a video lesson?

No. A lesson's kind is fixed. Add a new video lesson, move it into place with the arrows, and delete the text lesson. If the old lesson was a video with checkpoints, they go with it, so add them again on the new one.

Q If I unpublish or archive a course, do my learners lose it?

No. Anyone already enrolled keeps the course, their progress and their certificate. Unpublishing and archiving only stop new people from finding and buying it.

Q How do I delete a course?

A **Delete** button appears in the tab strip only on a course nobody has ever enrolled in or paid for. Once anyone has enrolled, even somebody refunded later, the course can only be archived.

Q I put the wrong answer as correct, and learners have already sat the quiz.

Once a quiz has been sat, its answers cannot be changed, because people's recorded results point at them. Correct the wording if that helps. Then, under **Change the settings** on that quiz, untick **Must be passed to complete the course**, and create a corrected quiz to take its place. Tell affected learners through a chat or an email to your learners.

Q A learner says they have done everything but the course is not complete.

Check, in this order: a required quiz not yet passed; a video checkpoint not yet answered correctly; a quiz or assignment waiting for you under Manage → Marking; a lesson still locked by a release rule; a lesson they have not marked done. The player's progress line shows lessons done and required quizzes passed.

Q I added a learner to a private course's list. Will they be told?

No, nothing is sent when you add someone to the list. Send them the course's link yourself. Once they sign in, the course appears in your catalogue for them and they can enrol.

Q The meeting link for a one-off class was wrong.

Cancel the class on the Virtual classes tab, then schedule it again from the Content tab with the right link. Learners are emailed the cancellation and a fresh invitation. For a repeating class, use **Change the days, the time, the link or the last date** instead; nobody needs a new invitation.

Q I gave a quiz answer the wrong mark. Can I change it?

A quiz mark cannot be changed once saved. If the learner did not pass because of it and has attempts left, they can try again; otherwise talk to them. An assignment mark can be changed at any time with **Change the mark**.

Related: Pricing your courses, Managing your learners, Certificates, Discussions and reviews, WhatsApp alerts for your learners, Choosing your RacingOwl plan, If something isn't working.

CHAPTER

05

Pricing your courses

Your site charges learners in one of two ways: a price on each course, or one monthly membership that opens every course you mark Members only. This chapter walks through both, how to switch between them, how to change a membership price fairly, and what your learners see and pay. By the end you will have chosen how your site charges and set your prices.

WHERE	TIME NEEDED	BEFORE YOU START	PLAN
Manage → Membership offer, and each course's Details tab	About 10 minutes, plus a minute per course	Payments activated (see Setting up payments) and at least one course built	Every plan

IN THIS CHAPTER

01 One site, one way of charging 94
02 Option A: price each course 94
03 Option B: one monthly membership 95
04 The learner's membership page 97
05 When a membership lapses 99
06 Which one should you choose? 99
07 What switching does 100
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One site, one way of charging

Every site charges learners **one way at a time**. You choose which on **Manage → Membership offer**, in the first card on the page, **How you charge**. There are two options:

- **Price each course**: "Each course is free or has its own price, and learners buy the ones they want." This is how every new site starts.
- **One monthly membership**: "Learners pay one monthly price and open every course you mark Members only, including ones you publish later. Free courses stay free for anyone. Nothing is sold on its own."

Free courses are allowed either way. You can switch at any time, and nobody loses anything they have already paid for. The menu calls the page **Membership offer**, and the page itself is headed **Membership**, even while your site prices each course: the switch between the two ways lives there because it decides whether a membership exists at all.

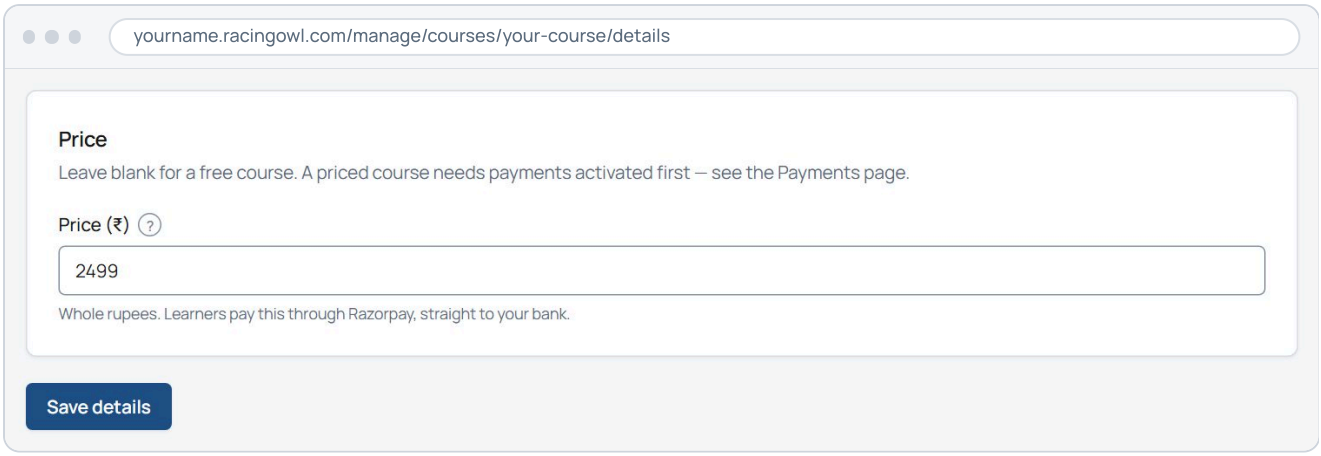
Whichever way you choose, the money behaves the same. A learner pays through Razorpay, and the payment goes straight to your own bank account. Razorpay's fee on each payment and the GST on that fee, currently 2% plus GST (2.36% in all), come off before the money reaches you. RacingOwl does not take a cut of your sales. What you pay RacingOwl is your monthly plan, which is separate and is covered in Choosing your RacingOwl plan.

Your site charges by…	A course can be…	What the learner does
Price each course	Free (no price), or priced	Enrols free, or buys that one course and keeps it
One monthly membership	Free, or Members only	Enrols free, or joins the membership to open every Members only course

Option A: price each course

This is the default. Each learner pays once for a specific course and has it for good. No membership is offered, and the **Membership** link does not appear in your site's menu.

1. **Open the course.** Go to **Manage → My courses**, open the course, and choose the **Details** tab.
2. **Find the Price card.** Scroll down to the card headed **Price**. It says: "Leave blank for a free course. A priced course needs payments activated first — see the Payments page."
3. **Type the price.** In **Price (₹)**, type the amount in whole rupees, for example **2499**. No commas, no ₹ sign. Leave the box empty for a free course.
4. **Save.** Press **Save details** at the foot of the form. A **Saved.** message appears beside the button.



The Price card on a course's Details tab, on a site that prices each course.

The price you type is what the learner pays. If you have added a GSTIN on the Payments page, GST is shown on their receipt as *included* in that price, so registering for GST never makes your courses 18% dearer. Without a GSTIN, the receipt carries no GST. Either way the receipt is raised in your name and emailed to the learner automatically; see Your dashboard and earnings.

IMPORTANT.
You can set a price at any time, even on a draft course, but nobody can buy it until payments are activated on **Manage → Payments**. A checkout on a site without payments activated is refused. Activate payments before you publish a priced course; see Setting up payments.

WHAT YOUR LEARNER SEES.
On a priced course, the button on the course page reads **Buy — ₹2,499** (with your price). Under it is a small **Have a discount code?** link. Pressing Buy opens the Razorpay payment window; once they pay, they are enrolled and emailed a receipt. A free course shows **Enrol — free** instead, and enrolling needs no payment at all. Anyone who is not signed in on your site is carried across to sign in first and brought straight back to the payment window.

Changing a course price later

Change the number on the Details tab and save. The new price applies to every purchase from then on. Anyone who has already bought the course keeps it, whatever the price becomes. There is no notice period for course prices, because nobody pays for a course more than once. To run a temporary lower price, use a discount rather than editing the price; see Discounts and coupons.

Option B: one monthly membership

With a membership, learners pay one monthly price and open every course you mark **Members only**, including courses you publish later, for as long as their membership stays active. Free courses stay free for anyone. Nothing is sold on its own.

Switching your site to the membership

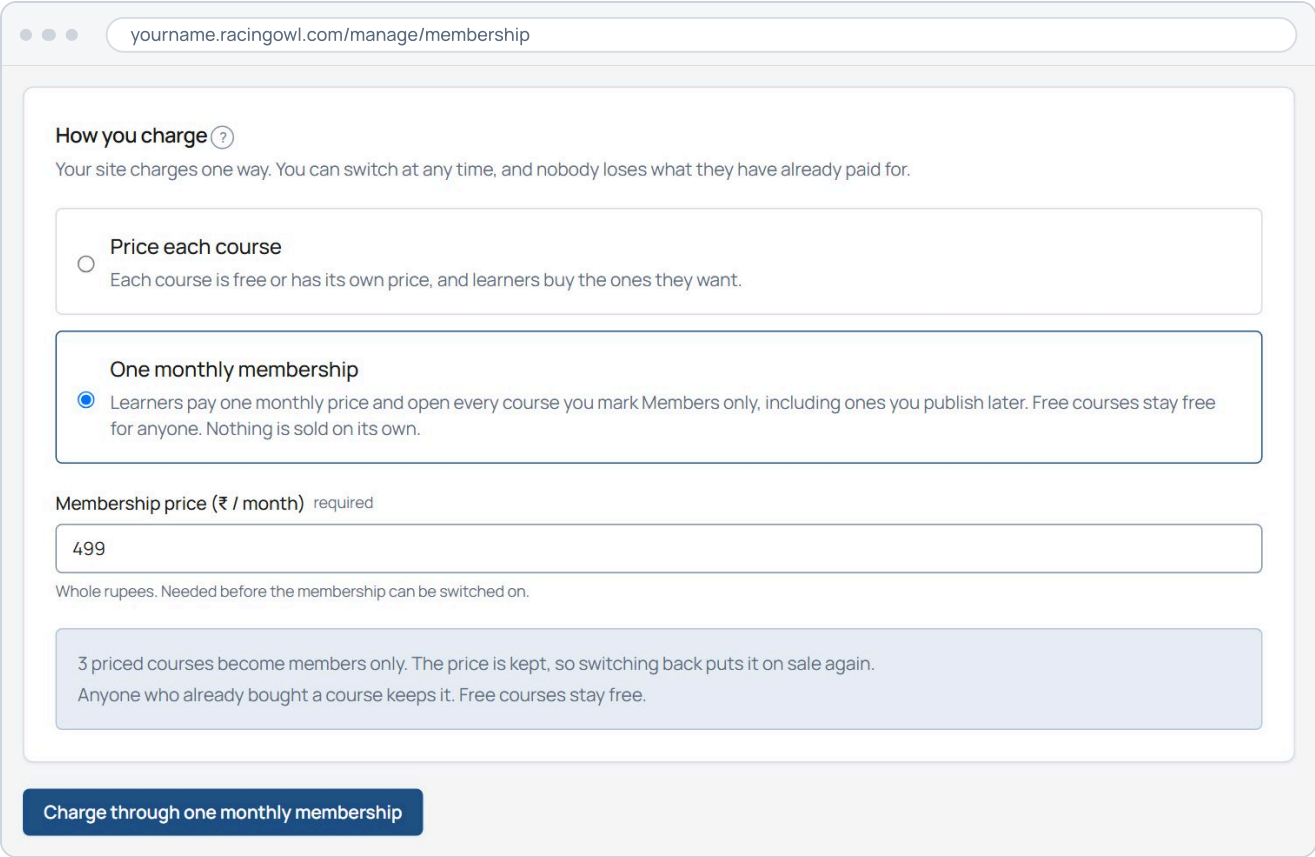
1. **Open the membership page.** Go to **Manage → Membership offer**. The first card is **How you charge**.

2. **Choose One monthly membership.** Select the **One monthly membership** option. The card changes to show you what the switch will do before you press anything (see "What switching does", below).

3. **Set a price if asked.** If your site has never had a membership price, a box appears in the same card: **Membership price (₹ / month)**. Type the monthly price in whole rupees, for example **499**. The hint says: "Whole rupees. Needed before the membership can be switched on." You cannot switch without one; the refusal reads "Set a membership price first."

4. **Read the warning.** A shaded note lists what changes, with real numbers from your site, for example "3 priced courses become members only. The price is kept, so switching back puts it on sale again." and "Anyone who already bought a course keeps it. Free courses stay free."

5. **Press the button.** It reads **Charge through one monthly membership**. While it works it says **Switching…**; then **Saved.** appears. The button stays greyed out until you have chosen the option you are not already on.



The How you charge card with One monthly membership chosen, showing the price box and the warning before the switch.

Once your site charges through the membership, two more cards appear below: **Membership price** and **Raise the price**. Your whole site is refreshed at once: every course page, your catalogue and the **Membership** link in your site's menu.

The Membership price card

This card holds the monthly price. It says: "A learner who subscribes opens every course you mark Members only — current ones and anything you publish later — for as long as their membership stays active. Free courses stay free for anyone."

Field	What to put in it
Price (₹ / month)	The monthly price in whole rupees. It cannot be left empty. The hint: "Whole rupees. Paid the same way a course purchase is — straight to your bank through Razorpay."

Press **Save membership price**. Use this box to **lower** the price, or to change it while nobody is paying yet: a lower price takes effect straight away (see "Lowering the price", below, for members on auto-renew). You cannot use it to **raise** the price while anybody is paying; that goes through the **Raise the price** panel, described below.

Marking each course Free or Members only

On a membership site, each course's **Details** tab has a card headed **Who can take it** in place of the Price card. It says: "Your site charges through one monthly membership, so nothing is sold on its own." Choose one:

- **Free** — anyone can take it.
- **Members only** — included in the membership.

Then press **Save details**. When you switched to the membership, every course that had a price became Members only automatically. Its old price is not thrown away: the card says "Its earlier price of ₹2,499 is kept: if your site goes back to pricing each course, it is on sale at that price again. Choosing Free clears it."

> **TIP.**
> Keep one short course **Free** as a taster. It lets a new learner try your teaching before paying for the membership, and a learner who enrols on it has joined your site, so you can write to them later from **Manage → Email learners**.

What a member gets

- Every Members only course on your site, including ones you publish after they joined, for as long as their membership is active.
- Each month they pay for covers 30 days. They pay again for the next month by hand, or let auto-renew do it for them.
- An email each time they pay, saying how long their membership now runs, with the receipt attached.
- Courses they bought separately before you switched stay theirs, membership or not.

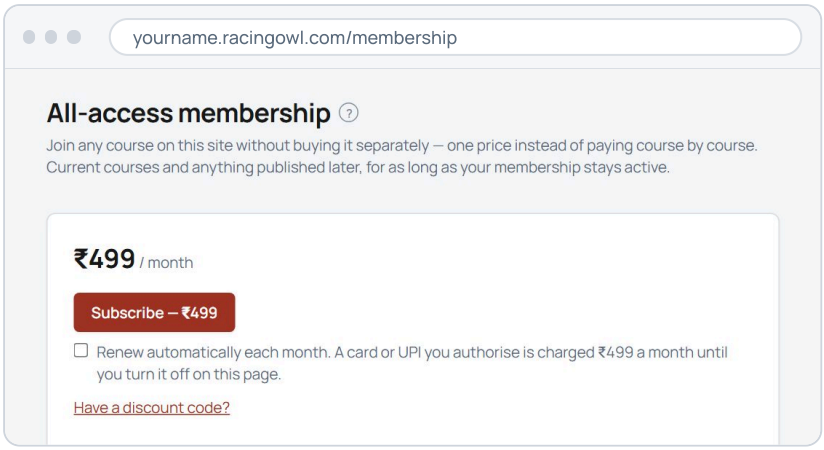
When a learner takes out a membership, you and any instructors on your site are emailed ("Asha took out a membership"), and again each time they renew ("Asha renewed their membership"); a month a discount code made free sends you nothing. Each payment appears on **Manage → Earnings** as a **Membership** payment. A course opened through a membership sends no separate enrolment email to anybody.

> **WHAT YOUR LEARNER SEES.**
> On a Members only course, a learner without a membership sees a **Members only** badge and a button reading **Join the membership to open this course**, which leads to your membership page. A member sees **Enrol — included in your membership** and is enrolled with one press, no payment. Your site's menu carries a **Membership** link to the page where they join.

The learner's membership page

Your membership page lives at `yourname.racingowl.com/membership` and is headed **All-access membership**. Its description explains that it is "one price instead of paying course by course", so nobody mistakes it for a charge on top of course prices. It shows:

- The price per month, in large type. A member on an older, held price sees their own price, with a note saying until when it is held and what renewing costs after that.
- For someone who is not a member: a **Subscribe — ₹499** button (with your price), a tick box, **Renew automatically each month**, and a **Have a discount code?** link.
- For a learner who already owns a course on your site: "Courses you have already bought stay yours, membership or not."
- For a member: "You're a member, active until" and the date, with the auto-renew controls described below.



The learner's membership page before they join: the price, the Subscribe button, the auto-renew tick box and the discount code link.

Auto-renew

A membership runs month to month. A learner can pay each month by hand, or turn on auto-renew so the card or UPI they authorise is charged every month until they turn it off.

- **When joining.** Ticking **Renew automatically each month** and pressing Subscribe first asks whether to approve by **UPI** or by **Card** (the same small box a trainer sees in chapter 2), then opens Razorpay's authorisation window for that one instead of a single payment. The tick box explains: "A card or UPI you authorise is charged ₹499 a month until you turn it off on this page." The page may also ask for a **Mobile number for payment notices**: Razorpay sends a notice to it two days before each charge.
- **Later.** A current member can press **Turn on auto-renew** on the membership page; the UPI-or-card box asks first. Nothing is charged until their paid month ends.
- **While it is on.** The page says what will be charged and on which date, for example "Auto-renew is on: ₹499 will be charged on 14 November 2026, to the card or UPI you authorised."
- **A new card.** A card's approval ends when the card expires. Before then, **Use a new card** moves auto-renew to a new card or UPI. The bank approves it, ₹1 is taken and given straight back, and the current card keeps working until the new one is approved. The member is emailed 14 and 3 days before the card expires, and the page warns them in the last 30 days.
- **Turning it off.** **Turn off auto-renew** asks "Turn off auto-renew?" and explains that the month already paid for runs to its end.

- **A failed charge.** If an automatic payment does not go through, the page tells the member that Razorpay will try again, and that if it cannot, the membership ends with the month already paid for. They can renew by hand after that.

An auto-renew is approved for the price the member was paying when they turned it on, and collects exactly that amount each month, never more. This matters whenever you change your price; see below.

Reminders

Three days before a paid month ends, a member who has not renewed is emailed a renewal reminder naming the price that applies to them. If your site has the WhatsApp alerts add-on and the member has verified a number, they get a WhatsApp reminder too (see WhatsApp alerts for your learners). A member with auto-renew on gets an email saying what will be charged and when, and no WhatsApp reminder, because the approved WhatsApp text says the membership is ending. You do not need to send anything yourself.

When a membership lapses

If a member's paid month ends and nothing new is paid, the unfinished courses they opened through the membership close **within the hour**. What happens, in detail:

What	After the membership ends
Unfinished Members only courses opened through the membership	Closed. Their progress is kept.
Courses they finished	Stay open, with their certificates.
Courses they bought on their own	Stay theirs.
Free courses	Stay open.
Paying again (online, a free month from a discount code, or a month you record as paid)	Reopens every closed course at once, where they left off.

> WHAT YOUR LEARNER SEES.
> On their My learning page, a closed course shows a **Membership ended** badge and **Rejoin to continue**. On the course page, a card says "Your membership has ended, so this course is closed for now" with how many lessons they had done, and the button at the top of the page reads **Rejoin to continue** and leads to your membership page. Nothing they finished or earned is lost.

If a member's auto-renew is on, courses are not closed early while Razorpay's monthly charge is due, because Razorpay's calendar month can land a day after a 30-day period.

> TIP.
> If some of your learners pay you in cash or by bank transfer, you can record the months they have paid so their courses stay open without RacingOwl asking them for money. That needs your site to charge through the membership. See "Recording a payment you took yourself" in Managing your learners.

Which one should you choose?

A site charges one way at a time, so pick the one that suits how you teach. You can switch whenever you like, and nobody loses what they have already paid for.

Choose Price each course when…

- You have one or two flagship, self-contained courses that stand on their own. A learner buying that specific thing usually pays more for it standalone than as one item in a bundle.
- Your catalogue is small or very uneven in depth. A single membership price would either overprice your shortest course or underprice your longest one.
- You want the flexibility to run course-specific launches and discounts.
- Your learners come for one exam, one skill or one certificate, and leave when they have it.

Choose One monthly membership when…

- You have, or plan to build, a real catalogue. "Just subscribe" is a much lower-friction decision than "which one course do I buy."
- You want predictable, recurring revenue: every new course you add makes the existing subscription more valuable without selling it again.
- You want learners exploring more of what you teach, which tends to mean better completion rates and word of mouth.
- You teach an ongoing practice (yoga, music, a language) where learners keep coming back month after month.

What switching does

The **How you charge** card shows you the real numbers before you press anything. Here is everything that happens, in each direction.

From Price each course to One monthly membership

- Each priced course becomes **Members only**, and its price is kept for if you ever switch back.
- Free courses stay free.
- Anyone who already bought a course keeps it.
- No course can be bought on its own any more. A learner who is not a member sees **Join the membership to open this course**.

From One monthly membership back to Price each course

- The membership is no longer offered. Nobody new can join, and the membership page tells visitors your site does not currently offer one.
- Members who are paying keep every course until their paid month ends. After that, the courses the membership opened close, as for any lapsed membership.
- Every learner auto-renew stops (at Razorpay within the hour), and each learner who had set one up is emailed that auto-renew for their membership has stopped, explaining that their month runs to its end and

courses can then be bought one by one.

- Courses with a kept price go on sale again at that price.
- A Members only course with no price is not on sale. Learners see a greyed-out **Not on sale yet** button until you set a price or make it free. On its Details tab you see "Not on sale. This course was Members only, and your site now prices each course. Set a price to sell it, or leave the price blank and save to make it free."
- Your membership price is kept, so switching back later does not ask for it again.

The warning you see before switching back reads, for example: "3 members are paying now. They keep every course until their paid month ends; auto-renew stops, and each of them is emailed." and "1 members-only course has no price and will not be on sale until you set one or make it free." The button reads **Price each course**.

> **IMPORTANT.**
> Discounts are separate from how you charge. A discount set to **Every course on my site** does not include the membership, so give the membership its own discount. See Discounts and coupons.

Changing the membership price

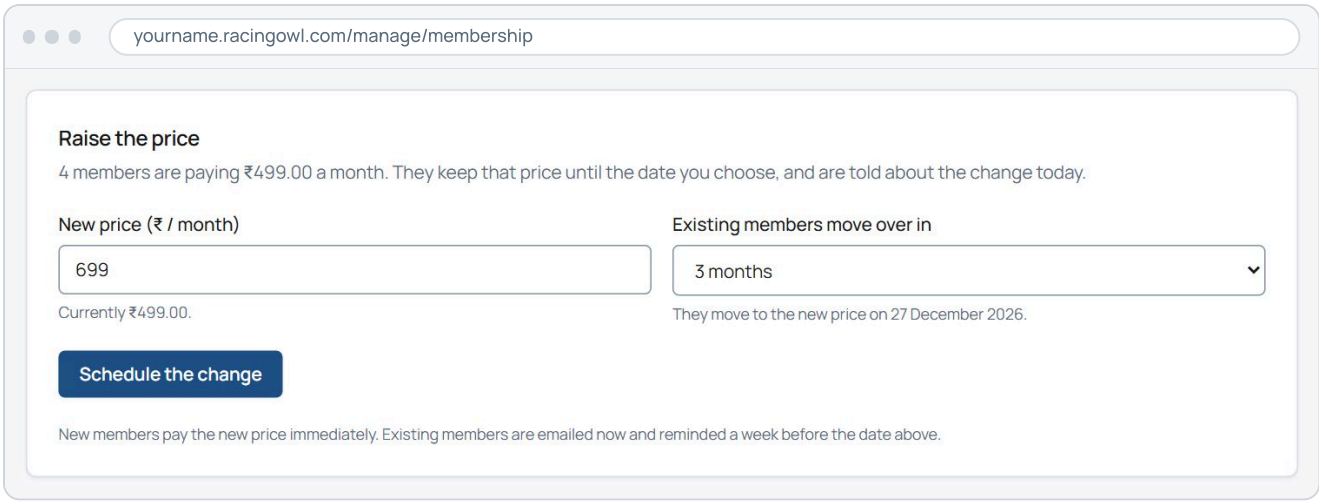
Lowering the price

Type the lower price in **Price (₹ / month)** on the **Membership price** card and press **Save membership price**. It takes effect straight away for new members and for members who renew by hand. A member whose auto-renew is already on goes on being charged the amount they approved, because an authorisation cannot be moved to a new amount. To pay the lower price, they turn auto-renew off and on again on their membership page. It is kind to tell them so in an email from **Manage → Email learners**.

Raising the price, with notice

If anybody is paying, typing a higher number in the ordinary price box is refused with: "You have members paying the current price. Schedule the increase instead, so they get notice of it." This protects your members from a surprise, and it protects you from unhappy reviews. The **Raise the price** panel is the fair way to do it.

1. **Read the panel's first line.** It says how many members are paying and at what price, for example "12 members are paying ₹499 a month. They keep that price until the date you choose, and are told about the change today." If nobody is paying yet, it says so, and you can simply edit the price above instead.
2. **Type the new price.** In **New price (₹ / month)**, type the new monthly price in whole rupees. It must be higher than the current price; a lower figure is refused with "This is not an increase. A lower price takes effect for everybody straight away — change it in the price field instead."
3. **Choose the notice period.** In **Existing members move over in**, pick from 1 month to 12 months (3 months is chosen to start with). The hint under it shows the exact date, for example "They move to the new price on 15 January 2027." That date is the promise your members will be told.
4. **Schedule it.** Press **Schedule the change**. The note under the button repeats what happens: "New members pay the new price immediately. Existing members are emailed now and reminded a week before the date above."



The Raise the price panel, with a new price typed and the changeover date shown under the notice period.

What happens when you schedule a rise:

- **New learners** pay the new price from that moment, because they were never shown the old one. They are not emailed about a rise.
- **Existing members** (anyone whose paid month is running when you press the button) are emailed about the change and get a notification. They keep the old price until the date, and their membership page quotes them the old price, "held until" the date, and what renewing costs after that. A former member who had paid before you pressed the button is also quoted the old price if they come back before the date.
- **A week before the date**, existing members are reminded once, by email and notification.
- **On the date**, everybody moves to one price. Any member whose auto-renew was approved at the old price has it stopped, because an authorisation cannot be moved to a new amount. They are emailed that auto-renew has stopped, their paid month runs to its end, and they can turn auto-renew on again at the new price.

A change that is waiting

While a rise is scheduled, the panel is replaced by a card headed **A price change is scheduled**. It states the old price, the date and the new price, and how many members are still on the old price ("They have been told, and will be reminded a week before."). Only one change can wait at a time: trying to schedule another is refused with "A price change is already scheduled. Cancel it before scheduling another."

To undo it, press **Cancel this change**. That puts the old price back for everybody. Members are not emailed again, so if you cancel, it is kind to tell them yourself.

> **TIP.**
> Three months' notice is a good default for a monthly membership. It is long enough that nobody feels ambushed, and it gives members on auto-renew time to plan. Say why the price is going up in an email from **Manage → Email learners** on the same day; people accept a rise far more readily when they know what it pays for.

Common questions

Q Can I sell some courses individually and also have a membership?

No. A site charges one way at a time. On a membership site each course is Free or Members only, and nothing is sold on its own. If you need both, keep your flagship course priced and run the site per course, or put everything into the membership.

Q If I switch to the membership, do people who bought a course lose it?

No. Anyone who already bought a course keeps it for good, membership or not. Their membership page tells them so.

Q Can members pay yearly?

No. Billing is monthly only, and each paid month covers 30 days. A member who does not want to think about it each month can turn on auto-renew.

Q I lowered my membership price. Do current members pay less?

Yes, from their next payment, if they renew by hand. A member with auto-renew on goes on being charged the amount they approved until they turn auto-renew off and on again on their membership page.

Q Why can't I just type a higher membership price?

Because people are already paying the current price, and they deserve notice. Use **Raise the price**: new learners pay the new price at once, and existing members keep theirs until the date you choose.

Q A member says their course has closed.

Their membership has lapsed: their paid month ended and nothing new was paid. The course page shows **Rejoin to continue**. Once they pay again, every closed course reopens where they left off. If they paid you in cash, record the payment on **Manage → Learners** (see Managing your learners).

Q A course shows "Not on sale yet". What does that mean?

Your site went back to pricing each course, and that course was Members only with no price. Open its **Details** tab and either type a price or leave the price empty and save to make it free.

Q Can I give a member a refund for a month?

Yes, one month's payment at a time, from **Manage → Earnings**. See Your dashboard and earnings.

Q Does the membership cost me anything extra on RacingOwl?

No. Membership payments work exactly like course sales: straight to your bank through Razorpay, less Razorpay's fee on each payment. RacingOwl takes no cut.

Related: Setting up payments, Creating your first course, Discounts and coupons, Your dashboard and earnings, Managing your learners.

CHAPTER

06

Discounts and coupons

One feature covers both a plain sale price, with nothing to type, and a coupon code a learner types at checkout: a code is simply the same kind of discount with a word attached. This chapter goes through every field of the discount form, how RacingOwl decides which discount a learner gets, how to pause, edit and delete one, what a discount has cost you, and how to build a free trial. By the end you will be able to run a launch sale, hand a code to one group, and offer a free first month without surprises.

WHERE	TIME NEEDED	BEFORE YOU START	PLAN
Manage → Discounts	About 5 minutes per discount	At least one priced course, or a membership with a price (see Pricing your courses)	Every plan

IN THIS CHAPTER

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Sales and codes are one thing

A discount takes something off a price. There is only one question that makes it a "sale" or a "coupon":

- **No code:** the lower price simply shows on your course pages, with the old price struck through. Nobody types anything. This is a sale.
- **With a code:** full price shows until the learner types the code at checkout. This is a coupon. You decide who gets the code: a WhatsApp group, a newsletter, one class.

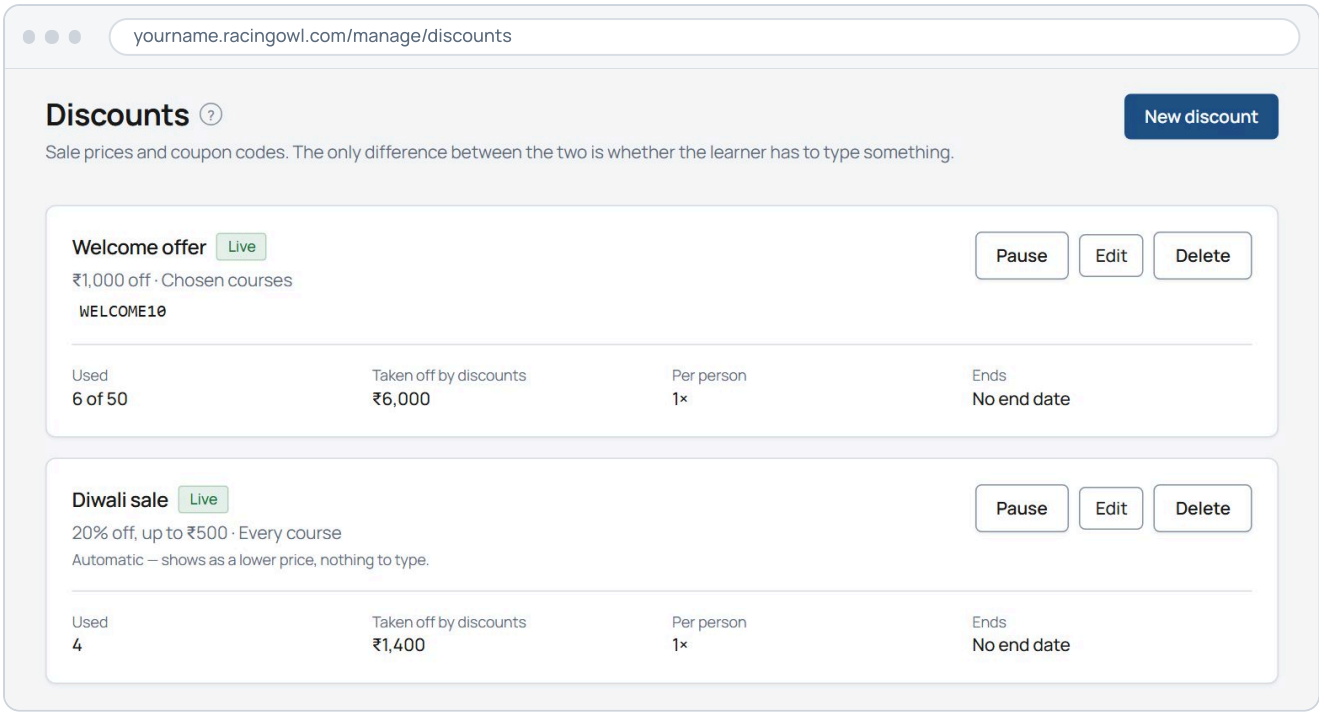
Everything else on the form works identically for both. Either way the reduction **comes out of your own revenue**: the money still goes straight to your bank, just less of it. RacingOwl does not fund any part of a discount.

The Discounts page

Go to Manage → Discounts. The page is headed **Discounts**: "Sale prices and coupon codes. The only difference between the two is whether the learner has to type something." The **New discount** button is at the top right. On a site with no discounts yet, the page shows **No discounts yet** and a **Create your first discount** button, which opens the same form.

Each discount you have made is a card in the list, showing:

- Its **name** and a **status badge** (see the table below).
- A one-line summary of what comes off and what it applies to, for example "20% off, up to ₹500 · Every course" or "₹1,000 off · Chosen courses".
- The **code** in a box, ready to copy, or "Automatic — shows as a lower price, nothing to type." for a sale.
- The controls: **Pause** (or **Resume**), **Edit** and **Delete**.
- Four figures: **Used**, **Taken off by discounts**, **Per person** and **Ends**.



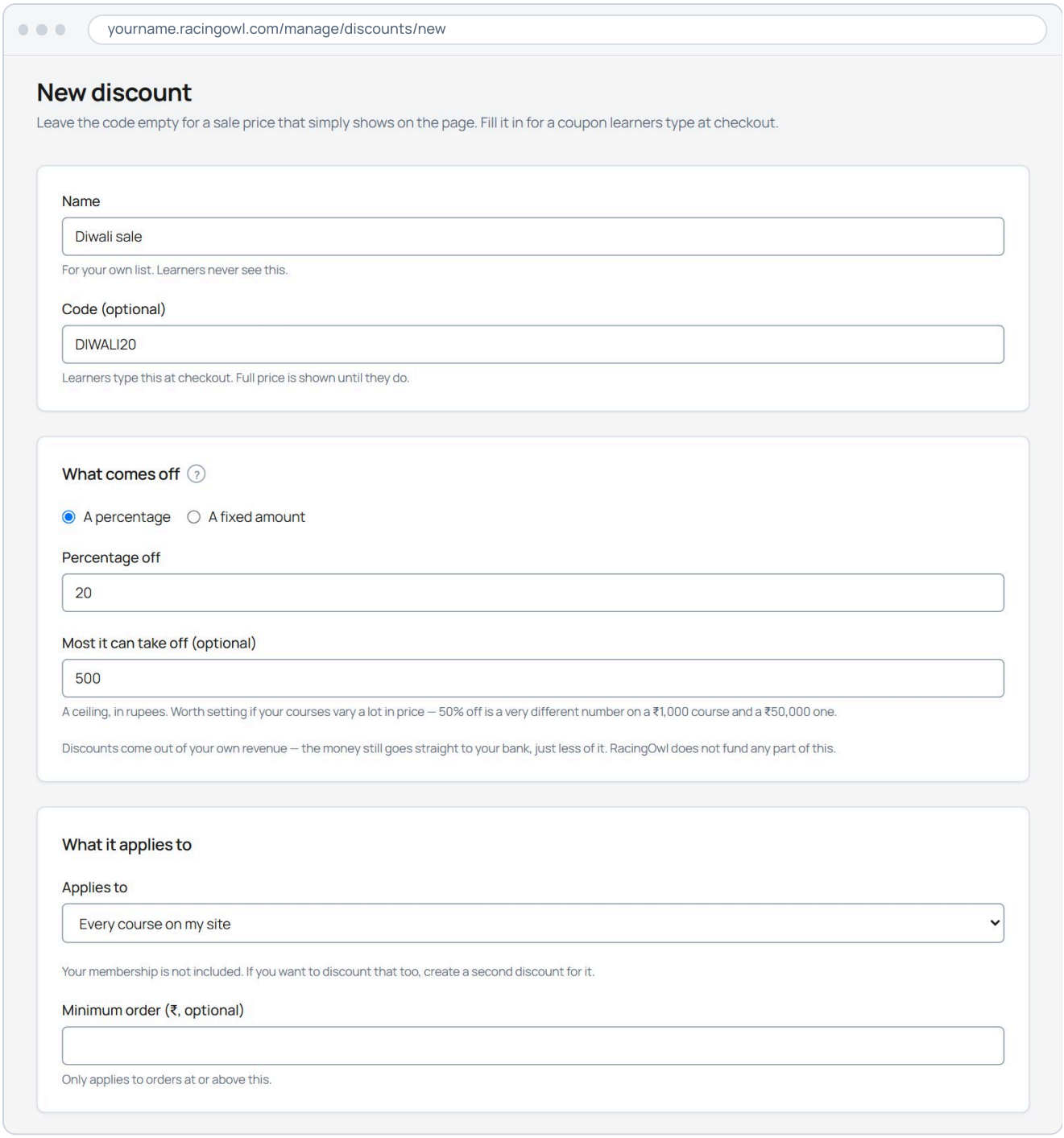
The Discounts list: one automatic sale and one code, each with its badge, controls and four figures.

Badge	What it means
Live	Switched on and inside its dates. Learners are getting it now.
Scheduled	Switched on, but its start date has not arrived yet.
Ended	Switched on, but its end date has passed. It no longer applies.
Off	Paused, or saved without **Switch this on** ticked. Nobody is offered it.

The badge says what the discount is *doing*, not just what you set. A discount you switched on whose end date passed last week says **Ended**, not Live.

Creating a discount

Press **New discount**. The page is headed **New discount**: "Leave the code empty for a sale price that simply shows on the page. Fill it in for a coupon learners type at checkout." The form has six cards, top to bottom. Fill them in order, then press **Create discount**. You are taken back to the list, where the new discount appears.



The New discount form, top half: the name and code, what comes off, and what it applies to.

1. Name and code

Field	What to put in it
Name	Required, up to 80 characters, for example Diwali sale. It is how you find the discount in your list. Choose a name you are happy for learners to read: when the discount applies, the course page shows it beside the saving ("Diwali sale — save ₹500"), and a code's confirmation names it too. If you leave it empty you are asked to "Give this a name you will recognise."

Field	What to put in it
Code (optional)	Leave empty for a sale. For a coupon, type the word learners will enter, for example `DIWALI50`. 3 to 32 characters: letters, numbers, hyphens and underscores, no spaces. Capitals do not matter: `diwali50` and `DIWALI50` are the same code, and you cannot use the same code twice on your site ("You already have a discount using the code DIWALI50."). The hint changes as you type: empty, it says "Leave empty and the lower price simply shows on the page — nothing to type."; filled in, "Learners type this at checkout. Full price is shown until they do."

> **TIP.**
> Make codes easy to read aloud and hard to mistype: `YOGA2026` rather than `y0ga_2O26`. A code gets said in a class, printed on a slide and pasted from WhatsApp, and every one of those is a chance for a typo.

2. What comes off

Choose **A percentage** or **A fixed amount**. The boxes under the choice change to match.

Field	What to put in it
Percentage off	A whole number from 1 to 100, for example `20`. The rupee amount is rounded down.
Most it can take off (optional)	A ceiling in rupees, only for a percentage. "Worth setting if your courses vary a lot in price — 50% off is a very different number on a ₹1,000 course and a ₹50,000 one." With a ceiling of ₹500, no single purchase is ever reduced by more than ₹500, whatever the percentage works out to.
Amount off (₹)	A fixed number of rupees off, for example `1000`. The same amount comes off whatever the price, and never more than the price itself.

A discount that takes the whole price off a course enrols the learner with no payment, and they still get a numbered ₹0 invoice naming the code (see "₹0 invoices", below). A price never goes below zero.

3. What it applies to

Choose from **Applies to**:

Option	What it covers
Every course on my site	Every priced course. **Not** your membership: the form says "Your membership is not included. If you want to discount that too, create a second discount for it."
Only the courses I choose	A list of your published paid courses appears, each with a tick box. Tick at least one ("Choose at least one course."). Free courses are not listed, because there is nothing to take off. If you have none, the form says "You have no published paid courses yet."
Everything in one collection	A **Collection** list appears. Choose one ("Choose which collection this applies to."). Courses you add to that collection later are covered too.
My membership	The monthly membership price. Greyed out, and labelled "My membership — not offered yet", until your membership has a price. See "Discounts on the membership", below.

For anything except the membership, there is also **Minimum order (₹, optional)**: "Only applies to orders at or above this." Leave it empty unless you want, for example, "₹500 off courses of ₹3,000 or more".

Under the card is a reminder: "Discounts come out of your own revenue — the money still goes straight to your bank, just less of it. RacingOwl does not fund any part of this."

4. When and how often

Field	What to put in it
Starts (IST, optional)	A date and time in India time. "Leave empty to start as soon as you switch it on." A sale set for 9:00 starts at 9:00 am IST, wherever you or your learners are.
Ends (IST, optional)	"Leave empty to run until you pause it." The end must be after the start ("The end date has to be after the start date.").
Total number of uses (optional)	Across everyone, for example `50` for "first 50 buyers". "Leave empty for unlimited. This is your best protection if a code gets shared publicly."
Uses per person (optional)	How many times one learner can use it. It starts at `1`. Empty means unlimited. For a membership it means something different: see below.

The two limits work together: "first 50 buyers, one each" is a total of 50 and 1 per person.

5. Who can use it

Choose from **Audience**:

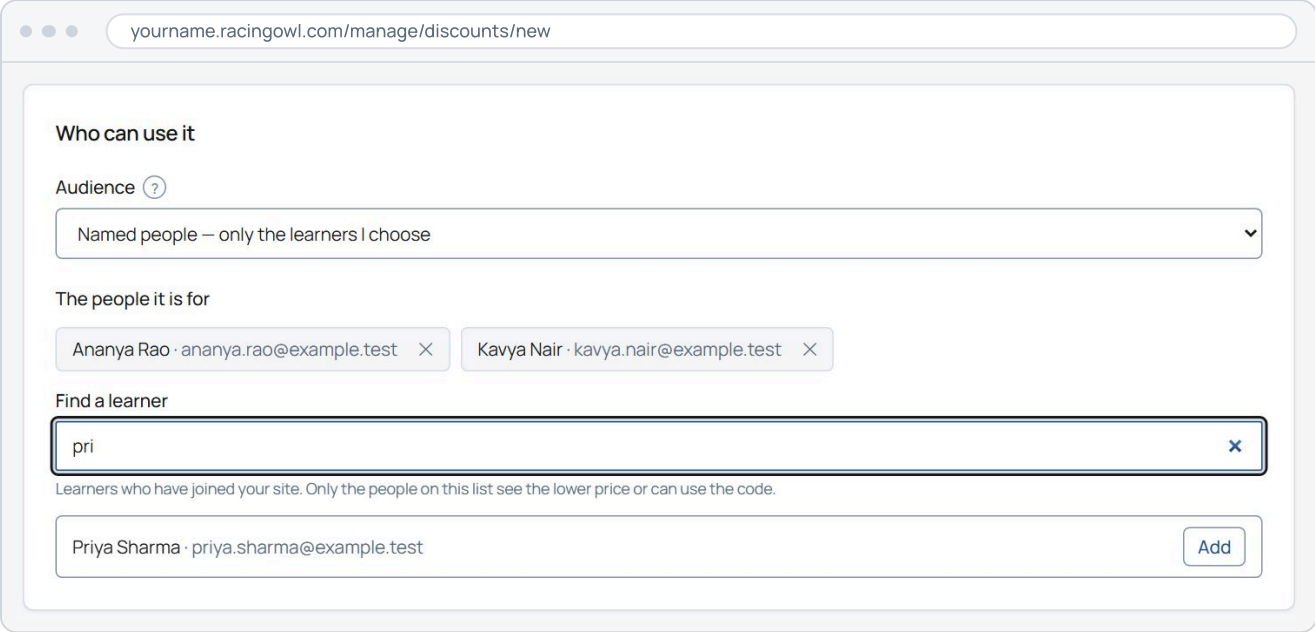
Option	Who qualifies
Everyone	Anybody who reaches checkout.
First-time buyers — nobody who has paid me before	Anyone who has never completed a paid purchase or paid membership on your site. Share it freely: existing customers cannot use it to re-buy at a lower price.
People with an active membership	Learners whose membership is paid up right now.
Named people — only the learners I choose	Only the learners you pick, one at a time. Nobody else sees the lower price or can use the code.

The check is made at the moment of paying, against the learner's RacingOwl account, so it cannot be got round by typing the code on another device.

Choosing named people. When you choose **Named people**, a panel headed **The people it is for** opens under the audience:

1. **Search.** In **Find a learner**, type at least two letters of a name or an email address. Up to twenty matching learners on your site appear. Pressing Enter here searches; it never submits the form.
2. **Add.** Press **Add** beside each person you want. They move into the chosen list above the search box, shown with their name and email.
3. **Remove.** Press the ✕ beside a chosen person to take them off.

Only learners who have joined your site and not left can be found. If you switch the audience away from Named people and back, your chosen list is kept. Saving with nobody chosen is refused: "Choose at least one learner." There is no bulk add; to give a whole class a code, a coded discount for **Everyone** with a total limit is usually simpler.



The Who can use it card with Named people chosen: two learners added, and the search box offering a third.

6. Switch this on

Tick **Switch this on** for the discount to work once saved. "Off, it stays saved but nobody is offered it. You can pause it again at any time from the list." Leave it unticked to prepare a discount in advance and check it before going live.

> **IMPORTANT.**
> A discount saved with the box unticked has no **Resume** button in the list. To switch it on later, press **Edit**, tick **Switch this on** and press **Save changes**. **Pause** and **Resume** are for discounts that have been live.

How RacingOwl decides the price

One set of rules prices every purchase, on the course page, in the code box, at checkout and on the membership page. Knowing them saves you from surprises.

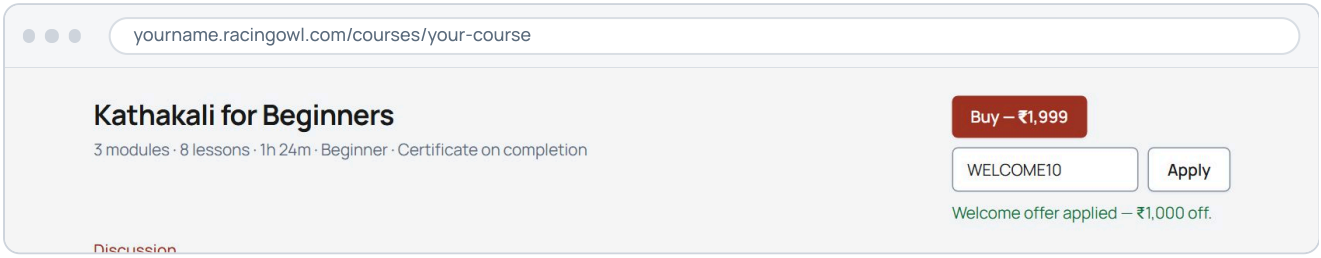
- **Discounts never stack.** If more than one discount could apply, the learner gets the one that takes the most off. That is all.
- **A tie goes to the sale.** If a sale and a typed code take the same off, the sale is used, so the learner keeps the code for another time.
- **A code only counts when typed.** A coded discount is never applied automatically.
- **Signed-out visitors see only "Everyone" sales.** A sale for first-time buyers, members or named people shows once the learner has signed in and qualifies.
- **Free courses take no discount.**

- **Dates and pauses are respected.** A discount before its start, after its end, or paused, quietly does not apply.

What your learner sees

A sale. On the course page, under the title, the old price appears struck through, followed by the discount's name and the saving, for example "₹2,999 Diwali sale — save ₹750". The Buy button shows the lower price.

A code. Under the **Buy** button (or **Subscribe** on the membership page) is a link, **Have a discount code?**. Pressing it shows a **Discount code** box and an **Apply** button. Applying shows the result without using the code up: "Diwali sale applied — ₹750 off.", and the button's price changes. A learner who is not signed in is told "Sign in to use a code — press Buy and you will be brought straight back here."



A course page as a learner sees it after applying a code: the confirmation line and the reduced price on the Buy button.

If a code cannot be used, the learner is told why, in plain words:

Situation	What the learner reads
The code does not exist on your site	"That code is not valid on this site."
Below your minimum order	"This offer needs a larger order than this one."
First-time buyers only, and they have paid you before	"This offer is for first-time purchases only."
Members only, and they are not a member	"This offer is for members only."
Named people, and they are not on your list	"This offer is not available on your account."
The total number of uses is reached	"This offer has been fully claimed."
They have used up their uses per person	"You have already used this offer." (or "…3 times.")
A sale on the page is already better	"The sale price already on this page is the better of the two, so it has been kept."

If a learner presses Buy with a code that is refused, the checkout stops rather than charging them full price. They can clear the code and buy at the shown price if they choose.

Limits, held places and refunds

When a learner opens the payment window with a discount, their use is **held** for 30 minutes. This is what makes "first 50" mean 50: three people pressing Buy in the same second cannot take 53 places. If the learner pays, the held place becomes a use. If they close the window and walk away, the hold simply runs out after 30 minutes and the place is offered again. If the last place was taken while they hesitated, they are told "That offer has just been fully claimed."

A **full refund** gives the use back, both to the learner and to the total. A partial refund does not. See Your dashboard and earnings for refunds.

Pause, resume, edit and delete

Pause and Resume

Pause stops a live discount at once, with one press, and **Resume** brings it back. This is the button to reach for if a code has been posted somewhere public: there is no form to open. If a pause or resume is refused for any reason, the reason appears in red beside the button.

Edit

Edit opens the same form, headed with the discount's name: "Dates, limits and who it applies to can be changed freely. Changing the amount only affects purchases from now on — anyone who has already bought keeps what they paid." Make your changes and press **Save changes**; **Saved.** appears.

Two things to know when editing a live discount. Past purchases are never touched. And two learners a minute apart may see two different prices, so change the amount of a running sale only when you mean to.

Delete

Press **Delete**. The button changes to **Delete "Diwali sale"?**, with **Keep** beside it to back out. Confirm, and:

- A discount **nobody has used** is removed completely.
- A discount **that has been used** is archived instead: it leaves your list and stops applying, but the record stays behind every purchase that used it, so your receipts and reports stay true.

A deleted code is gone from the list. If you only want it to stop for now, pause it instead.

Usage and what a discount cost you

The four figures on each discount card tell you what the offer actually did:

Figure	What it counts
Used	How many purchases used it, counting anyone whose place is held right now. With a total limit, shown as "12 of 50".
Taken off by discounts	The total rupees this discount has taken off list prices: the revenue you gave up.

Figure	What it counts
Per person	Uses allowed per learner, for example "1×", or "Unlimited".
Ends	The end date, or "No end date".

On **Manage → Earnings**, every payment that used a code shows the code beside the course name, so you can see exactly who used which offer.

> TIP.
> Compare **Taken off by discounts** with the extra enrolments the offer brought. A discount that is not bringing new learners is just a pay cut. This is where you would notice.

Discounts on the membership

If your site charges through one monthly membership (see Pricing your courses), choose **My membership** under **Applies to**. The membership is always its own choice, so "50% off everything" can never silently halve your recurring income. If you want both courses and the membership discounted, make two discounts.

Three things work differently for the membership:

- **Uses per person means months.** The hint says: "For a membership this is how many MONTHS each person gets the lower price — '₹499/month for 3 months' is 3. Leave empty for every month, forever." The months need not be in a row: a learner's next three membership payments are reduced, and the fourth is full price.
- **Ends is not the same as months.** The form reminds you: "*Ends* is the last day somebody can start this offer. *Uses per person* is how many months each person then keeps the lower price."
- **No minimum order.** The box is hidden, because the membership has one price.

Discounts and auto-renew

A member's auto-renew is approved for the membership's own price and always charges that amount. A discount does not reduce an auto-renew charge. So:

- A code that takes **part** of the price off works only for a learner paying by hand. With the auto-renew box ticked, it is refused: "With auto-renew, a code can only make the first month free. To use a code that takes part of the price off, subscribe without auto-renew."
- A code that takes the **whole** price off works with auto-renew as a free first month (see the next section).
- A sale without a code on the membership is taken off only for a learner paying by hand. The membership page shows your full monthly price, so if you run a membership sale, tell learners about it, or better, give it a code.

Free trials

RacingOwl has no separate "free trial" button. A free trial is a discount set up in a particular way.

A free course for newcomers

1. **Create a discount** with **Percentage off** set to **100**.
2. **Apply it** to the course or courses you want to give away.
3. **Set Audience** to **First-time buyers — nobody who has paid me before**.
4. **Set Uses per person** to **1**, and a total if you want to cap the giveaway.
5. **Add a code** if you want only certain people to find it; leave it empty to show the course as free to every newcomer.

The learner is enrolled with no payment window, and still gets a numbered ₹0 invoice naming the code.

A free first month of the membership

Apply the discount to **My membership**, with **100** percent off, **First-time buyers** and **1** use per person. When you choose First-time buyers on a membership discount, the form shows this note: "Set the percentage to 100 and uses-per-person to 1, and this becomes a free trial: one free month for anyone who has never paid you. If they tick auto-renew when joining, the card or UPI they authorise is first charged when the free month ends; otherwise nothing charges them, and they are asked to pay for the next month."

The learner…	What happens
Uses the code without auto-renew	The button reads **Start free — nothing to pay**. The month is granted at once with no payment window and no card kept. "Nothing is charged now, and no card is kept. When this period ends you will be asked whether you want to carry on."
Uses the code with auto-renew ticked	The button reads **Start free — keep a card for next month**. They authorise a card or UPI; once it is authorised the free month starts, and the first charge comes when it ends. A free trial that keeps a card.
Is already a member and ticks auto-renew with the code	Refused: "You are already a member, so a free first month does not apply. Turn auto-renew on without a code."
Tries a second trial	Refused: they have already used their one use.

> WHAT YOUR LEARNER SEES.
> After typing the code and pressing **Apply**, the Subscribe button changes to one of the two Start free labels, with a line underneath saying exactly what will and will not be charged. Nothing is hidden from them.

₹0 invoices

A purchase that a discount makes completely free still produces a proper, numbered receipt from your site's series, for ₹0, naming the code (or, for a sale, the discount's name) that took the whole price off. The learner is emailed it with the course confirmation, or with "membership confirmed" for a free month (the email says the month came at no charge). For a free membership month, you are not emailed, because no money moved. These receipts appear with your others under **Receipts and credit notes** on **Manage → Earnings**. There is nothing to refund on a free purchase.

Good practice

- **Always set a total on a code.** A code that reaches a WhatsApp group is used by the whole group. The total is the only thing that stops it.
- **Set a ceiling on site-wide percentages.** 30% off everything is fine on ₹1,000 courses and painful on a ₹40,000 one.
- **Prefer an end date to "until I remember".** A sale with a real end date is more persuasive and cannot be forgotten.
- **Use First-time buyers for welcome offers,** so your loyal learners do not feel they paid too much.
- **Check it as a learner.** After creating a discount, open the course page in a private browser window to see the price a visitor sees.

Common questions

Q Can a learner use two codes on one purchase?

No. Discounts never stack. If several could apply, the learner gets the one that takes the most off.

Q I made a 50% sale on every course. Why is my membership still full price?

`Every course on my site` never includes the membership, on purpose. Make a second discount with `My membership` chosen.

Q A learner says the code did not work.

Ask them for the exact message under the code box; the table above says what each one means. Then check the discount's badge on your list: `Off`, `Scheduled` or `Ended` means it is not running. Check the audience, the total and the uses per person too.

Q My code was shared on a public group. What do I do?

Press `Pause` on it straight away. Then edit it to add a `Total number of uses`, or make a fresh code for the people it was meant for.

Q Can I discount a free course?

No. There is nothing to take off, and free courses are not offered in the course list.

Q If I change the percentage, do earlier buyers get money back?

No. Past purchases keep what they paid. The change affects purchases from now on.

Q Does RacingOwl pay for any of the discount?

No. A discount comes out of your own revenue. Razorpay's fee is worked out on what the learner actually paid.

Q Can I let a learner know about a sale automatically?

Not from the discount itself. Write to your learners from **Manage → Email learners**; see Managing your learners.

Q What is the "Have a code?" box on my own plan screen?

That is a different thing: a promotion code from RacingOwl that reduces what *you* pay for your plan. See Choosing your RacingOwl plan.

Related: Pricing your courses, Your dashboard and earnings, Managing your learners.

CHAPTER

07

Branding your site

Your site is your shop window: the name in the header, the line under it, the colours on every button, the logo on every certificate. All of it is set on one page, **Manage → Settings**, from fixed choices and short text boxes, so your site looks competent even if you have never designed anything. This chapter goes through every section of that page in the order you meet it. By the end your site will carry your name, your words, your colours and your logo, and you will know what your learners see as a result.

WHERE	TIME NEEDED	BEFORE YOU START	PLAN
Manage → Settings	About 20 minutes the first time	Your logo (PNG, JPEG or WebP, under 2 MB), a wide banner photo (under 4 MB), a few lines about yourself, and your Google Analytics measurement ID if you use it	Every plan

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How the Settings page works

Go to **Manage → Settings**. You can also reach it from your site's home page: when you are signed in as the owner, a strip at the top says "This is your public home page — what a visitor sees." with an **Edit this page** link, and if you have no banner yet, an **Add a banner image** button sits on the empty banner. Only you see these; visitors never do.

The page is headed **Settings**, with the line "Your site's name, what it says about itself, and how it looks." It is **one form** made of several cards, with a single **Save changes** button at the very bottom. Nothing is saved until you press it, and everything on the form is saved together when you do. Under the form is a separate **Storage** card that only shows figures.

1. **Work down the page.** Fill in or change whichever cards you need. You do not have to fill in everything; empty boxes are simply left off your site.
2. **Save.** Press **Save changes** at the bottom. It says **Saving…** while it works.
3. **Look at the result.** The message "Saved. See how your site looks." appears above the button. The link opens your home page, so you can check the change as a visitor would.

> **IMPORTANT.**
> If something on the form is not accepted, the reason appears under the box it belongs to, and nothing is saved. Scroll up to find it, fix it, and press **Save changes** again.

Your site: name, subject, address, tagline, and what to call it

The first card is headed **Your site** (or whichever word you choose for it, below): "What learners see at the top of every page."

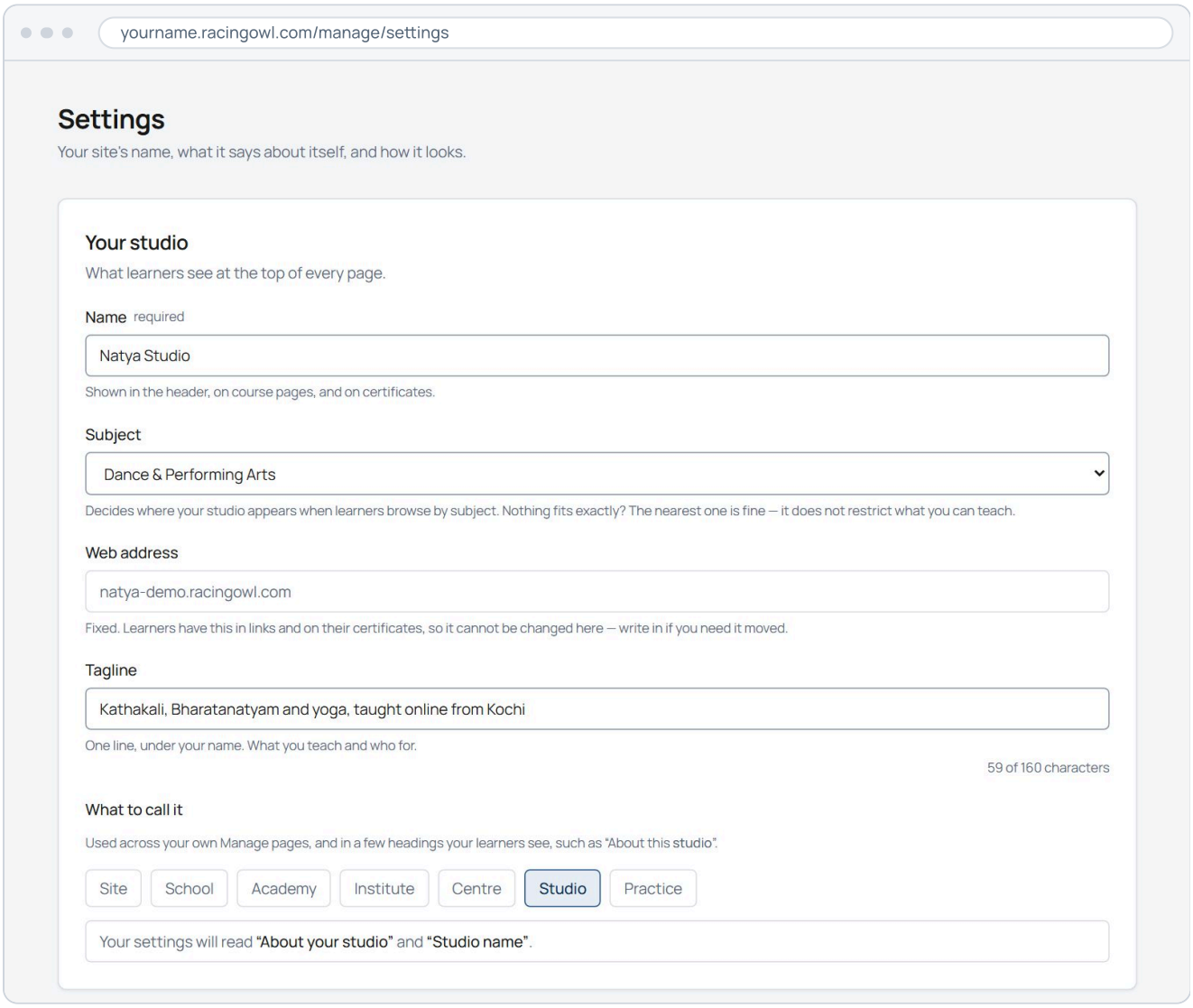
Field	What to put in it
Name	Your site's name, 2 to 120 characters, for example **Meera's Yoga Studio**. "Shown in the header, on course pages, and on certificates." It also appears in the browser tab and in emails from your site. Emoji are refused: "Site names cannot contain emoji — they appear in browser tabs, emails and on certificates."
Subject	Pick from the list, grouped by area. It "Decides where your site appears when learners browse by subject" on the RacingOwl marketplace. There is no "Other" on purpose: "Nothing fits exactly? The nearest one is fine — it does not restrict what you can teach." You can choose **Not set**.
Web address	Shown, not editable: **yourname.racingowl.com**. "Fixed. Learners have this in links and on their certificates, so it cannot be changed here — write in if you need it moved." Ask through **Ask RacingOwl** (see Ask RacingOwl).
Tagline	One line under your name on the home page, up to 160 characters, with a counter. "One line, under your name. What you teach and who for." For example **Hatha yoga for busy professionals, in English and Tamil**.
What to call it	The word the product uses for your site. See below.

What to call it

Under the tagline, **What to call it** offers seven words as buttons: **site**, **school**, **academy**, **institute**, **centre**, **studio** and **practice**. A site that never chooses is called "site".

The word is "Used across your own Manage pages, and in a few headings your learners see, such as 'About this academy'." As you click a word, the page rewords itself straight away, and a sample line shows what your settings will read, for example "About your studio" and "Studio name". Your learners see the new word after you save.

It is a fixed list rather than a free box because the word is dropped into sentences RacingOwl has already written, and a sentence is only safe when the word going into it is known.



The first card: name, subject, the fixed web address, the tagline, and the What to call it picker with its sample line.

About your site

The second card, **About your site**, fills your **About** page. "Everything here is optional, and anything you leave empty is simply left out rather than shown as a blank."

Field	What to put in it
Description	Up to 4,000 characters. "Who you are, what you teach, how you teach it." The first part also appears as an extract on your home page.
Contact email	"Published on your site. Use an address you are happy for strangers to write to — not necessarily the one you sign in with." Up to 200 characters.
Phone or WhatsApp	"Optional. Include the country code." For example `+91 98400 12345`. This is a published contact line only. It is not the number your WhatsApp alerts go to; that is verified on your own account page (see Notifications and keeping your site safe).
Website	"Anywhere else you already are — your own website, a Facebook page, an Instagram profile. Paste the whole address from your browser, starting https://" For example `https://www.meerayoga.com`. An address without `http://` or `https://` at the front is refused (your browser may stop it before it is sent, with its own message asking for a web address), so paste it whole from your browser's address bar.
City	"Helps learners who are looking for someone nearby." Up to 80 characters.

Your About page exists, with an **About** link in your site's menu, once there is something to show on it: a description, a contact email, a phone number, a website, or a teacher's bio from **Manage → Your instructor profile** (see Your instructor profile). A city on its own does not create the page.

> **TIP.**
> Write the description for a stranger deciding whether to trust you with their money: who you are, how long you have taught, who your courses are for, and what a learner will be able to do at the end. Short, plain sentences read best.

Google Analytics and the cookie bar

This card is optional. If you already use Google Analytics, you can have your learner-facing pages report to your own account. "Leave it empty and nothing is sent to Google."

Field	What to put in it
Measurement ID	Your GA4 measurement ID, which starts with `G-`, for example `G-4XK2M9PQ7R`. "From Google Analytics → Admin → Data streams → your web stream. It starts with G-. Not the whole tag, just the ID." Capitals do not matter; it is stored in capitals. Anything else, and above all a script or a tag, is refused: "A measurement ID looks like G-XXXXXXXXXX — copy it from Google Analytics exactly as shown."

Getting a measurement ID

1. **Open Google Analytics.** At analytics.google.com, create a property for your site if you do not have one.
2. **Add a web data stream.** Use your address, `yourname.racingowl.com`.
3. **Copy the ID.** Google shows a measurement ID starting with `G-`. Copy only that.

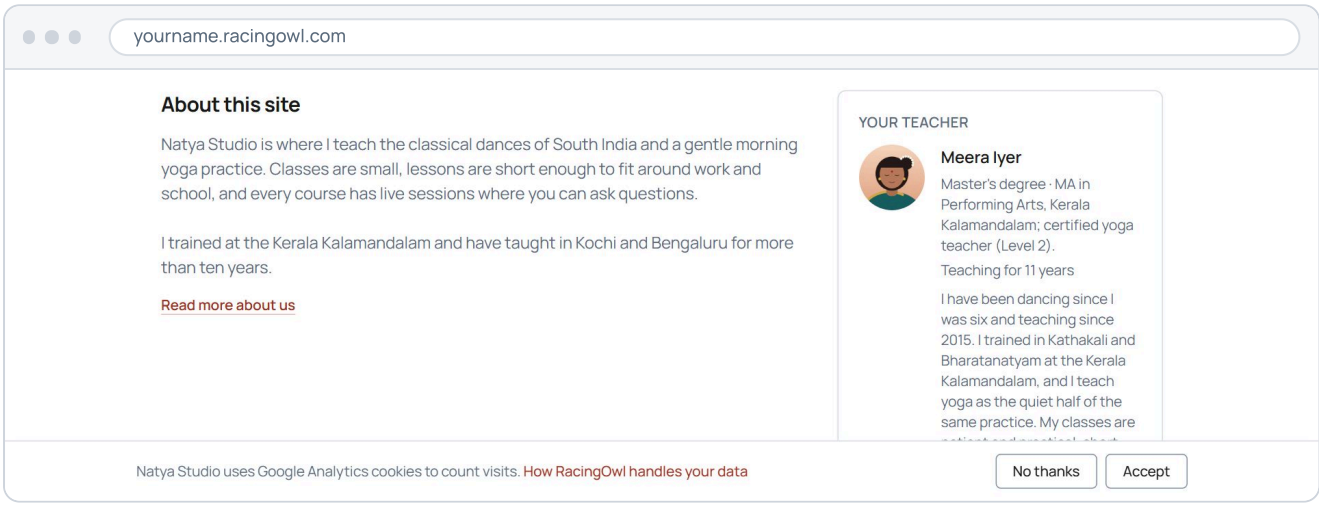
4 **Paste and save.** Paste it into **Measurement ID** and press **Save changes**. RacingOwl loads Google's tag for you; you never paste a script.

The cookie bar your visitors see

Once a measurement ID is set, visitors to your site see a small bar along the bottom of the page: "(your site's name) uses Google Analytics cookies to count visits.", with a link to how RacingOwl handles their data, and two equal buttons, **No thanks** and **Accept**. Refusing is exactly as easy as agreeing.

- Google Analytics loads **only** for visitors who press **Accept**.
- Anyone who presses **No thanks**, or ignores the bar, is not counted. Expect your Analytics numbers to be lower than your real visits.
- The answer is remembered by that browser, for your site, for about six months. A private window, another browser or cleared cookies asks again.
- **Cookie choices** at the bottom of every page opens the bar again, so a visitor can change their mind.
- With no ID set there is no bar. Your Manage pages are never tracked, and never show the bar.

What Google receives: a page view for each page a visitor opens, and a **live_join** event each time somebody presses Join on a live class page. The event carries the class, never the learner.



The cookie bar along the bottom of a site's home page, as a first-time visitor sees it once a measurement ID is set.

Your colours

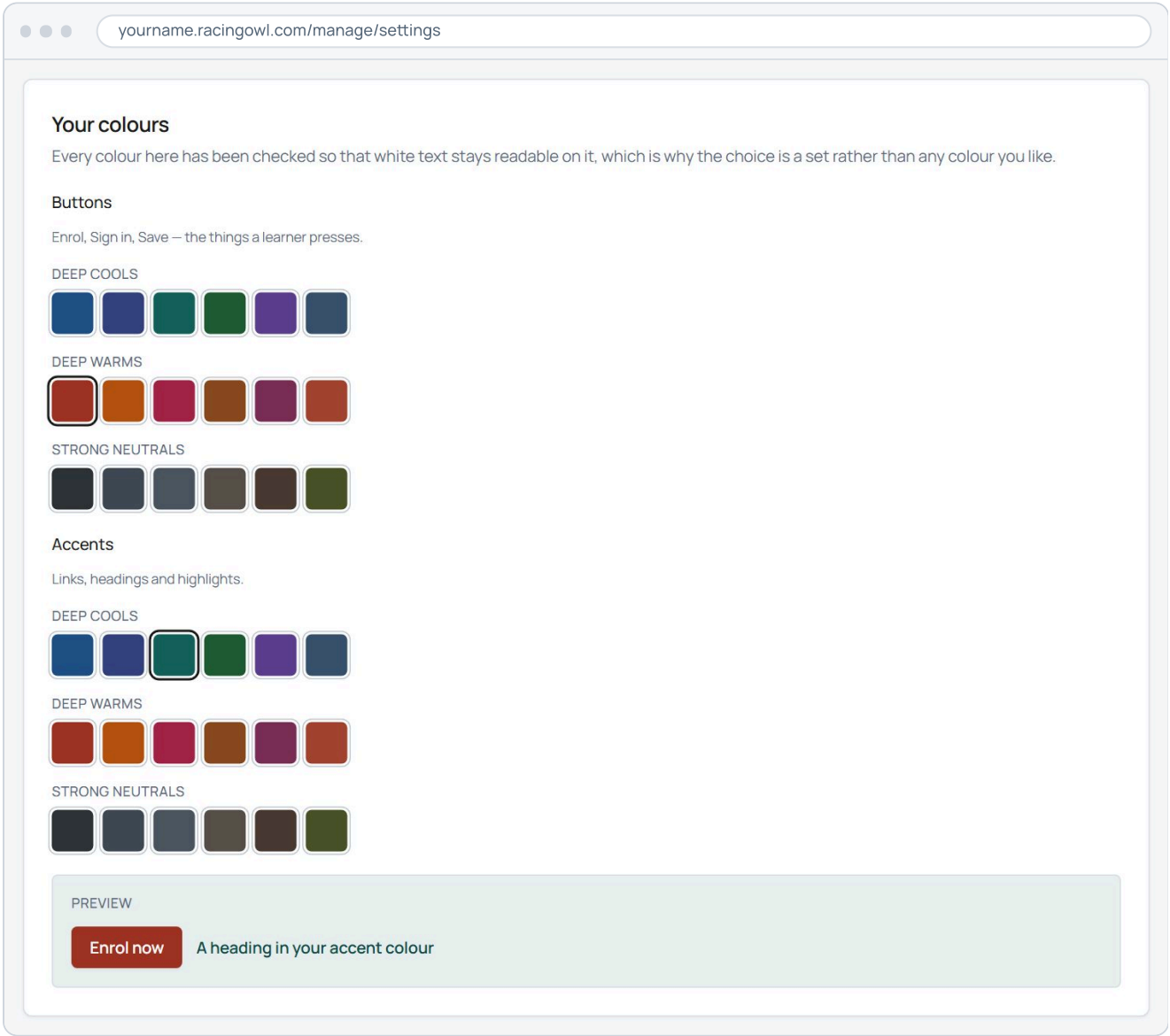
The **Your colours** card: "Every colour here has been checked so that white text stays readable on it, which is why the choice is a set rather than any colour you like." There are two choices:

- **Buttons**: "Enrol, Sign in, Save — the things a learner presses."
- **Accents**: "Links, headings and highlights."

Each is a grid of eighteen coloured squares in three groups of six. Hold the pointer over a square to see its name.

Group	Colours
Deep cools	Harbour blue, Indigo, Deep teal, Forest, Violet, Slate blue
Deep warms	Brick, Burnt orange, Crimson, Rust, Plum, Terracotta
Strong neutrals	Charcoal, Steel, Graphite, Stone, Espresso, Moss

Harbour blue is what every site starts with. Under the grids, a **Preview** panel shows a sample **Enrol now** button in your button colour and "A heading in your accent colour" on a pale tint of it. It changes the moment you click a square, before you save.



The Your colours card: the Buttons and Accents grids, and the live preview underneath.

TIP.

Choose the button colour first, because it is what learners press. Then pick an accent from the same group for a calm look, or from another group for contrast. Your colours are used for buttons and accents only, never for page backgrounds or body text, so your pages stay easy to read whatever you choose. There is no free colour box and no font choice; every site uses the same clear typeface.

Logo

The **Logo** card: "Around 400 pixels wide is plenty. A square image works best." The upload box below it says what it takes: "PNG, JPEG or WebP, up to 2 MB."

1. **Choose the file.** Under **Upload one** (or **Replace it** if you already have a logo), click the dashed box that says **Click to upload a file** and choose your image, or drag the image from your computer onto the box. The box then shows the file's name, its size and a small preview, with **Remove** if you picked the wrong one. A file that is too large or not a picture is refused there and then, before anything is sent.
2. **Save.** Press **Save changes**.

Your logo appears in your site's header bar beside your name, and in the top-left corner of every certificate your site issues. However you upload it, it is stored as a PNG, so it always prints on certificates; if a logo you uploaded long ago is missing from your certificates, upload it again. To take the logo off, tick **Remove it** and save.

A file over 2 MB is refused the moment you choose it, with its size and the limit, for example "That file is 2.6 MB; the limit is 2.0 MB." A file whose contents do not match its type (a renamed file, say) is refused too. Photos are turned the right way up and any location details in them are removed before they are stored.

Banner image

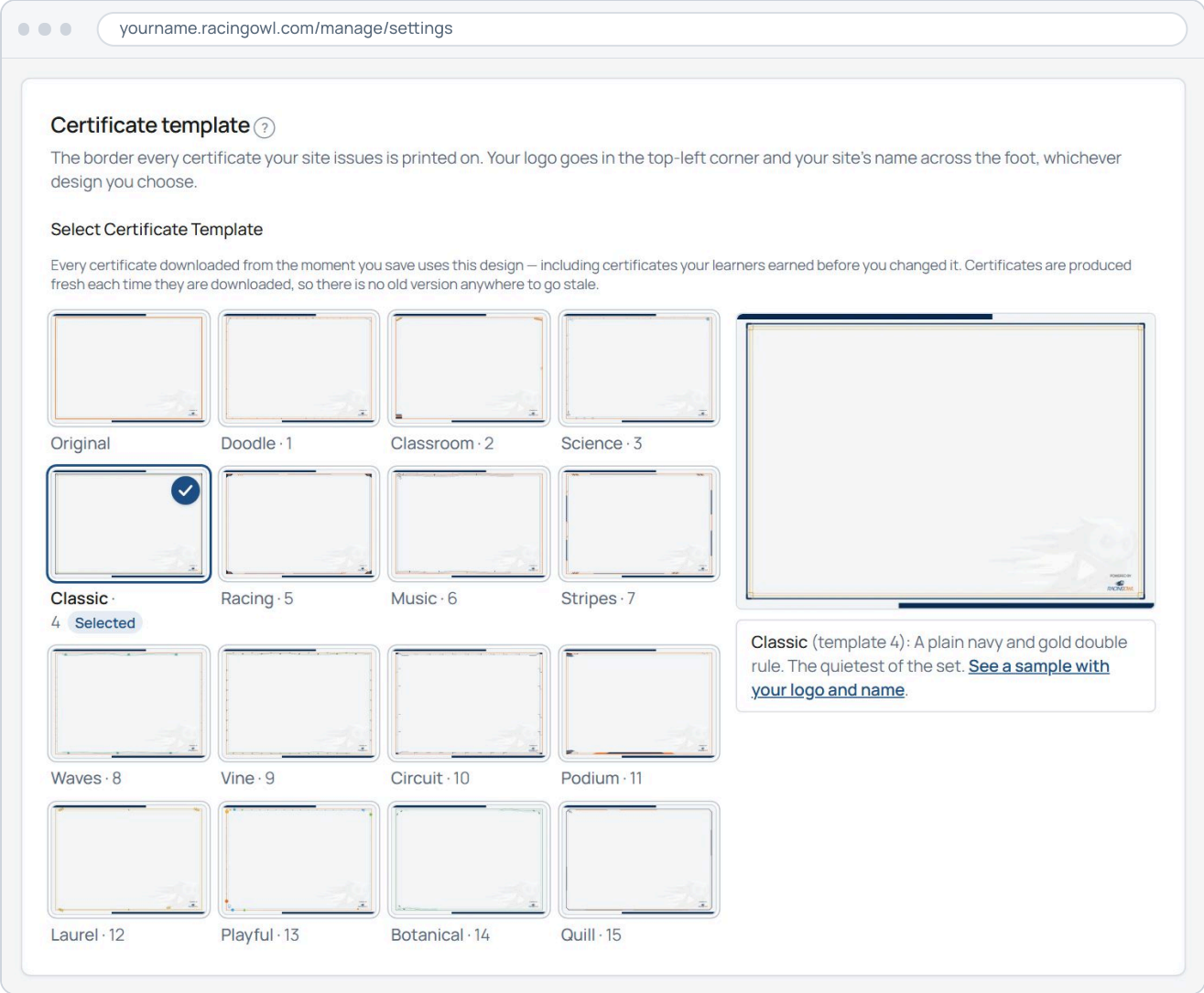
The **Banner image** card: "The wide picture across the top of your home page, and of your About page. Your name and tagline are printed over it, so leave some uncluttered space on the left. Around 1600 by 500 pixels — roughly three times as wide as it is tall."

Upload it the same way as the logo, in the box under **Upload one** or **Replace it** (PNG, JPEG or WebP, up to 4 MB), and remove it with **Remove it**. Good banners are calm: a teaching space, your instrument, a landscape, with the busy part on the right. Avoid a photo with text of its own in it, which will fight with your name printed on top.

Certificate template

The **Certificate template** card sets "The border every certificate your site issues is printed on. Your logo goes in the top-left corner and your site's name across the foot, whichever design you choose."

1. **Browse the designs.** Under **Select Certificate Template** there are sixteen thumbnails, the original first. Each has a name and number; the chosen one is marked **Selected**.
2. **Look at one closely.** Click a thumbnail. The preview beside the grid (above it, on a phone) shows that design, with a short description and a link, **See a sample with your logo and name**, which opens a sample certificate in a new tab with your own logo and site name on it.
3. **Save.** Press **Save changes** at the bottom of the page.



The Certificate template card: sixteen designs, the chosen one marked Selected, and the preview with its sample link.

The change is immediate and complete. "Every certificate downloaded from the moment you save uses this design — including certificates your learners earned before you changed it." Certificates are produced fresh each time they are downloaded, so there is no old version anywhere. The only exception is the PDF already attached to a learner's completion email, which keeps the design it was sent in. Everything else about certificates, including when they are issued, is in Certificates.

Storage

Below the form, the **Storage** card shows how much of your plan's storage your uploads are using. It lists:

- The total size and number of files, for example "46 MB across 38 files." (or "You have not uploaded any files yet.").
- A line per kind of file, with its size and count: **Handed-in work**, **Lesson PDFs**, **Course images**, **Course thumbnails**, **Logos**, **Profile photos**.
- What your plan includes: "A file that would take you past it is refused, and nothing you have already uploaded is ever removed; delete files you no longer need, or move to a larger plan, to make room."

- How to free space from assignments: once an assignment is marked, you can clear its files from the assignment on your course's Content tab, and the marks and feedback stay. A learner who leaves your site keeps their handed-in files for 90 days, after which they are removed automatically.
- "Videos live on YouTube and don't count against your storage."

Sizes are counted after RacingOwl has shrunk your images, so a large photo usually takes far less room than the file you chose. If an upload anywhere on your site would take you over your allowance, it is refused with how much is used and what the limit is. Your plan's allowance is shown on the plan cards; see Choosing your RacingOwl plan.

What your learner sees

> WHAT YOUR LEARNER SEES.
> Your **name** and **logo** at the top of every page of your site, and in the browser tab. Your **button colour** on every Enrol, Buy and Sign in button, and your **accent colour** on links and headings. On the home page, your **banner** with your name and **tagline** printed over it, and an extract from your About text. An **About** page with your description and contact details. Headings using your chosen word, such as "About this academy". On every certificate, your logo, your site's name and the border you chose. And, if you set a measurement ID, the cookie bar on their first visit.

What they do **not** see: anything under Manage, your subject setting (it only files you on the marketplace), and the Storage card.

Common questions

Q Can I change my web address?

Not from Settings. It is in every link already shared and printed on issued certificates. If you really need it moved, write to us through **Ask RacingOwl**.

Q Can I use my exact brand colour?

No. Colours come from a checked set of eighteen so that white text on every button stays readable. Pick the nearest one; most brand colours have a close match among the deep cools, warms and neutrals.

Q I saved but my home page looks the same.

Use the **See how your site looks** link in the Saved message, which fetches a fresh copy. If it still looks old, refresh the page once in your browser.

Q My logo does not appear on certificates.

Upload it again under **Logo** and save. Logos are stored as PNG so they can always be printed; a very old upload may predate that.

Q Can I choose different words than the seven?

No. The word is placed inside sentences RacingOwl has written, and only these seven are known to read correctly everywhere.

Q Why are my Google Analytics numbers so low?

Only visitors who press **Accept** on the cookie bar are counted. Visitors who refuse or ignore it are not, by design.

Q Where do I put my own photo and bio?

Those belong to you, not the site: **Manage → Your instructor profile**. See Your instructor profile.

Q Can someone else on my site change these settings?

The site owner and instructors can. A learner cannot; if they somehow try, the form says "Your account cannot change these settings."

Related: Certificates, Your instructor profile, Choosing your RacingOwl plan, Notifications and keeping your site safe.

CHAPTER

08

Your dashboard and earnings

Two pages tell you how your site is doing. **Manage → Dashboard** is the at-a-glance view: what is selling, who is finishing, what is coming up, and anything that needs your attention. **Manage → Earnings** is the money: what reached your bank, every payment, every receipt and credit note, and the place where refunds are given. By the end of this chapter you will know what every card and figure means, how to refund a course or a membership month, and where your GST invoices from RacingOwl are kept.

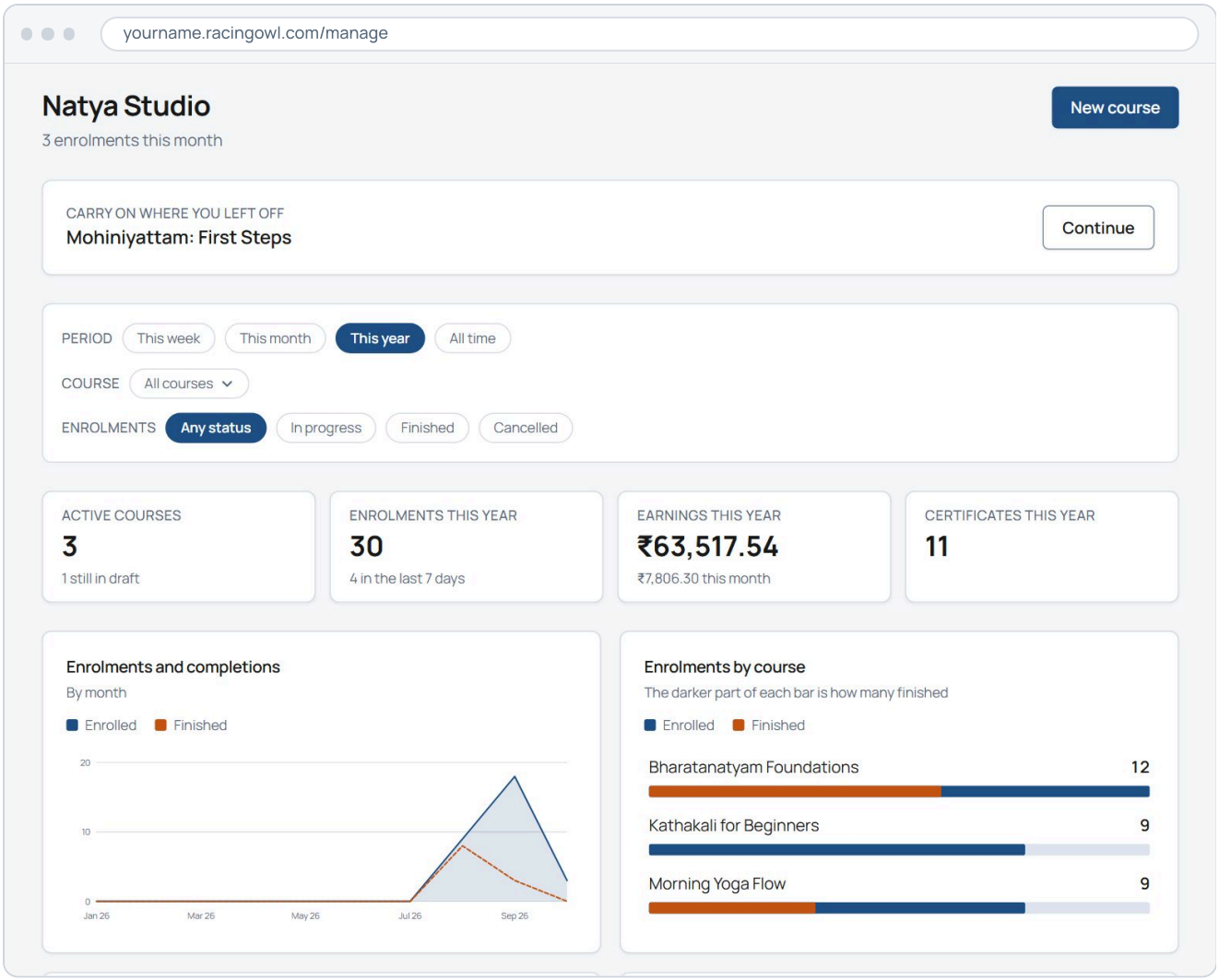
WHERE	TIME NEEDED	BEFORE YOU START	PLAN
Manage → Dashboard and **Manage → Earnings**	A few minutes a day; about 5 minutes for a refund	Nothing. Figures fill in as learners enrol and pay	Every plan. Refunds can be given by the site owner only

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The dashboard, top to bottom

The dashboard is the first page under **Manage**, listed as **Dashboard** ("Your figures at a glance") in the Manage menu. It is ordered by what you came to find out: anything wrong first, then what to do next, then the shape of things, then the totals. Cards that have nothing to say are not shown at all, so a quiet dashboard is a good sign.



The dashboard of a site with a few courses and learners: the header, the filter bar, the four headline figures and the first two charts.

Cards that appear only when they matter

Card	When you see it, and what it does
Your site is live.	Once, on your first arrival after choosing a plan. It prints your site's full address with a **View my site** button, and reminds you that your courses stay invisible to learners until you publish them.
Learner limit line	From 80% of your plan's learner limit, a line saying how many learners you have out of how many your plan allows. When full, in red: "Your site is full", with the same two numbers, and "New learners are being turned away until there is room." Both end with a **See your plan** link. Nobody already with you is ever removed.

Card	When you see it, and what it does
Get your site's alerts on your phone	New chats, reports, sales and work to mark can buzz your phone. **Turn on phone alerts** takes you, signed in, to the one switch on racingowl.com that covers every site you run or learn on. **Not now** hides the card. See Notifications and keeping your site safe.
Get sales and payment alerts on WhatsApp	Shown while you have no confirmed WhatsApp number. **Add my WhatsApp number** takes you to your account page to confirm it. These alerts are free, and one number covers every site you run. **Not now** hides the card.
Refer a trainer and get a month free	A line for the site owner, linking to the referral card on **Manage → Your RacingOwl plan**. See Choosing your RacingOwl plan.
Emails that could not be delivered	A red card, only when emails from your site have failed. See "Emails that could not be delivered", below.
Invite your learners	Once a course is published and nobody has joined your site yet: "Your course is live. Paste the email addresses of the people you already teach, and each gets an invitation to join your site." **Invite learners** opens the invitation form. See Managing your learners.
Carry on where you left off	The draft course you edited most recently, with a **Continue** button. It shows drafts only, so it disappears once all your courses are published.

A brand-new site

Before you have any course, the dashboard shows your site's name, "Your site is ready.", and a **Create your first course** panel with a **New course** button, plus a link to the guide on recording your lessons. Under it, the period buttons and the four headline figures are shown at zero, with "These fill in as learners enrol and pay." The charts appear once there is a course.

The header

Your site's name, then a line counting this calendar month's enrolments in India time, for example "7 enrolments this month" (or "No enrolments yet this month"). The **New course** button sits on the right.

The filter bar

Above the figures is a panel of filters. Each choice is a link, so the address in your browser keeps it and you can bookmark a view.

Filter	Choices
Period	**This week**, **This month**, **This year** (the starting choice), **All time**
Course	**All courses**, or any one course, from a drop-down
Enrolments	**Any status**, **In progress**, **Finished**, **Cancelled**

The four headline figures

Figure	What it counts	The small line under it
Active courses	Your published courses	"2 still in draft", or "Nothing unpublished"

Figure	What it counts	The small line under it
Enrolments this year (follows the period)	Enrolments in the chosen period	How many in the last 7 days, whatever the period
Earnings this year (follows the period)	What reached you in the period, after refunds and Razorpay's fee	This calendar month's figure. The card links to Earnings.
Certificates this year (follows the period)	Certificates issued in the period	"3 finished without one", only when a learner finished a course that issued no certificate (usually because the course's certificate switch is off)

With **All time** chosen, the labels read "so far", for example **Enrolments so far**.

The four charts

Chart	What it shows, and how to read it
Enrolments and completions	Two lines, **Enrolled** and **Finished**, by day for a week or a month and by month otherwise. Completions are counted against the month the learner enrolled, so the two lines compare the same people. A quiet week shows as a flat line, not a gap.
Enrolments by course	A bar per course, up to eight, most enrolments first. "The darker part of each bar is how many finished." Click a bar to open that course.
Where learners drop off	The same people getting fewer: **Joined your site** (made an account), **Enrolled on something**, **Opened a lesson** (actually started), **Finished a course**, **Earned a certificate**. "Each percentage is of the step above it." If some learners enrolled without opening a lesson, a line says how many, with a **See who** link to your learners list sorted by progress.
Earnings	Stacked bars of **Course sales** and **Memberships**: "What reached you, after refunds and Razorpay's fee". An **All earnings** link opens the Earnings page.

With one course chosen in the filter, the funnel's first step becomes **Enrolled on this course**, and the Earnings chart leaves membership income out, because a membership is not a purchase of any single course.

> **TIP.**
> In the drop-off chart, the step where the bars fall hardest is the one worth fixing first. A big fall between enrolled and opened a lesson usually means learners need a nudge to start: a welcome message, or a short first lesson. A big fall before finishing points at a module that is losing people; **Manage → Learners** shows where in each course they stop.

Coming up, and Recent enrolments

Coming up lists your next five live classes: the class, its course, the day and time in IST, and its length, with "no joining link yet" if you have not pasted one. It ignores the period filter, because what you teach on Thursday matters whatever figures you are looking at. With none scheduled, it says "No live classes are scheduled. You can add one from a course's Content tab."

Recent enrolments lists the eight newest: the learner, the course, a **Completed** badge if they have finished, and the date. **All learners** opens **Manage → Learners**. With none yet: "Nobody has enrolled yet. Share a course link to get started."

If the figures do not load

If the dashboard cannot reach your figures, it says "Your figures could not be loaded just now. Your courses are still here." with a **Go to my courses** button. If only the charts fail, you see "The charts could not be loaded just now. Here are your totals." and eight plain figures instead. Nothing is lost either way; refresh in a minute.

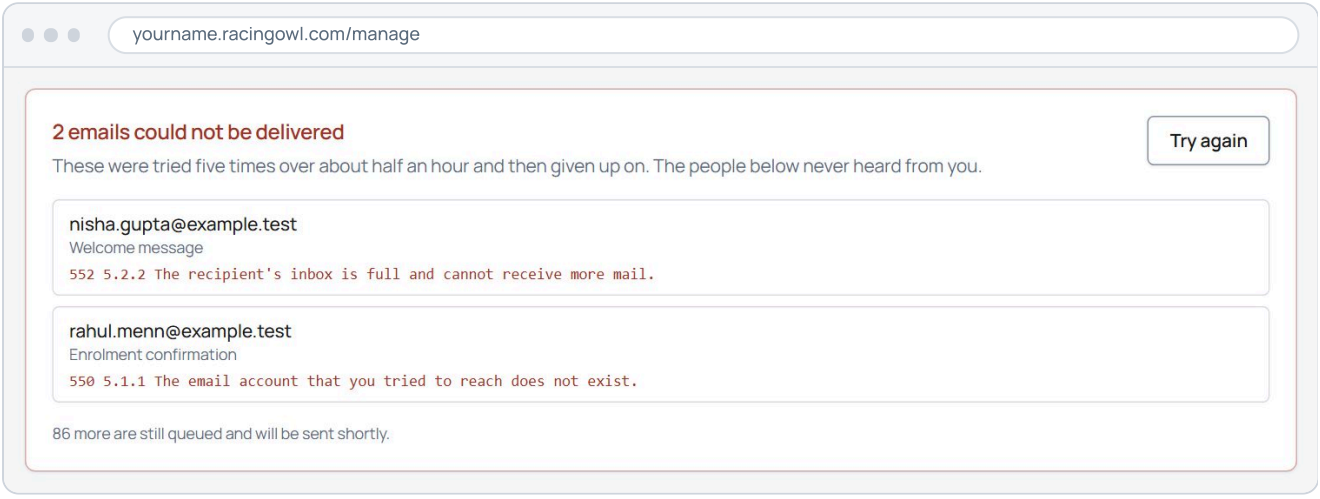
Emails that could not be delivered

Email fails silently by nature: the learner who never got their certificate does not complain, they just think less of the course. So when emails from your site fail, the dashboard says so in a red card near the top, headed with the count, for example "3 emails could not be delivered".

- "These were tried five times over about half an hour and then given up on. The people below never heard from you."
- Each failure shows the address it was for, what it was (for example **Welcome message**, **Enrolment confirmation**, **Course completed, with certificate**, **Password reset link**, **Email confirmation link**, or one of the notices sent to you), and the mail provider's own reason, word for word.
- If more are still waiting to go, a line says "2 more are still queued and will be sent shortly."

1. **Read the reasons.** A mistyped address ("mailbox does not exist") needs the learner to correct their email. A full mailbox may clear by itself.
2. **Send us anything that makes no sense.** The provider's reason, copied into **Ask RacingOwl**, is often the whole answer.
3. **Try again.** Once the cause is fixed, press **Try again**. Every failed email goes back in the queue at once, each with a fresh five tries, and is sent straight away.

When nothing has failed there is no card at all. An invitation that bounced is shown separately, on its own line under **Invited, not joined yet** on the Learners page; see Managing your learners.



The red card for emails that could not be delivered, with two failures, their reasons and the Try again button.

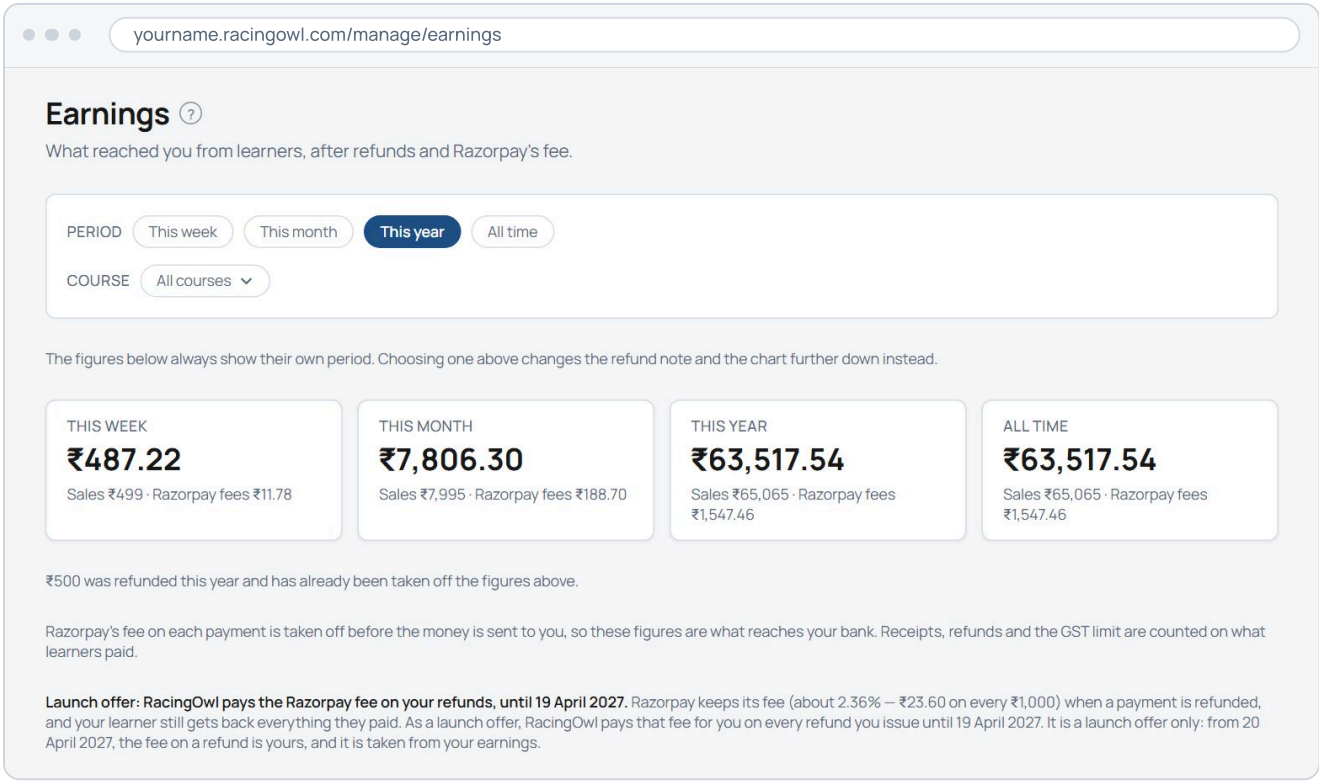
The Earnings page

Go to **Manage → Earnings**, or press the earnings figure on the dashboard. The page is headed **Earnings**: "What reached you from learners, after refunds and Razorpay's fee." The site owner and instructors can both open it; only the owner can refund.

The filter and the four totals

The filter has **Period** and **Course**, as on the dashboard. Under it, four fixed totals: **This week**, **This month**, **This year** and **All time**, counted in India time from the start of the calendar week, month and year. Each shows what reached you, with the sales and fees behind it on a small line, for example "Sales ₹48,000 · Razorpay fees ₹1,133".

These four always show their own period, whatever the filter says. The page says so: "The figures below always show their own period. Choosing one above changes the refund note and the chart further down instead."



The top of the Earnings page: the filter, the four totals with sales and fees under each, and the notes below them.

The notes under the totals

- When anything was refunded in the chosen period: "₹2,499 was refunded this year and has already been taken off the figures above."
- Always: "Razorpay's fee on each payment is taken off before the money is sent to you, so these figures are what reaches your bank. Receipts, refunds and the GST limit are counted on what learners paid."
- The refund-fee launch offer, with its end date (see "The refund-fee launch offer", below).

The chart

Titled with the period you chose, it shows stacked bars of **Course sales** and **Memberships**, by day for a week or a month and by month otherwise. With a course chosen, only that course's sales are shown, and the caption explains that membership income is left out.

What counts, and what does not

Counted	Not counted
Paid course purchases, less anything refunded, less Razorpay's fee	A checkout opened but never paid, or a payment that failed
Paid membership months, less anything refunded, less Razorpay's fee	Courses and months a discount made free (they carry ₹0)
	Money you recorded as taken yourself (listed separately under **Recorded by you**)
	What you pay RacingOwl for your plan

Payments

Every payment, course sales and membership months together, newest first, 25 to a page. Each row shows:

Part of the row	What it tells you
Name	The learner's name, or their email if they gave no name
Item	The course title as it was when sold, or **Membership**, followed by "code DIWALI50" if a discount code was used
Refund	The refund control, for the owner, while any money is still held
Badge	**Refunded** when all of it went back, or "₹500 refunded" for part
Large amount	What reached you: paid, less any refund, less Razorpay's fee
Small line	What was paid and the fee, for example "₹2,499 paid · ₹59 Razorpay fee". "Razorpay fee not recorded" marks a payment from before fees were shown here. "on its way to you" means your share is still being sent to your bank.
Date	The day it was paid

Use **Older →** and **← Newer** at the foot of the list to page through; your filters are kept. With no payments yet: "No payments yet. Once a learner buys a course or a membership, it appears here."

The Razorpay fee shown on each payment includes the GST on it, 2% plus GST, 2.36% in all, so what reached you is already after both.

Recorded by you

If you have recorded payments you took yourself, in cash or by transfer (see Managing your learners), they are listed under **Recorded by you**, with a count and a total: "Money you wrote down as taken yourself, in cash or by transfer. Not in the figures above and not on any receipt: RacingOwl never handled it, so it cannot be refunded from here either." It sits below the payments and above the receipts, kept apart from every figure, because the figures above are what your bank statement will match.

Receipts and credit notes

Every paid course or membership month gets a receipt, raised in your name from your site's own numbered series for each financial year, and emailed to the learner with a PDF. Every refund raises a credit note in the same series. You never raise anything by hand. The **Receipts and credit notes** section lists every one your site has issued, newest first, 25 to a page, with its own **Older →** and **← Newer**:

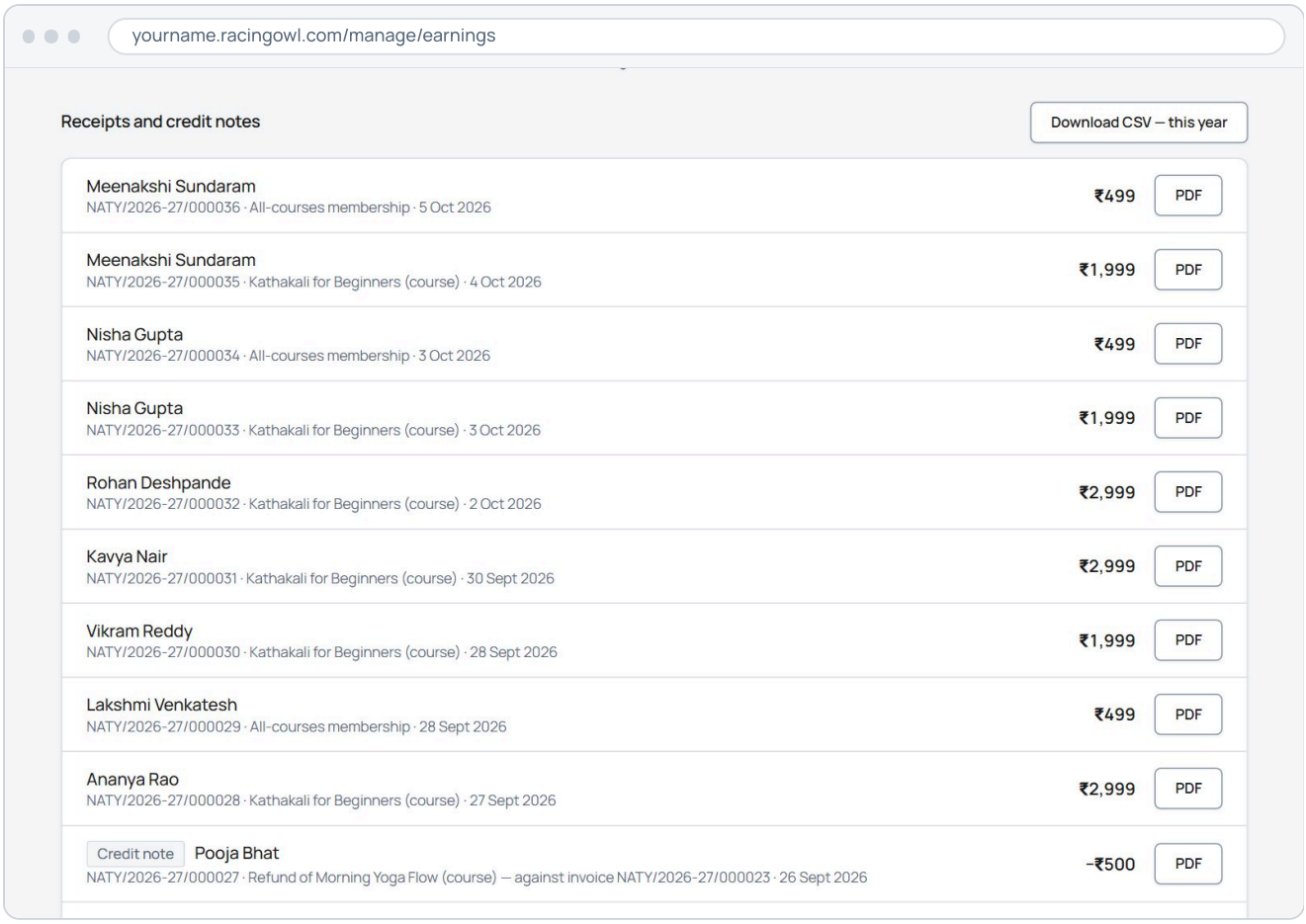
- The learner's name, with a **Credit note** badge on a credit note.
- The number, what it was for, and the date.
- The amount (a credit note shows as a minus).
- A **PDF** button to download the document.

A course or membership month that a discount made completely free still gets a numbered ₹0 receipt naming the code (or the sale's name). Without a GSTIN on your Payments page, your receipts carry no GST; with one, GST is shown as included in the price the learner paid. See Setting up payments for your billing details.

Download CSV for your accountant

The button at the top of the section is labelled with your chosen period, for example **Download CSV — this year**. Choose the period in the filter at the top of the page first. The file holds every receipt and credit note issued in that period, one per row, with credit notes as negative amounts. Its columns:

Column	Contents
Date	When it was issued
Number	Its number in your series
Type	Receipt or Credit note
Learner, Email	Who it was issued to
Item	What it was for
Before GST, GST, Total	The amount and its GST split
Razorpay fee, Received	Razorpay's fee on the payment, and what reached you
Currency	INR
Payment reference	Razorpay's reference, for matching against your bank statement



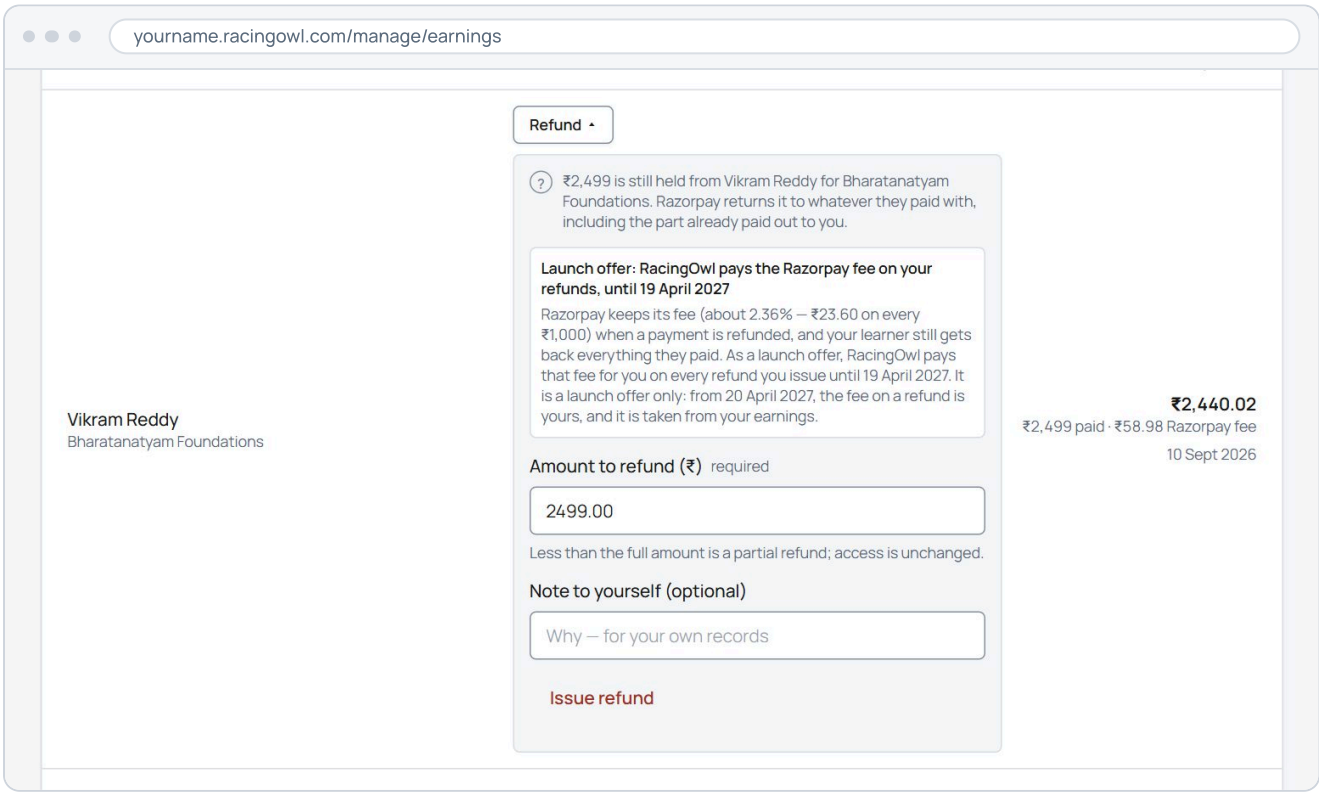
The Receipts and credit notes section: a receipt, a credit note with its badge, the PDF buttons and the Download CSV button.

Refunding a course payment

Refunds are the site owner's to give, from the Earnings page. An instructor sees the payments but no **Refund** control. Learners cannot refund themselves; they ask you, and you decide.

1. **Find the payment.** On **Manage → Earnings**, find the learner's row under **Payments**.
2. **Open Refund.** Press **Refund** on the row. A small panel opens under it, saying how much is still held from that learner for that course, and that "Razorpay returns it to whatever they paid with, including the part already paid out to you." The refund-fee offer is repeated in a box.
3. **Check the amount.** **Amount to refund (₹)** is already filled with everything still held. Leave it as it is for a full refund, or type a smaller figure for a partial one: "Less than the full amount is a partial refund; access is unchanged." You cannot refund more than is held ("At most ₹2,499.00 is still held on this payment.").
4. **Add a note if you like.** **Note to yourself (optional)**, up to 500 characters, "Why — for your own records". The learner never sees it.
5. **Issue it.** Press **Issue refund**. A confirmation asks "Refund Priya Sharma?" and explains that the money cannot be recalled, that a full refund ends access to the course and a partial one does not, and that a credit note is emailed either way. Press **Issue refund** again to go ahead (it says **Refunding…**), or **Keep the payment** to back out.

6 **Read the result.** The panel says "Refunded. Priya Sharma has been emailed, and the money goes back through Razorpay within a few working days." and who pays Razorpay's fee on it. The row's badge and every total update at once.



The Refund panel open under a course payment: the amount already filled in, the note box, and the refund-fee launch offer.

What happens	Full refund	Partial refund
The money	All of it goes back to what the learner paid with	The amount you typed goes back
Access to the course	Ends, unless they had already finished it: a finished course stays finished, certificate and all	Unchanged
A private course's list	The learner comes off it until you name them again	Unchanged
A discount they used	The use is given back, to them and to the total	The use stands
Paperwork	A credit note against the original receipt, emailed to the learner	The same
Row on Earnings	**Refunded**	"₹500 refunded"; you can refund more later, and the box then holds what is left

IMPORTANT.
Razorpay returns the money to whatever the learner paid with, including the part already paid out to you, and it cannot be recalled once sent. RacingOwl does not track when it lands; Razorpay usually takes a few working days. If Razorpay refuses a refund, its message is shown and nothing is recorded.

> **WHAT YOUR LEARNER SEES.**
> An email, "Refund of ₹2,499 from" your site, saying the money goes back to what they paid with, whether their access has ended or is unchanged, and with the credit note attached as a PDF. The credit note also appears beside the original receipt in their Billing & History on your site. After a full refund the course leaves their active courses, unless they had finished it.

A course that a discount made free has nothing to refund, so no Refund control appears on it. No email goes to you about a refund you issued, and nothing is sent on WhatsApp.

Refunding a membership month

A membership is refunded **one month's payment at a time**, from the same **Refund** control on that month's row in the Payments list. Each month a member paid is its own row, so you choose exactly which month you are giving back. The panel says the money is held "for this month's membership", and adds: "This is one paid month, not the membership as a whole. Refunding it in full ends their access now, and if it is the month running, any auto-renew they turned on stops too, so they are not charged for it again. A partial refund keeps both."

You refund…	What happens
The month still running, in full	That month ends now. The courses the membership opened close as for any lapsed membership, unless the learner has already paid for a later month. Any auto-renew they turned on stops, so they are not charged for it again.
An older, finished month, in full	Only that month is refunded. It keeps the date it ended on, the current month is untouched, and auto-renew carries on.
Any month, in part	Only the money moves. The membership and auto-renew stay as they are.

Every membership refund raises a credit note naming the month, and the learner gets the same refund email, naming "your all-courses membership". A month you recorded as paid outside RacingOwl cannot be refunded here, because that money never came through RacingOwl; return it the way you were given it. A month a discount made free has nothing to refund.

The refund-fee launch offer

Launch offer: RacingOwl pays the Razorpay fee on your refunds, until 19 April 2027. Razorpay keeps its fee (about 2.36%, ₹23.60 on every ₹1,000) when a payment is refunded, and your learner still gets back everything they paid. As a launch offer, RacingOwl pays that fee for you on every refund you issue until 19 April 2027. It is a launch offer only: from 20 April 2027, the fee on a refund is yours, and it is taken from your earnings.

The offer is stated on the Earnings page, in the refund panel, in the confirmation and in the message after a refund, so you always know which applies to the refund in front of you.

Your GST invoices from RacingOwl

Money flows two ways, and the paperwork does too. Your learners' receipts are covered above. For what *you* pay RacingOwl, every payment for your plan and add-ons gets a **GST invoice** from RacingOwl, emailed to you with the "plan renewed" or "plan upgraded" email.

- They are kept under **Manage → Your RacingOwl plan**, in the **Billing & History** section: "Every GST invoice RacingOwl has raised to you, newest first." The six most recent are listed with PDF links; when there are more, a **See all** link (for example "See all 9 invoices") opens the **All invoices** page.
- Plan and add-on prices are shown without GST; 18% is added at checkout. The invoice splits it as CGST and SGST, or IGST, according to the state in your billing details.
- A free trial, and free time added to your plan (a referral month, or a founding trainer's months), raise no invoice because nothing was paid. Free time is listed under **Free time added to your plan** in the same section.

Plans and billing are covered in Choosing your RacingOwl plan.

Common questions

Q Why is my earnings figure less than what learners paid?

Because it is what reached your bank: what learners paid, less refunds, less Razorpay's fee on each payment (2.36% including GST). The small line under each total shows the sales and fees behind it.

Q I picked "This month" but the four totals did not change.

That is expected. The four totals always show their own named period. The filter changes the refund note and the chart below them.

Q A payment says "on its way to you". Is something wrong?

No. Your share of that payment is still being sent to your bank by Razorpay. It changes by itself once sent.

Q Can my instructor give refunds?

No. Only the site owner sees the Refund control. Instructors can read the Earnings page.

Q Can I undo a refund?

No. Once Razorpay sends the money back it cannot be recalled. That is why the box is filled in for you and a confirmation comes first.

Q A learner asked for a refund but finished the course. Do they lose their certificate?

No. A finished course stays finished after any refund, and its certificate stands.

Q Where are the receipts I paid RacingOwl?

Under **Manage → Your RacingOwl plan → Billing & History**, and in your email. The Earnings page holds only the receipts your site issued to learners.

Q The cash I recorded is not in my earnings.

On purpose. It is listed under **Recorded by you**, kept out of every figure, because RacingOwl never handled it and your bank statement will not show it through Razorpay.

Q The dashboard says emails could not be delivered. What should I do?

Read the reason under each one. Fix what you can (usually a mistyped learner address), send us anything that makes no sense through **Ask RacingOwl**, then press **Try again**.

Q A learner paid but the payment is not listed.

Give it half an hour: RacingOwl hears about a payment from Razorpay itself and checks again a little later. If it still is not there, ask the learner for the time they paid and write to us through **Ask RacingOwl**. See If something isn't working.

Related: Setting up payments, Pricing your courses, Discounts and coupons, Managing your learners, Choosing your RacingOwl plan.

CHAPTER

09

Managing your learners

This chapter is about the people on your site: who counts as a learner, how to read the Learners page and find who has stalled, how to bring across a class you already teach, how to file people into groups, and how to record money a class has already paid you. It also covers what happens when your plan is full, who takes a place on your plan and who no longer does, how to remove a learner, what happens when a learner leaves, and how to send one email to everyone. By the end you will have invited your first learners and know how to chase the ones who have not joined yet.

WHERE	TIME NEEDED	BEFORE YOU START	PLAN
Manage → Learners, Manage → Groups and Manage → Email learners	About 15 minutes to invite a class and put it in a group; a minute or two each time you check in after that	Your own email address confirmed, at least one published course, and the email addresses of the people you already teach	Every plan. Recording a payment you took yourself needs your site to charge through One monthly membership.

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Who counts as a learner

Before anything else, it helps to know exactly who appears on the Learners page and in your learner count, because the same rule is used everywhere: on the Learners page, on your dashboard, in the learner meter on your plan page, in the list **Email learners** sends to, and in every group.

A person becomes a learner of your site by **acting** on it. Any one of these makes them a learner:

- enrolling on a course, free or paid;
- buying your monthly membership;
- posting in a discussion or a topic, or writing to you in Chats;
- signing in on your site's own sign-in form;
- accepting an invitation you sent;
- having a payment you took yourself recorded against them.

Somebody who only opened a course page is never counted, even if they were signed in to RacingOwl at the time. Neither are you, nor anyone else who runs the site. Somebody who has **left** your site, or whom you **removed**, is not counted either, until they act again. So the number at the top of the page is real: every row is a person who chose your site, and the welcome email they received said so. The **?** beside the page title says the same thing in two sentences.

One more rule applies to your **plan's** count alone. A learner who has **finished everything** they took with you — no course still open, no membership running — stays on the Learners page and in its total, but no longer takes a place on your plan. Their row says **Not counted on your plan — finished**, the heading says how many of your learners count, and the meter on your plan page explains the difference. They take a place again only by enrolling in something new, which goes through your plan's limit like any newcomer. Whether you price per course or sell a membership makes no difference to this.

> TIP.
> Because the count only grows when people act, a learner you invited does not count until they follow the link and join. Invitations never use up places on your plan.

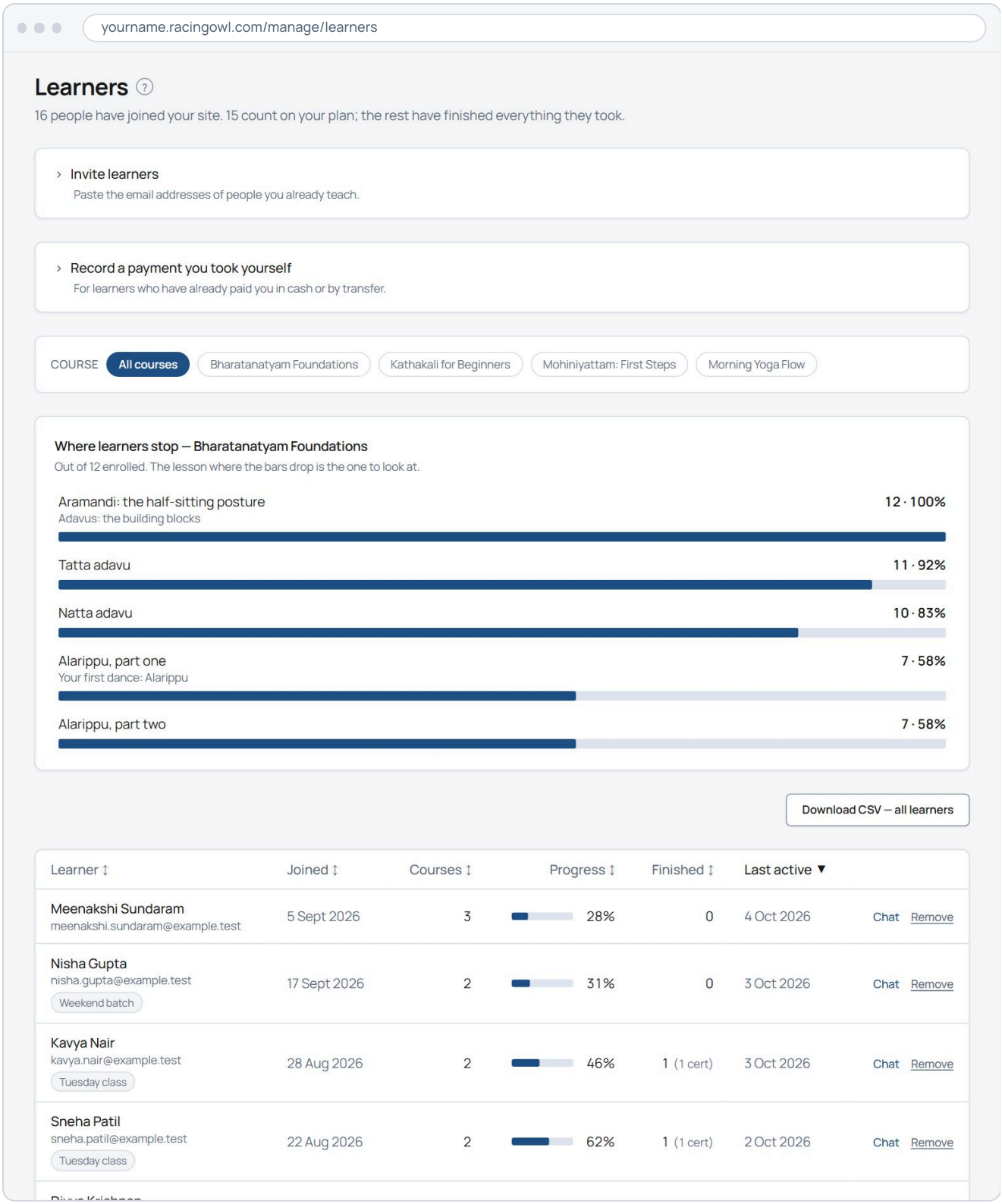
The Learners page, from top to bottom

Open **Manage → Learners**. The heading says how many people have joined, for example "42 people have joined your site.", and, when some of them have finished everything they took, how many count on your plan. Below it, in this order, you may see:

1. **Waiting to join**, open, only when somebody is waiting because your plan was full (see "When your plan is full" below).
2. **Invite learners**, folded shut. Press it to open the invitation form.
3. **Record a payment you took yourself**, folded shut.
4. **Invited, not joined yet**, only when at least one invitation is still outstanding.
5. **Payments you recorded yourself**, folded shut, only once you have recorded at least one.
6. A row of **Course** chips: **All courses** and one chip per course.

7. The chart **Where learners stop** for one course.
8. The **Download CSV** button and the learner table, with page links under it when there are more than 25 learners.

The two forms are folded because most visits to this page are to read the figures. They are on this page rather than a page of their own because "who is on my site" and "put more people on my site" are one thought. The first time you open the page, a short tour points at the chart, the table and the panels; the compass button at the bottom right replays it.



Manage → Learners: the count, the course chips, the drop-off chart and the learner table.

A new site with nobody on it shows **No learners yet** instead of the table, with a **Go to my courses** button, and a reminder that **Invite learners** above is the quickest way to bring people across.

The learner table

The table has one row per learner. Each column header is a link: press it to sort by that column, press it again to reverse the order. A small arrow shows which column is sorted and which way. When you first open the page it is sorted by **Last active**, most recent first.

Column	What it shows	First press sorts
Learner	Their name with their email address underneath, or just the email address if they never gave a name. Any groups they are in appear as small labels under the name.	A to Z
Joined	The day they became a learner of your site.	Newest first
Courses	How many of your courses they are enrolled on.	Most first
Progress	Lessons finished out of lessons available, across every course they are on, as a bar and a percentage. "No courses yet" if they are on none.	Least progress first
Finished	How many courses they have completed, with "(2 certs)" beside it when they have earned certificates.	Most first
Last active	The later of the last lesson they completed and the last time they enrolled. A dash if neither has happened.	Most recent first
(no heading)	A **Chat** link that opens a private chat with that learner, and **Remove**, which takes them off your list (see "Removing a learner" below).	Not sortable

Progress is deliberately sorted the other way round from the rest. Nobody opens that column to find their best learner; they open it to find whoever has stopped. One press puts the stalled learners at the top, and the **Chat** link at the end of their row lets you write to them straight away (see Chats with learners). A short personal note to somebody who enrolled and stalled is the cheapest way there is to keep a learner.

> **IMPORTANT.**
> "Last active" is not "last signed in". RacingOwl keeps no record of when somebody signed in. It only knows when they last finished a lesson or enrolled. A learner who has been reading a long PDF for a week will look quiet here.

Narrowing the table to one course

Press a course chip above the chart. The chart redraws for that course, and every row's figures are worked out for that course only. Learners who are not on that course **stay in the list** with empty figures rather than disappearing, so you can also see who has not signed up for the thing you are asking about. Press **All courses** to go back.

The sort, the course and the page number all live in the page's web address. You can bookmark a view such as "course X, least progress first", send it to yourself, or use the browser's back button to return to it. Choosing a new sort or a new course takes you back to page one.

Reading the progress figure

Progress counts every lesson equally, across every course a learner is on. A learner on a forty-lesson course and a one-lesson course is mostly measured by the long one. And a lesson that is not open yet for them (because of a release rule, see Creating your first course) still counts in "lessons available", so a learner on a course that releases lessons over time cannot show 100% until the last lesson has opened for them.

Where learners stop: the drop-off chart

The chart is titled **Where learners stop**, followed by the course's name. It has one bar per lesson, in course order. Each bar shows how many enrolled learners have completed that lesson, as a number and a percentage, for example "14 · 70%". The module name is printed under the first lesson of each module.

If you have not picked a course chip, the chart shows the course with the most enrolments. The caption under the title says "Out of 20 enrolled. The lesson where the bars drop is the one to look at." If nobody is enrolled yet it says so, and a course with no lessons says that instead.

The bars are measured against everybody enrolled, not against the best lesson. So a course that everybody abandons at lesson two still shows the drop clearly. What to look for:

- **A cliff between two bars.** The lesson after the drop is where people give up. Look at it: is it too long, too hard, a video that does not play, a quiz with too high a pass mark?
- **A slow, steady slope.** Normal for a long course. Consider breaking it up or adding a live class part way through.
- **A drop on the very first lesson.** People enrolled and never started. A welcome email (see "Emailing your learners" below) often helps.

Your dashboard has a different chart, **Where learners drop off**, which follows people from joining your site to earning a certificate rather than lesson by lesson (see Your dashboard and earnings).

Downloading your learners as a spreadsheet

Above the table, **Download CSV — all learners** saves every learner on your site as a spreadsheet file, not just the 25 you can see on the page. If you have picked a course chip first, the button reads **Download CSV — this course**. The file then holds the same people as the table, with each learner's figures for that course only; somebody not on the course is still listed, with zeros. The file is named with the day's date, for example **learners-2026-10-14.csv**, and opens in Excel, Google Sheets or any spreadsheet program.

The file has one row per learner, sorted by name so it reads like a register, with these columns:

Column	What it holds
Name	Their name, blank if they never gave one
Email	Their email address
Joined	The date they joined, in IST
Courses	How many courses they are on

Column	What it holds
Finished	How many courses they have completed
Certificates	How many certificates they have earned
Lessons done	Lessons completed
Lessons available	Lessons on their courses
Progress %	Lessons done as a percentage of lessons available
Last active	The date of their last lesson or enrolment, in IST
Groups	The groups they are in, separated by semicolons

It holds the same people and the same figures as the table. The list is yours: download it whenever you like, and keep it. If the list cannot be read at that moment, the download fails with a message rather than giving you an empty file, so an empty spreadsheet never means "nobody".

Inviting the class you already teach

If you already teach people somewhere else, on WhatsApp, in a hall, over Zoom, inviting them is the quickest way to bring them across. You paste their email addresses; each person gets an email from you with a link; following the link makes their account and puts them on your site.

Nothing is created for anybody when you send. An account exists only once the person follows the link and chooses a password. Until then they are an invitation, not a learner, and they do not count towards your plan.

Before you invite

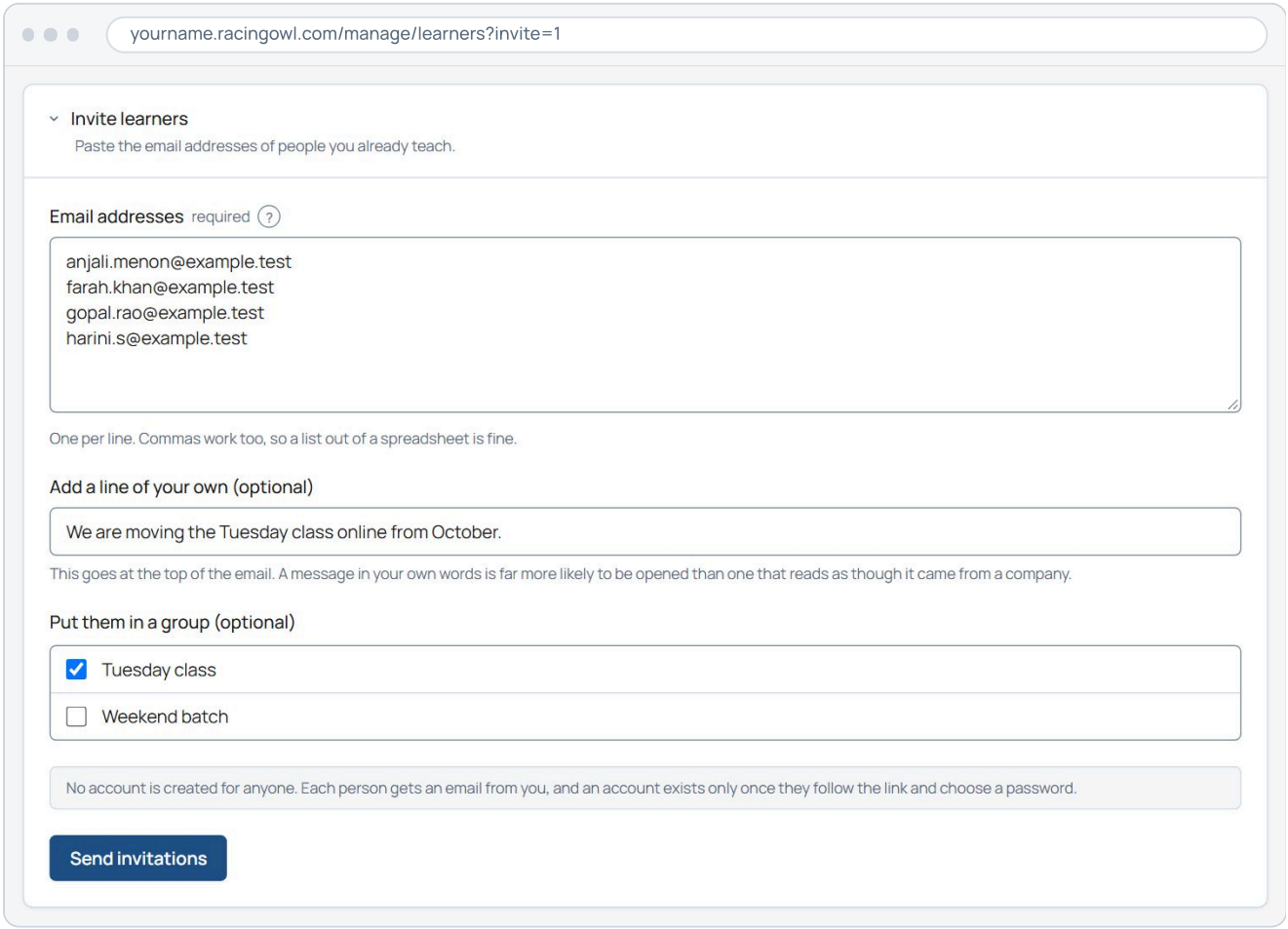
- **Confirm your own email address.** Invitations are refused until you have: "Confirm your own email address first. We will not send invitations from an account we cannot reach."
- **Publish at least one course,** so the people who arrive have something to open.
- **Consider making a group first,** such as "Tuesday class" (see "Groups" below), so everybody who accepts is filed as they arrive.
- **Set a Contact email** under Manage → Settings if you want replies to go to a particular address. Replies to your invitation go to that address, or to your own sign-in address if the site has none.

1. **Open the form.** Go to Manage → Learners and press **Invite learners** ("Paste the email addresses of people you already teach."). On a new site the dashboard's **Invite your learners** card has an **Invite learners** button that opens this form already unfolded.
2. **Paste the addresses.** In **Email addresses**, put one address per line. Commas work too, so a column copied out of a spreadsheet is fine. Blank lines, stray commas, capital letters and the same address twice are all tidied up for you. Up to 300 addresses go in one paste.

3. **Add a line of your own.** **Add a line of your own (optional)** goes at the very top of the email, above anything RacingOwl wrote. For example: **We are moving the Tuesday class online from October.** This line matters more than anything else on the form: a message that reads as coming from their teacher gets opened, and one that reads as coming from a company they have never heard of does not.

4. **Choose a group, if you like.** Under **Put them in a group (optional)**, tick one or more of your groups. Everybody who accepts lands in those groups. If you have no groups yet, the form says so.

5. **Send.** Press **Send invitations**. The button reads **Sending…** while it works.



The Invite learners form, open, with addresses pasted, a personal line and a group ticked.

What you see after pressing Send invitations

A short report appears above the button:

- "7 invitations sent." counts everybody who was sent an email, including anybody who had an older invitation that has now been replaced with a fresh one.
- "Already on your site, so nothing was sent to …" names anybody who is already one of your learners.
- "These did not look like email addresses and were skipped: …" names, in red, any line that is not an address. The rest still go. Fix the skipped lines and send just those again.

RacingOwl never tells you whether an address already has a RacingOwl account somewhere else. Every valid address gets the same answer. This is on purpose: otherwise anybody could paste addresses into this box to find out who uses RacingOwl.

The email your learner receives

The subject line leads with your name, for example "Priya Sharma has invited you to Priya's Yoga Studio". Your own line sits at the top of the message. The email goes out under your site's name from RacingOwl's own invitations address, and replies go to your site's contact address (or your own address). It carries a button that opens a page on your site's own address.

> **WHAT YOUR LEARNER SEES.**
> The link opens a page headed with your name and your site, for example "Priya Sharma has invited you to Priya's Yoga Studio", and the address being joined, which they cannot change. Somebody new sees "One step and you are in. Nothing has been set up for you yet.", then **Your name** (optional), **Choose a password** (at least 10 characters), their age, either **I am 18 or over** or **I am under 18, and a parent or guardian agrees to me using RacingOwl**, and a tick for **I agree to the terms of service and the privacy policy**. Pressing **Join** followed by your site's name makes their account, already confirmed, signs them in and puts them on your site. Somebody who already has a RacingOwl account with that address is asked for **Your RacingOwl password** instead, answers the same age question and tick, and is added to your site. One password works at every site on RacingOwl, so they never end up with two accounts.

A link that has already been used, has run out, or that you withdrew opens a page saying "This link is not valid any more", which asks them to get a new one from whoever invited them and offers a sign-in link for anybody who has already joined.

Limits on invitations

Limit	What happens
Links last a week and work once	After seven days the link stops working. Press **Remind** or invite the address again for a fresh link.
200 invitations a day per site	Counted over the last 24 hours, and reminders count too. Going over is refused with how many you have sent and "try the rest tomorrow".
300 addresses in one paste	A bigger paste is refused with the number you pasted. Split it in two.
The bounce pause	If more than one in ten of your site's invitations from the last day bounced or were marked as spam (once five or more have gone), new invitations pause: "Invitations from this site are paused for a day because too many recent ones bounced. Check the addresses and try again tomorrow." It lifts by itself once those bounced sends are a day old.
Your email confirmed	Nothing is sent until your own address is confirmed.

The bounce pause exists because invitations are the only email RacingOwl sends to people who never asked to hear from it. When too many bounce, email providers start treating everything from RacingOwl with suspicion, including your learners' receipts and certificates. Check addresses before you paste them.

Invited, not joined yet

Above the learner table, **Invited, not joined yet** lists every invitation not yet taken up, with the count in brackets. It is the list to work through on the morning of your first session. When somebody accepts, they leave this list and appear in the table as a learner.

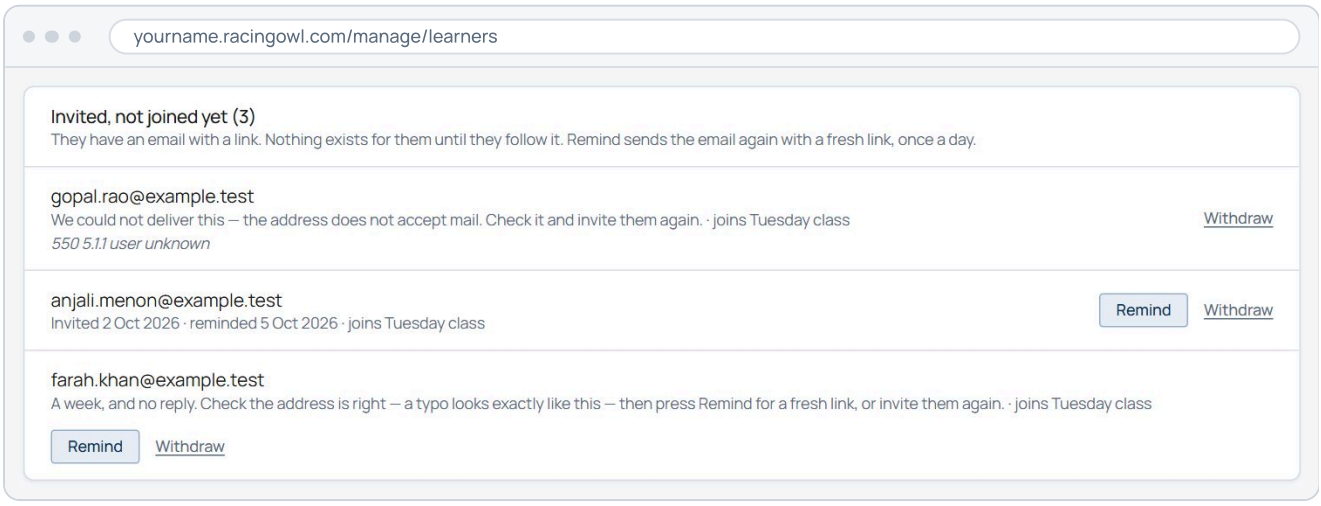
Each line shows the address and one of these:

The line says	What it means and what to do
"Invited 3 Oct" (and "· reminded 5 Oct" once you have reminded them)	The link is live. Give them time, or press **Remind** the next day.
"A week, and no reply. Check the address is right — a typo looks exactly like this — then press Remind for a fresh link, or invite them again."	The link ran out unused. Very often the address was mistyped. Check it with the person, then press **Remind**, or paste the corrected address into the invitation form.
"We could not deliver this — the address does not accept mail. Check it and invite them again."	The email bounced. The mail provider's own reason, such as "550 5.1.1 user unknown", appears in italics underneath. There is no **Remind** button on this line. Get the right address and invite that.

If the invitation carried groups, the line ends with "joins" and the group names.

Remind sends the same email again with a fresh link and a fresh week, headed "A reminder:" followed by the original subject. The earlier link stops working. The groups you chose stay exactly as they were. The reminder does not carry your personal line again; it only says the earlier link has been replaced. You can remind the same person once a day, counted from the last email of either kind; pressing it sooner shows "They were emailed less than a day ago. Give it a day before reminding them." under the line. A reminder counts as one of your 200 a day, and the bounce pause and the confirm-your-address rule apply to it too.

Withdraw asks "Withdraw the invitation to …?" and explains "Their link stops working. Nothing else changes, and you can invite them again whenever you like." Press **Withdraw** to confirm, or **Keep it** to change your mind. Use it for an invitation sent to the wrong person.



Invited, not joined yet: a live invitation with Remind and Withdraw, a week-old one, and one that bounced with the provider's reason.

> **TIP.**
> Pasting an address that already has an outstanding invitation also sends a fresh link, but it *replaces* the groups on that invitation with whatever you ticked this time. To chase somebody without touching their groups, use **Remind** instead.

When an invitation bounces

A bounce is the mail provider telling RacingOwl that an address does not exist or will not accept mail. The line changes to say so, whatever the age of the invitation, because knowing the address is wrong is the useful fact. A spam complaint is treated the same way, with the reason "They marked it as spam." underneath.

To fix it, find out the right address and invite that; inviting the same address again clears the warning. RacingOwl can tell you when an email failed. It cannot tell you that one was read: no line on this page ever says "delivered", because silence from the provider is not proof of arrival.

Other emails your site sends that could not be delivered, such as a welcome or an enrolment confirmation, appear on a red card on your dashboard with a **Try again** button (see Your dashboard and earnings).

Groups

Manage → Groups is your own filing: a name and a list of people on your site. "Tuesday class", "the advanced group", "2026 batch". Nothing more. Your learners never see a group, and being in one changes nothing for them on its own. Each learner's groups show as small labels under their name on the Learners page.

Groups earn their keep three ways, and each turns thirty separate actions into one:

- **A private course for a whole class,** ticked in one go on the course's Details tab under **Who can reach it** (see Creating your first course).
- **Inviting a whole class** straight into a group, so they are filed as they join.
- **Recording that a whole class has already paid you** for the membership (see the next section).

Groups cannot be used to pick who receives **Email learners**, and they do not appear in any figures or charts.

Making a group

1. **Start a new group.** Go to Manage → Groups and press **New group**.
2. **Name it.** In **Group name**, type something you will recognise in a list, up to 60 characters. Two groups may have the same name, though it is easier if they do not.
3. **Add people, if you know who.** Under **Who is in it (optional)**, type at least two letters of a name or an email address in **Find a learner**. Matching learners appear underneath (up to 20); press **Add** beside each one you want. Each person you add appears above the search box with a ✕ to take them off again. Pressing Enter in the search box searches; it never saves the form by accident.
4. **Save.** Press **Create group**. You land on the group's own page.

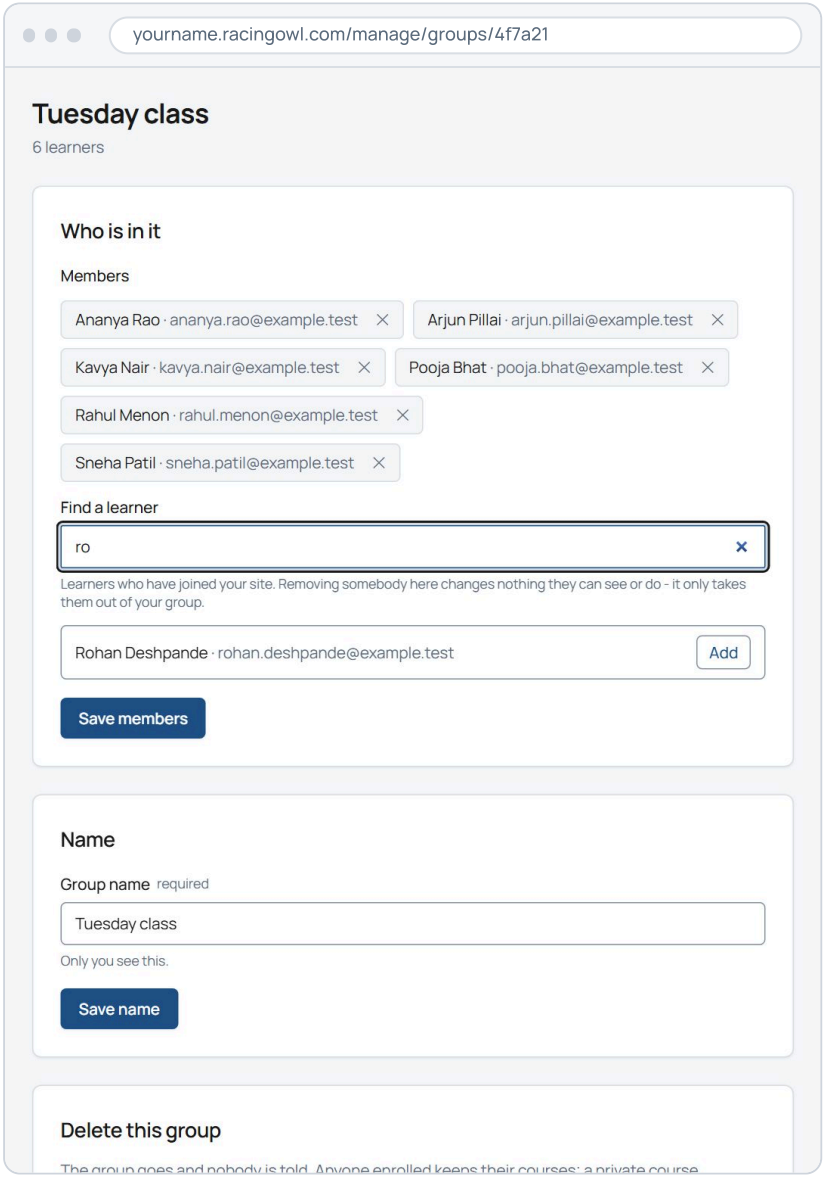
Leaving the group empty is fine and common. A group made before its people have joined can be filled later from its own page, or by inviting people straight into it.

IMPORTANT.
The search only finds people who have already joined your site. Somebody you have invited but who has not accepted is not a learner yet, so they cannot be added by hand. Tick the group on their invitation instead, and they land in it when they accept.

Changing a group

Open the group from the list (each row shows the name and "12 learners"). Its page has three panels:

- **Who is in it**: the members, with the same search to add people and a ✕ beside each to take them out. Press **Save members**; "Saved." confirms it. Taking somebody out of a group takes nothing away from them and tells them nothing.
- **Name**: change the **Group name** and press **Save name**. "Renamed." confirms it, and the new name shows everywhere the group is used.
- **Delete this group**: press **Delete group**. You are asked "Delete the group …?" with what it means: the people in it keep every course they are enrolled in, but a private course they reached only through this group, and never enrolled in, closes to them. Nobody is told. Press **Keep it** if you change your mind.



A group's page: Who is in it, with the learner search, then Name and Delete this group.

Somebody who **leaves** your site drops out of the group's count and out of the member list, but stays in the group behind the scenes. If they come back in June, your filing is still right, and saving the member list in the meantime does not remove them.

Recording a payment you took yourself

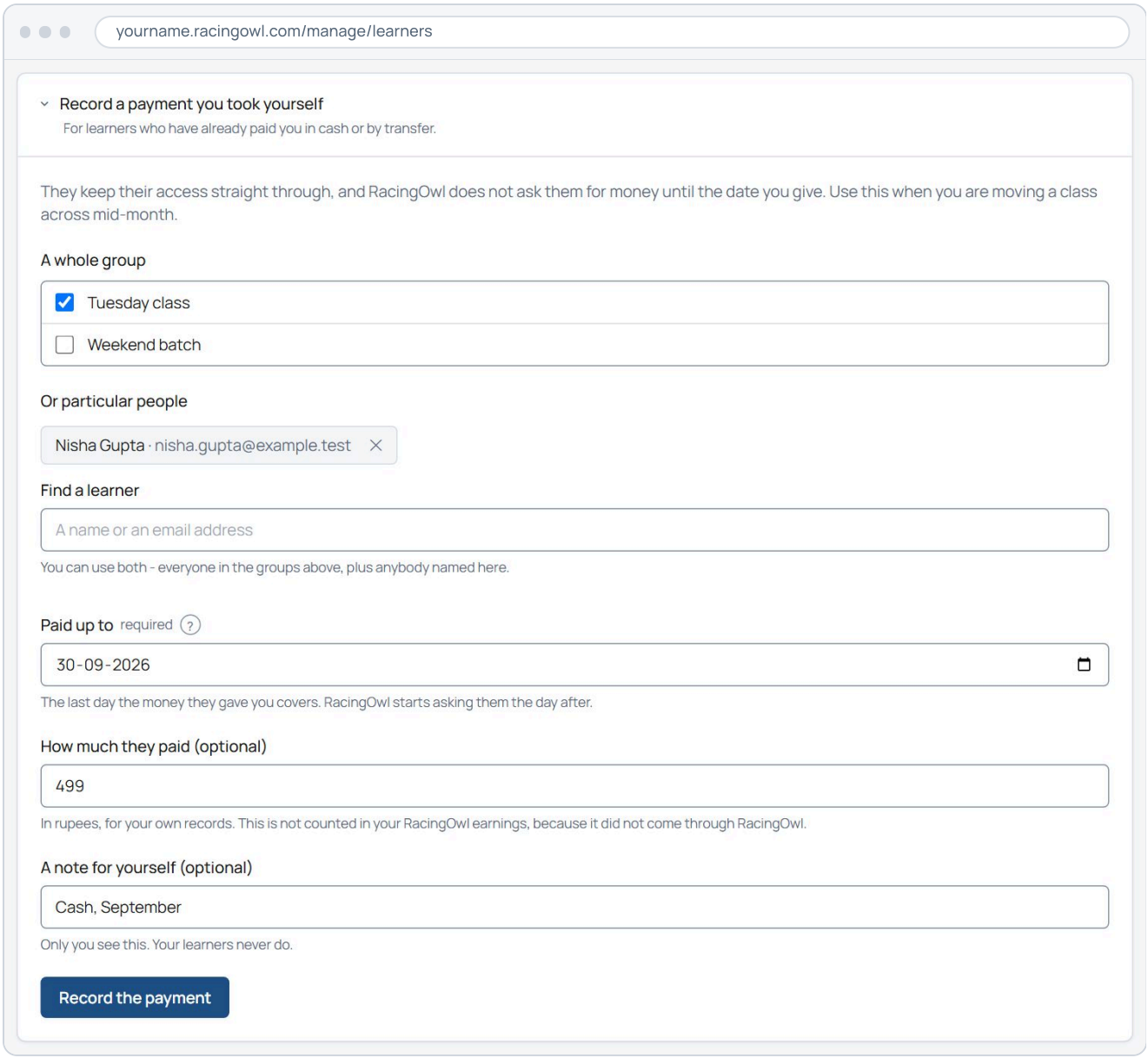
Moving a class across in the middle of a month is the awkward part. They have paid you in cash up to the 30th, and you do not want RacingOwl asking them for money again on the 12th. **Record a payment you took yourself** is the answer: you say who, and the last day their money covers, and they are in straight away with nothing owing until the day after that date.

Before you start

This needs your site to charge through **One monthly membership** (**How you charge**, under **Manage → Membership offer**; see Pricing your courses), because the time up to your date is recorded as a paid period of that membership. Without it, the panel shows a sentence pointing you to Membership offer instead of the form.

The people must already be learners of your site. Invite them first, and record the payment once they have joined.

1. **Open the form.** On **Manage → Learners**, press **Record a payment you took yourself** ("For learners who have already paid you in cash or by transfer.").
2. **Say who.** Tick groups under **A whole group**, name people under **Or particular people** using **Find a learner**, or both. Somebody in two ticked groups, or in a group and named as well, is covered once.
3. **Give the date.** In **Paid up to**, choose the last day the money they gave you covers. That whole day is covered; RacingOwl starts asking them the day after. The date must be in the future.
4. **Note the amount, if you like.** **How much they paid (optional)** is in rupees, for your own records, for example `499`. Leave it empty if you only want to say they are square with you.
5. **Add a note for yourself.** **A note for yourself (optional)**, for example `Cash, September`. Only you see it.
6. **Save.** Press **Record the payment**.



Record a payment you took yourself: a group ticked, a paid-up-to date, an amount and a note.

The report says "Recorded for 28 learners." If anybody was already paid up beyond the date you gave, for instance somebody who renewed by card last week, they are skipped and named: "Already paid up beyond that date, so nothing was added for …". The rest still go through. That named person is the one whose money may now be in two places, so check with them.

How the time is worked out

For each learner, the recorded time starts where their current paid time ends, if that is still in the future, and otherwise today. So recording "paid to the 30th" for somebody whose card month runs to the 20th adds the ten days after it. A second record with a later date stacks on the first.

What happens next

- They have the membership straight away, and every Members only course opens to them. If an earlier lapse had closed their courses, those reopen at once with their progress kept.

- Before the date runs out, they get the ordinary membership reminder, as they would for a month paid by card.
- When the date passes, they can pay by card or UPI as usual. If they do not, the membership lapses the ordinary way.

> **WHAT YOUR LEARNER SEES.**
> An ordinary active membership. They are not emailed about the record, they get no receipt for it, and nothing tells them it was recorded rather than paid by card. They never see the amount or your note.

Where your records are kept

Everything you record is listed under **Payments you recorded yourself** on the Learners page, newest first: the learner, the amount (a dash where you left it empty), "Paid up to" the date, when it was recorded and by whom, and your note. The same lines appear under **Recorded by you** on **Manage → Earnings**, between the Payments list and **Receipts and credit notes**.

This money is deliberately **not** counted in your RacingOwl earnings, and no receipt, invoice or credit note is raised, because it never came through RacingOwl. For the same reason it cannot be refunded from RacingOwl. If you owe somebody money back, return it the way they gave it to you.

A recorded period cannot be edited or deleted from the screen. If you gave too short a date, record again with the right one; it stacks. If you gave a date that is too long, write to us through **Ask RacingOwl** (see Ask RacingOwl).

> **TIP.**
> This is for the membership only. It does not enrol anybody on a single priced course. If your site prices each course and a learner paid you in cash for one, a 100% discount limited to that named learner is one way to let them in without paying twice (see Discounts and coupons).

Learner limits and when your plan is full

Each plan holds a set number of learners; the plan cards and racingowl.com/pricing show the numbers. The **Your plan in use** card at the top of **Manage → Your RacingOwl plan** has a **Learners** meter showing how many you have against your plan's limit. Your dashboard warns you as well.

- **At 80% of the limit** the plan page says "You are close to your learner limit." and you are emailed once, with the next plan up and what it allows.
- **At the limit** the page says "Your site is full. New learners are being turned away until there is room; everybody already with you keeps everything." and you are emailed once more.

When your site is full, **RacingOwl removes nobody**. Everyone already with you keeps everything, and existing learners can still join more of your courses. What stops is new people joining. Invitations still send, and recording a payment you took yourself still works (it records a fact, not a new sale), so you can end up over the limit that way.

> **WHAT A NEW PERSON SEES ON A FULL SITE.**
> A banner that the classes are full just now, and that anybody who already has an account there keeps everything they enrolled in. If they are signed in and open a course page, it says "This class is full just now, so you cannot enrol yet. It is nothing to do with your account." If they press Enrol anyway, it says "This class is full just now, so we could not enrol you." Neither mentions plans or numbers. Both offer a button, **Ask the teacher to make room for you**. Once pressed, the page says "We have told the teacher you would like to join." and that they can enrol as soon as you make room.

Waiting to join

When somebody asks, every owner of the site gets an email, "… is waiting to join …", saying how many learners your plan holds and how many you have, with a **See who is waiting** button. The person appears under **Waiting to join** at the top of **Manage → Learners**, longest wait first, with their name, email address and the day they asked. Asking twice counts as one ask.

- **Let them in** takes a place on your plan like any other join. If there is room, they become a learner, leave the list and are emailed "You can join … now" with a button to your site. If there is still no room, the line says "Your plan is full, so … cannot come in yet." with a **Move to a larger plan** link, and that everybody already with you is unaffected either way. They stay on the list until you make room, and then the same button works.
- **Not now** clears the request without telling them. They lose nothing, and they can ask again later.

Somebody you **invited** who accepts while your site is full does not have to ask. Their account and sign-in work as usual, they go straight onto the Waiting to join list, and you get the same email.

To make room, move up a plan from **Manage → Your RacingOwl plan**. Moving up takes effect the same day, and the days you have not used on your current plan are credited against the new one (see Choosing your RacingOwl plan). A learner who leaves, or whom you remove, frees a place at once; so does a learner who finishes everything they took with you (see "Who counts as a learner" above).

Removing a learner, and when learners leave or delete their account

Removing a learner

Since 6 October 2026 you can take a learner off your list yourself. It is for the people the finished-everything rule does not catch: a live class that is over with an assessment still open, somebody who signed in and never enrolled, a class that has moved on. Press **Remove** at the end of their row on **Manage → Learners**. A panel above the table asks "Remove … from your learner list?" and spells out what follows before you confirm; **Keep them** cancels.

Confirming does exactly what the learner's own Leave does, listed below: they come off your list and your plan's count at once, the courses they are still taking close to them (paid ones too, so give any refund that is owed from **Manage → Earnings**), an all-access membership ends now without a refund and its auto-renew stops, their chat with you is archived and their notifications go. Courses they had finished stay open to them, and their certificates stay valid. The one difference from a leaving: **they are emailed**, "… has taken you off its learner list", because they pressed nothing and would otherwise find their courses closed with no word. Their

own **Your schools** page on racingowl.com then says your school took them off its list, and when. Enrolling or posting on your site again puts them back on your list, through your plan's limit like any newcomer. Staff cannot be removed this way, and somebody already off the list cannot be removed twice; the row says so.

When learners leave, or delete their account

Leaving is the learner's own choice, made from their RacingOwl profile on racingowl.com. Nothing in either case below needs anything from you.

A learner leaves your site

From their own RacingOwl account a learner can **leave your site**. When they do:

- they come off your learner list and your count straight away, which frees a place on your plan;
- their enrolments end, including paid ones, so a refund question may come to you first;
- an all-access membership with you ends at the same moment, with no refund, and any auto-renew they had turned on stops;
- they stop receiving your emails, including **Email learners**;
- their chat with you is archived, and they stop following your discussions;
- what they posted stays under their name, and their receipts and certificates stay too;
- they stay in your groups behind the scenes, but drop out of the group count.

Enrolling, posting, writing a chat or signing in on your site again rejoins them, counted like any newcomer. Courses they had been on pick up where they left off when they enrol again.

A learner deletes their RacingOwl account

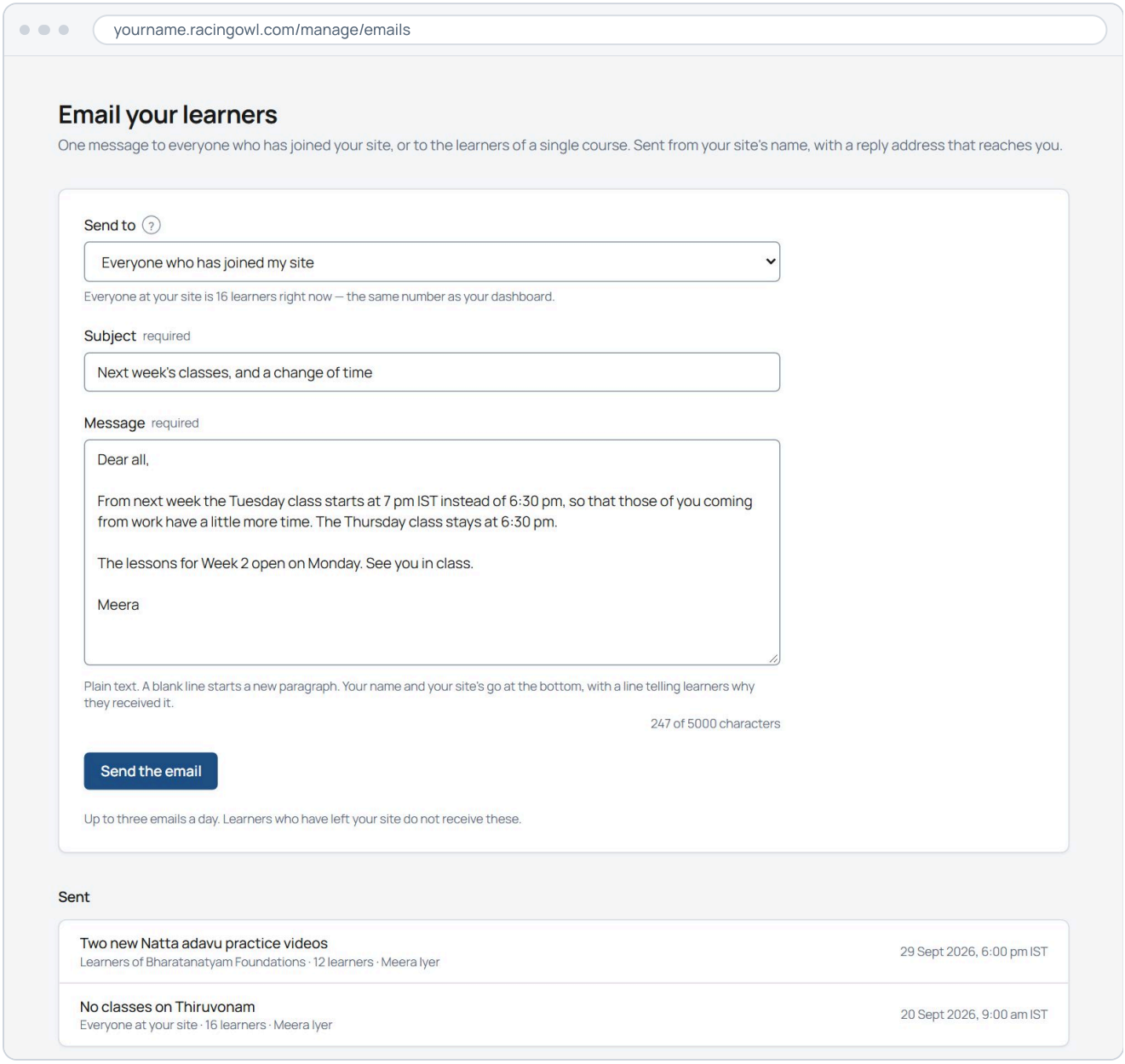
A learner can also delete their RacingOwl account altogether. That leaves every site at once and removes their name, email address and photo everywhere. Their posts and chat messages then read "Deleted learner". The invoices for what they paid you stay, as tax law requires, with the name and address printed on them, and so do their certificates. Your earnings and orders are unchanged.

Where you look	After they leave, or you remove them	After they delete their account
Learner count and plan meter	One fewer	One fewer
Learners page	Not listed	Not listed
Course discussion	Posts under their real name	Posts under "Deleted learner"
Chats	Chat archived, real name	Chat archived, "Deleted learner"
Earnings, receipts, invoices	Unchanged	Unchanged

Emailing your learners

Manage → Email learners sends one message to everyone who has joined your site, or to the learners of a single course. It does what a WhatsApp broadcast list does well, done by email from your site's own name, with a reply address that reaches you, and without you keeping the list. Every plan can use it.

1. **Open the page.** Go to Manage → Email learners. The page is headed **Email your learners**.
2. **Choose who.** Under **Send to**, pick **Everyone who has joined my site** (the page uses the word you chose for your site in Settings) or **The learners of one course**. The hint under the choice says how many people "everyone" is right now, the same number as your dashboard. If you pick one course, a **Which course** box appears: choose the course from it.
3. **Write a subject.** **Subject**, 3 to 150 characters, for example **Next week's classes, and a change of time**.
4. **Write the message.** **Message**, 10 to 5,000 characters. Plain text only: a blank line starts a new paragraph. There are no attachments, pictures or bold text.
5. **Send.** Press **Send the email**. A green note says "Sent to 42 learners. It goes out over the next few minutes, and appears in the list below."



Email your learners: the Send to choice with the count, the subject and message, and the Sent list below.

Who receives it

"Everyone" is exactly the people your dashboard counts: learners who joined by enrolling, buying a membership, posting or signing in here, and have not left. "One course" narrows that to the course's current and finished learners, each once. Staff, people who only visited, and anyone who has left your site are never included. The course list includes every course except drafts, so you can also write to the learners of an unlisted, private or archived course.

What the email looks like

Each learner gets their own copy. It starts "Hello" and their first name, then your paragraphs, then your name and your site's name. It carries a button to open your site. Replies go to your own email address. The bottom of every email says why the learner received it, that they learn at your site (or are enrolled on that course), and that leaving your site from their RacingOwl account is how they stop these.

There is no separate unsubscribe link. So write as you would to a class, not as an advertiser. For the same reason there is a limit of **three emails a day** per site, counted over the last 24 hours. It counts emails sent, not people: one email to 400 learners is one of the three. A fourth is refused with "You have sent 3 emails in the last day, which is the limit. Try again tomorrow."

The Sent list

Under the form, **Sent** lists your 30 most recent emails, newest first: the subject, who it went to ("Everyone at your site" or "Learners of" and the course), how many learners, who sent it, and when. Press one to read what you wrote. It answers "did I already tell them?" on the same page.

> **TIP.**
> Email learners is for announcements. To write to one person, use **Chat** on their row of the Learners page. For a conversation everyone can join in, post a topic (see Discussions and reviews).

Common questions

Q Can I add a learner myself, without them doing anything?

No. An account on RacingOwl always belongs to the person, and only they can make it, by following your invitation link and choosing a password. This protects them and it protects you: nobody can be signed up to your site on somebody else's say-so. Invite them, then chase with **Remind**.

Q Can I remove or block a learner?

Not from the Learners page. Leaving is the learner's own act. If somebody is behaving badly, remove their posts, hide their review, remove held chat messages, and tell RacingOwl through **Ask RacingOwl**. RacingOwl can act on a person across the platform (see Notifications and keeping your site safe). To take one course away from somebody, refund them in full (see Your dashboard and earnings).

Q I invited thirty people but only eighteen appear in the table. Where are the rest?

Under **Invited, not joined yet**, above the table. They have the email but have not followed the link. Look for bounced lines first (wrong addresses), then remind the rest. Check your plan is not full too: somebody

who accepts while it is full waits under **Waiting to join** instead.

Q A learner says they never got the invitation.

Ask them to check their spam or promotions folder, and check the address on their line under **Invited, not joined yet** letter by letter. If the line says the address does not accept mail, it was mistyped. If it looks right, press **Remind** (once a day) and ask them to search their inbox for your name.

Q Can I invite someone straight onto one course?

Not directly. Invite them into a group, and give that group access to a private course, or simply tell them in your personal line which course to open. Anyone on your site can enrol on a published course.

Q Why does a learner show "No courses yet"?

They joined your site, perhaps by accepting an invitation, signing in or posting, but have not enrolled on anything. Or you have a course chip selected and they are not on that course. Press **All courses** to check.

Q Can I email just one group?

No. Email learners goes to everyone, or to one course's learners. If you need to reach one class regularly, give them their own course (a private one works well) and email that course's learners.

Q I recorded a cash payment with the wrong date. How do I fix it?

If the date was too early, record again with the right date; the new time is added on after the old. If it was too late, write to us through **Ask RacingOwl** with the learner's name and the right date.

Q A learner left my site and wants to come back. What do I do?

Nothing. As soon as they enrol, post, chat or sign in on your site again, they are back, counted like a newcomer. If they had a private course, name them on its list again.

Q Does inviting people use up places on my plan?

No. Only people who accept and join count. If your site is full when they accept, they wait under **Waiting to join** until you make room.

Related: Creating your first course, Pricing your courses, Your dashboard and earnings, Chats with learners, Choosing your RacingOwl plan.

CHAPTER

10

Discussions and reviews

Your site has two places where learners talk in public: one running discussion for each course, and a Topics page for announcements and conversations that are not about any one course. Learners who finish a course can also rate and review it. This chapter shows you how to set each of these up, how to look after them day to day, and what to do when the automatic filter holds a post or a review needs an answer.

WHERE
A course's discussion: the **Discussion** link in the course builder's tab strip, or on the course page. Topics: **Manage → Topics**. Reviews: the bottom of each course page.

TIME NEEDED
Five minutes to set up; a few minutes a day to keep up with

BEFORE YOU START
A published course, and ideally a few learners

PLAN
Every plan

IN THIS CHAPTER

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03 The Topics page 165
04 Accepted answers 166
05 Editing posts 166
06 The keyword filter, held posts and Release 167
07 Ratings and reviews 168
08 Common questions 170

How the pieces fit together

	Course discussion	Topics	Reviews
What it is	One running conversation per course	A list of separate threads for your whole site	A star rating and optional words, one per learner per course
Who starts things	Anyone allowed to post just writes	Only you, the site owner	Only learners who have finished the course
Who can reply	Whoever the course's setting allows	Anyone signed in to RacingOwl	Only you, with one public response
Your controls	On or off, who can view and post, close, release, delete	Pin, close to replies, put first on the home page, release, delete	Respond, hide, unhide

Everything written in all three is plain text: line breaks are kept, but there is no bold, no pictures and no attachments. A post can be up to 5,000 characters.

The course discussion

Each course has **one discussion**: a single running conversation, not a list of separate topics. There is nothing to name and nothing to file. Anybody who may take part just writes, and everything anyone adds sits on the same page, with replies underneath each message. People discuss the course here the way a class talks at the end of a session.

Opening it

You can reach a course's discussion three ways:

- from the course builder under **Manage → My courses**: the tab strip has a **Discussion** link with a small arrow beside the tabs. It opens the discussion on your site's public side, and works for a draft course too;
- from the **Discussion** link near the top of the course page on your site, shown whenever discussions are on for that course;
- from any notification about a post in it.

The page is headed **Discussion** with the course title under it and **← Back to the course** above.

Setting it up

Only people who run your site see the settings. They sit in a folded box near the top of the discussion page.

1. **Open the settings.** On the course's discussion page, press **Discussion settings**.
2. **Switch it on or off.** **Discussions on for this course** is ticked for a new course. Untick it to turn the discussion off. Nothing is deleted; learners see "Discussions are turned off for this course right now." and the **Discussion** link leaves the course page until you switch it back on.
3. **Choose who can view and post.** Pick one option in **Who can view and post** (see the table below).

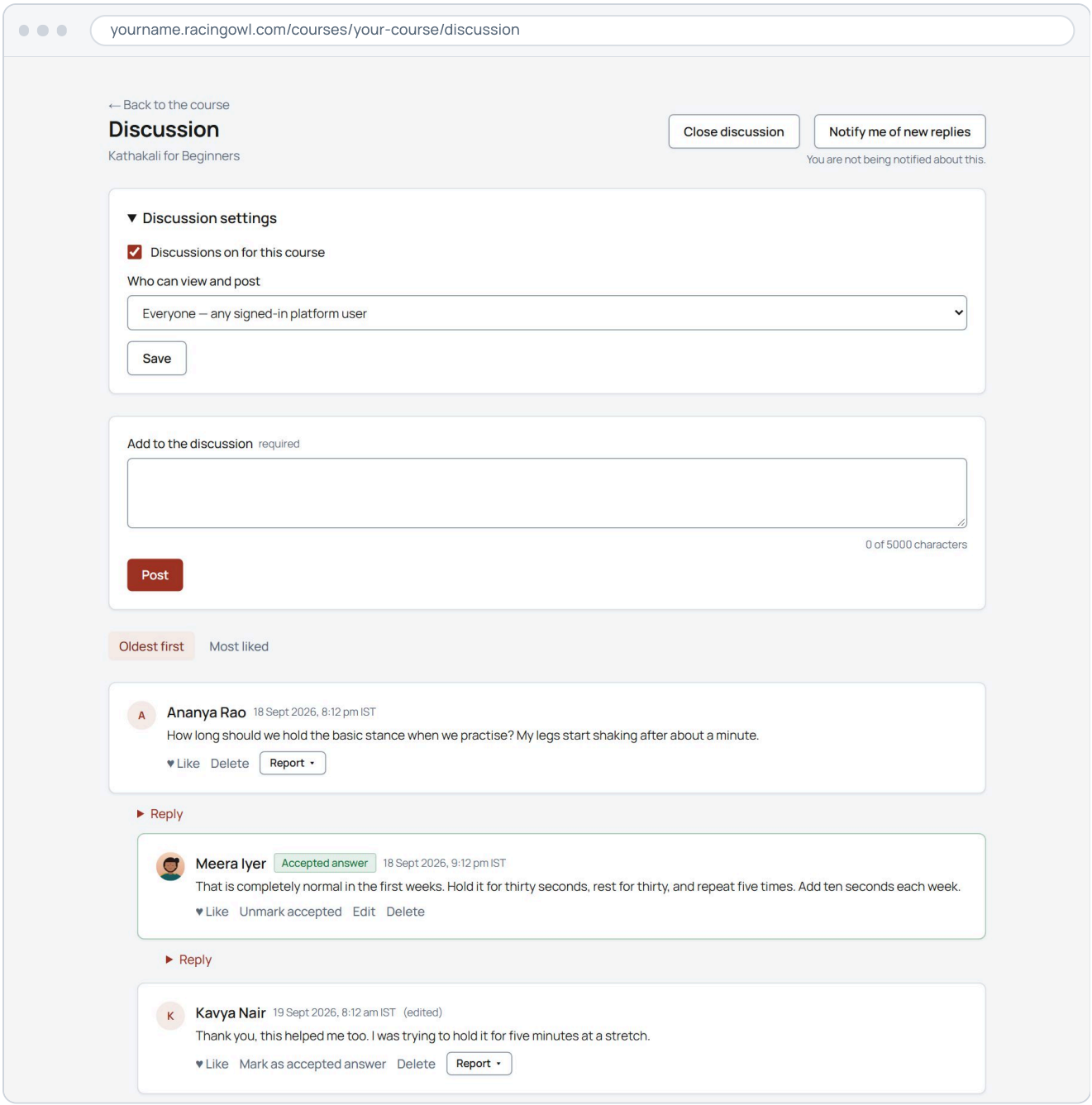
4 **Save.** Press **Save**.

Option	Who can read and write	When to choose it
Everyone — any signed-in platform user (the starting choice)	Anybody signed in to RacingOwl, including people who have not enrolled and people who learn on other sites	A course you want talked about openly, where the conversation itself helps sell it
Buyers only — enrolled learners (shown as **Enrolled learners only** on a free course)	Only people enrolled on this course	Most paid courses: the conversation is part of what they bought
Completers only — finished the course	Only people who have finished this course	An alumni space, or a course where you do not want spoilers

You and anyone else who runs the site can always read and post, whatever the setting.

> **IMPORTANT.**
> Posting is one of the acts that makes somebody a learner of your site. With **Everyone**, a person who learns elsewhere on RacingOwl and posts in your discussion joins your site and counts towards your plan's learners. If your plan is full, their post is refused.

Tightening the setting later hides older posts by people who no longer qualify. Their posts read "This post is not visible under the course's current discussion access setting." and come back if you loosen it again. Nothing is deleted.



A course's discussion as the trainer sees it: Close discussion and Notify me of new replies at the top, Discussion settings open, and a message with replies underneath.

WHAT YOUR LEARNER SEES.

The same page without the settings or the Close button: a box headed **Add to the discussion** with a **Post** button, then the messages, oldest first. Once there is more than one message, they can switch between **Oldest first** and **Most liked**. Somebody who is not signed in on your site is told the discussion is for people learning with your site, with a button to join and read it. Somebody who does not qualify under your setting is told they do not currently have access.

What each post shows, and what you can do with it

Every message is a card with the writer's photo and name, the time, and "(edited)" if they changed the words after posting. Replies sit indented under the message they answer. A reply to a reply is shown one level further in, with "Replying to @name" above it; the conversation never goes deeper than that, so it stays readable on a

phone.

Control	Who sees it	What it does
♥ Like	Anyone signed in	A like, with the count on the button. Press again to take it back.
Reply	Anyone who may post, while the discussion is open	Opens a reply box under that post. Post reply sends it.
Mark as accepted answer / Unmark accepted	On a reply: you, and the person who wrote the message it answers	Marks the reply that answered the question (see "Accepted answers" below).
Edit	The person who wrote it, only	Changes the words in place (see "Editing posts" below).
Delete	The writer, and you	Removes the words; the post says it was deleted and replies stay.
Restore	You, for a post you removed; the writer, for their own	Puts a deleted post back exactly as it was.
Report	Anyone signed in, on someone else's post	Sends the post to your Reports list (see Notifications and keeping your site safe).

Deleting and restoring a post

Press Delete under a post. You are asked "Delete this post?", with the explanation that its words are removed and the post says it was deleted, that any replies stay where they are, and who can put it back. Press Delete to confirm or Keep it. When you delete somebody else's post, they get a notification that it was removed.

To undo it, press Restore under the deleted post, and confirm "Put this post back?" ("Its words come back exactly as they were, and everyone can see it again."). A post you removed can be restored by you; a post somebody removed themselves can be restored by them. A post RacingOwl took down never shows a Restore button.

Closing a discussion

At the top of the discussion, Close discussion stops anyone adding to it. Everything already said stays readable, and learners see "This discussion is closed — nothing new can be posted, and everything already said stays here to read." Press Reopen discussion to let people write again. Closing is gentler than switching discussions off: people can still read the conversation, which is often useful for a course that has ended.

Hearing about new posts

Beside the Close button, Notify me of new replies makes you follow the discussion. From then on, every new post in it reaches your bell, and your phone if you have switched phone alerts on. The line under the button says whether you are being notified. Stop notifying me ends it. Posting in a discussion also follows it for you automatically. Replies arrive as notifications, never as emails.

> **TIP.**
> Open each course's discussion once and press Notify me of new replies. Otherwise you only hear about replies to your own posts, and a learner's first question on a quiet course could wait unseen.

People are also notified when somebody replies to their post, and when somebody mentions them by typing **@** and their name as it appears on their posts, written without spaces (for example **@PriyaSharma**). A mention only reaches people who have already posted in that discussion, and there is no pop-up list to pick names from.

The Topics page

Topics are for everything that is not about one course: announcements ("No class on Diwali"), a welcome thread, a question to the whole site, a notice about a new course. Open **Manage → Topics** (the hint beside it reads "Post an announcement"). It is the same page your learners reach from the **Topics** link in your site's menu, headed **Topics**, "Announcements and discussion from the team here — open to anyone signed in."

Starting a topic

Only the site owner can start a topic. Learners reply; they cannot start one.

1. **Open the form.** On the Topics page, press **Start a new topic**.
2. **Give it a title.** **Title**, 3 to 150 characters ("What's this about?"). This is what shows in the list and on your home page.
3. **Write the details.** **Details**, up to 5,000 characters, plain text.
4. **Post it.** Press **Post**. You land on the new topic's own page, and you are following it from the start.

The list of topics

Each topic in the list shows its title, a **Pinned** or **Featured** badge where it has one, who started it, the date of the last activity, and the number of replies. Three buttons change the order: **Newest** (by last activity), **Most active** (most replies) and **Unanswered** (no replies yet). Pinned topics always come first. **Search topics** finds topics whose title contains the words you type.

Your site's home page shows a small section, **From the discussion**, with a handful of recent topics and a **See all topics** link.

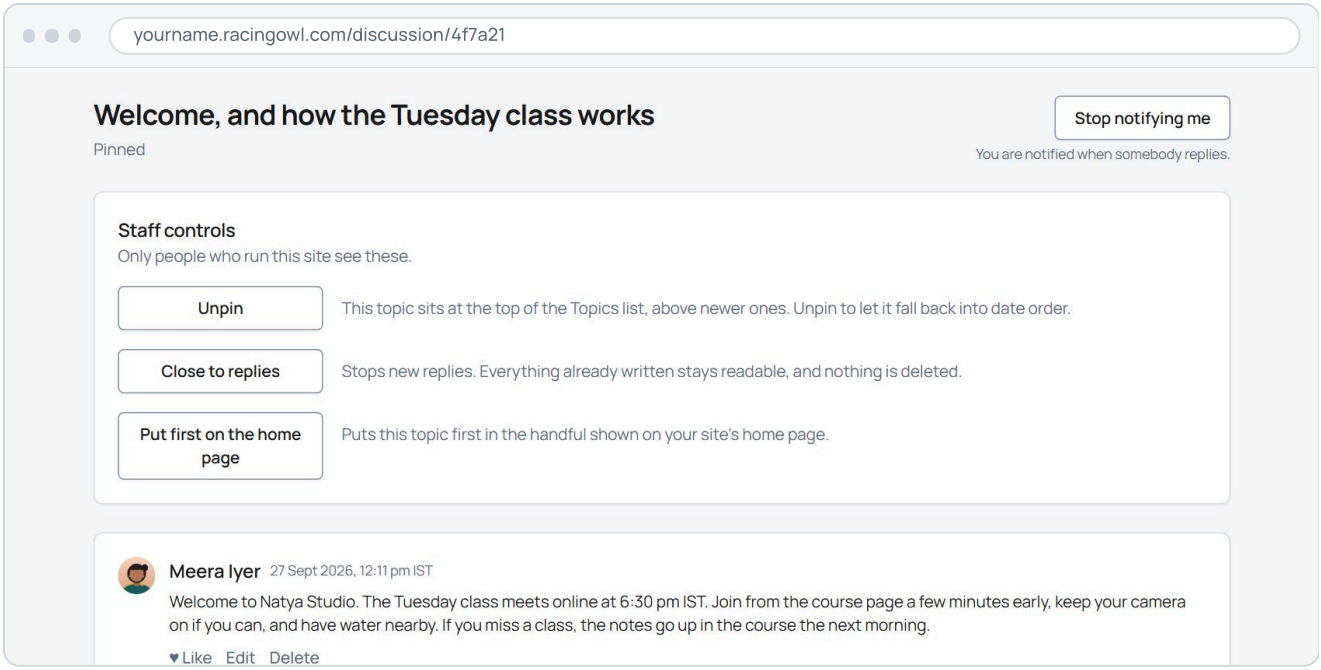
Looking after a topic: Staff controls

Open a topic and, as the person who runs the site, you see a **Staff controls** card ("Only people who run this site see these."). Each button has a sentence beside it saying where the topic stands now and what the button will do.

Button	What it does	To undo
Pin to the top	Keeps this topic at the top of the Topics list, above newer ones. Good for rules, a welcome, or a timetable.	**Unpin** lets it fall back into date order.
Close to replies	Stops new replies. Everything already written stays readable, and nothing is deleted. The topic's heading then reads "Locked — no new replies".	**Reopen** lets people write again.

Button	What it does	To undo
Put first on the home page	Every topic can already appear on your home page (the most recent few). This puts this one first in that handful. The topic gets a **Featured** badge.	**Unfeature** leaves the choice to whatever is most recent.

Only topics can be featured; a course discussion has no home-page place.



A topic's page as the trainer sees it: a pinned topic, so the Staff controls card offers Unpin, with Close to replies and Put first on the home page, each explained.

WHAT YOUR LEARNER SEES.

The topic with an **Add a reply** box and the replies. Anybody signed in to RacingOwl can reply, and replying joins them to your site. A visitor who is not signed in sees the title only: "Only the title is public. Join" your site "to read the replies — or just write one below." Writing a reply is itself enough to join.

Accepted answers

When a question has been answered well, mark the reply that answered it. It gets a green **Accepted answer** badge, so the next person with the same question can spot it at once.

- **In a course discussion,** each message can have its own accepted answer, marked on one of the replies under it. You can mark it, and so can the person who wrote the message.
- **On a topic,** the topic has one accepted answer. You, or whoever started the topic, can mark it on any reply (never on the opening post).

Press **Mark as accepted answer** under the reply. Marking a different reply under the same message moves the badge. **Unmark accepted** takes it off. The person who wrote the reply gets a notification, unless they marked it themselves.

Editing posts

Anyone, you or a learner, can edit their own post in place with the **Edit** link under it, rather than deleting it and writing it again. Press **Edit**, change the words in **Edit your post**, and press **Save changes**; **Cancel edit** closes the box without saving. A post whose words changed is marked "(edited)", with the time of the edit when you hover over it, so nobody is misled by a reply written to the old version.

You cannot edit somebody else's post. If a learner's post needs changing, ask them, or delete it.

The keyword filter, held posts and Release

RacingOwl reads every new post automatically, in course discussions and in topics. It looks for two kinds of language:

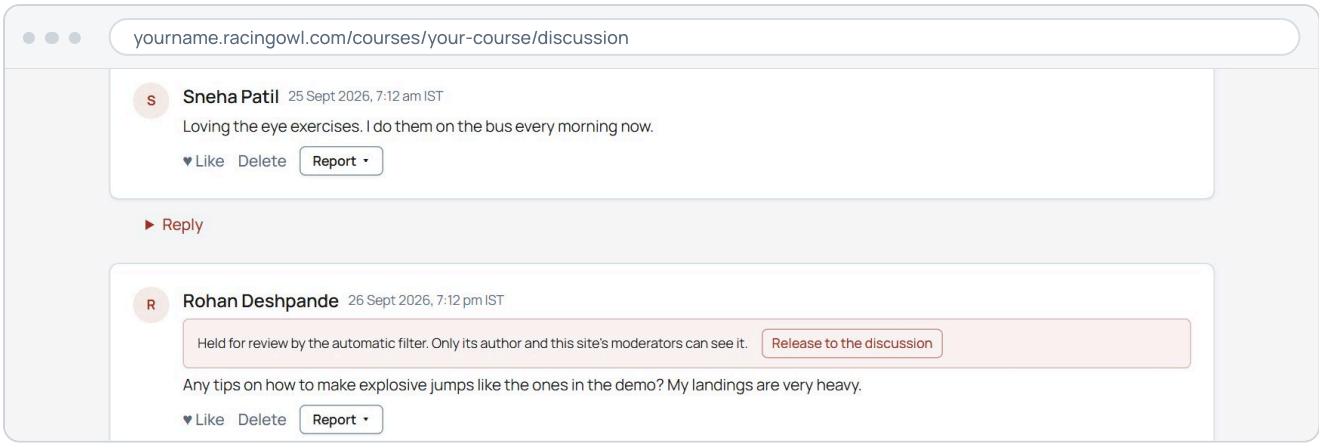
- **Language associated with dangerous or illegal content.** The post is **held**: it is saved, but only its writer and the people who run your site can see it. Everyone else sees "This post is held for review and is not visible to other readers yet." RacingOwl's own team is emailed, the post appears in your **Manage → Reports** list, and you get a notification. Nobody is told about the post as a reply until it is released.
- **Ordinary bad language.** The post goes up as normal, but it lands in your Reports list so you can look at it, and you get a notification.

Releasing a held post

A held post shows you a red strip: "Held for review by the automatic filter. Only its author and this site's moderators can see it." with a **Release to the discussion** button.

1. **Read it.** Filters are blunt; they catch innocent posts too, such as a cookery class discussing knives or a history lesson about a war.
2. **If it is fine,** press **Release to the discussion**. It appears for everyone, and the reply notifications it held back are sent as though it had just been posted. The filter's own report about it is closed.
3. **If it is not fine,** press **Delete** instead, then deal with the report under **Manage → Reports**.

Releasing says the filter was wrong about the words. If a learner separately reported the same post, their report stays open in your Reports list for you to close yourself.



A post held by the automatic filter, as the trainer sees it, with the Release to the discussion button.

> **WHAT THE WRITER SEES.**
> Their own post, in full, with a note: "Held automatically by the safety filter, not by a person. Your teacher will release it if it is fine." The wording is careful not to accuse them, because most held posts are innocent.

Anyone can also report a post by hand with **Report**, giving a reason and choosing **Off-topic or rude** or **Dangerous or illegal — needs urgent review**. Handling reports is covered in Notifications and keeping your site safe.

Ratings and reviews

At the bottom of every course page is a section headed **Ratings & reviews**. Only a learner who has **finished** the course can leave a review, and each learner leaves one review per course. A star rating from 1 to 5 is required; a title (up to 100 characters) and written words (up to 2,000 characters) are optional. Reviews go up straight away; you do not approve them first, apart from the automatic filter described below. Reviews always show the learner's real name and photo.

> **WHAT YOUR LEARNER SEES.**
> Before finishing: "Complete this course to leave a review." After finishing: a **Rate this course** box with **Your rating** (the stars), **Title (optional)**, **Review (optional)** and **Submit review**. Once they have reviewed, the box becomes **Your review**, where they can change it with **Update review** or remove it with **Delete my review**. Visitors who are not signed in are told to sign in once they have completed the course.

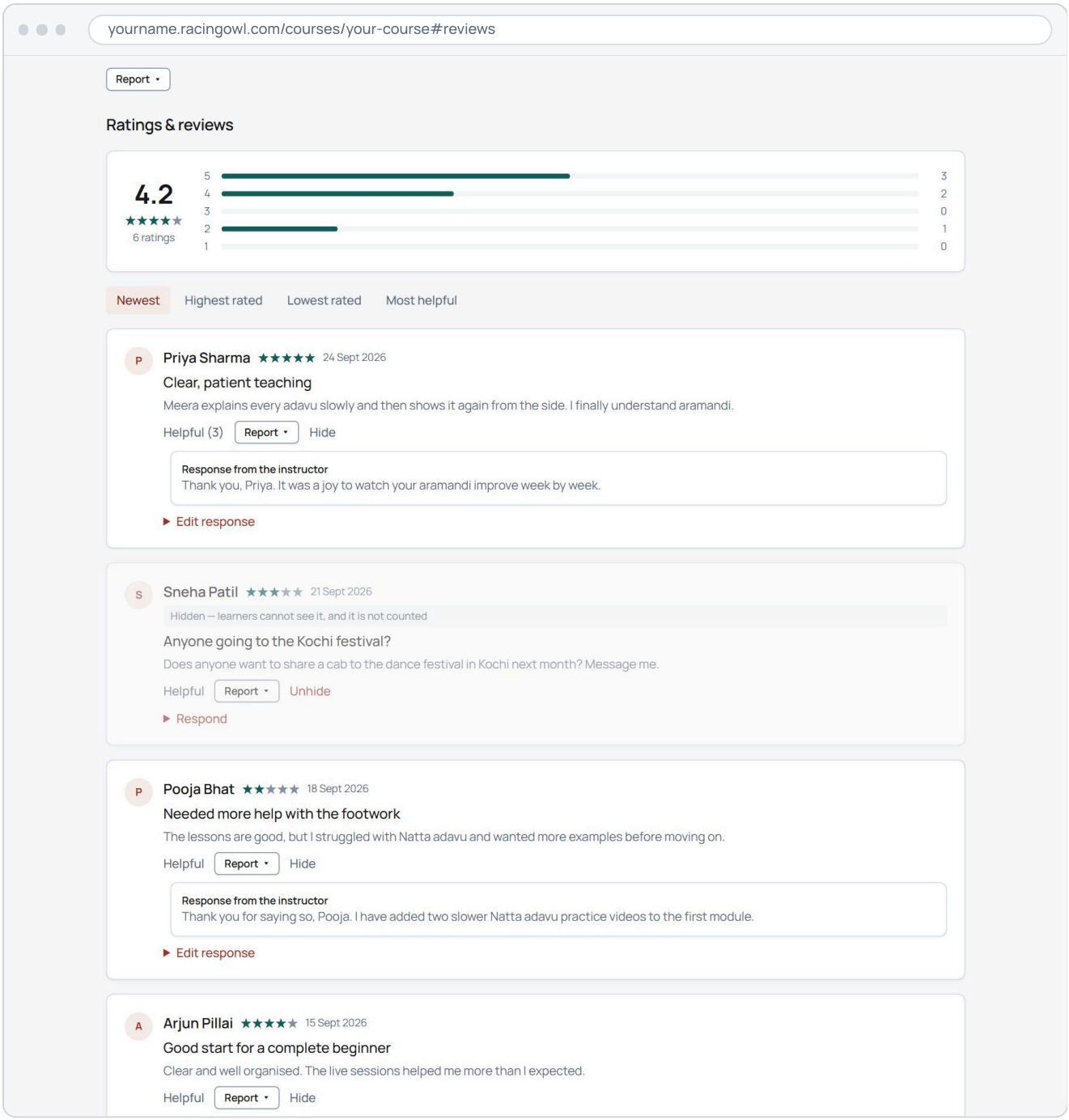
When a learner leaves their first review of a course, you get a notification with their name and the stars. Editing a review does not notify you again.

The star distribution

The section starts with a summary card: the average to one decimal place, a row of stars, the number of ratings, and five bars, one for each star from 5 down to 1, showing what share of ratings gave that many stars, with the count beside each. The distribution tells you more than the average: a 4.0 made of many fives and a few ones reads very differently from a 4.0 made of fours.

The same average and count appear beside the course title on the course page, on your course cards, as an overall figure on your site's home page, and on the marketplace, where learners can filter by rating. Hidden reviews are not counted in any of them.

When there is more than one review, learners and you can sort them: **Newest**, **Highest rated**, **Lowest rated** or **Most helpful**. Other readers can press **Helpful** on a review they found useful.



Ratings & reviews on a course page, as the trainer sees it: the star distribution, a review with a response from the instructor, and the Hide and Respond controls.

Responding to a review

You can post **one public response** to each review. It appears under the review, headed **Response from the instructor**, for everyone to read.

1. **Open the box.** Under the review, press **Respond**.
2. **Write your response.** **Your response**, up to 2,000 characters.
3. **Save.** Press **Save response**. The learner is notified that you replied.

To change it later, press **Edit response**; saving again replaces the old words. The learner cannot reply to your response.

> **TIP.**
> A calm, specific answer to a critical review often does more for your next buyer than the review itself. Thank them, say what you have changed or will change, and keep it short. Avoid arguing: other people read your response to decide what you are like as a teacher.

Hiding a review

You can hide a review from your own site if it needs it: an abusive review, one about something that is not your course, one that shares somebody's private details.

1. **Press Hide.** Under the review, press **Hide**.
2. **Read the warning.** "Hide this review?": it stops showing on the course page and stops counting towards the average, and the learner is told in their notifications that it was removed.
3. **Confirm.** Press **Hide** again, or **Leave it up** to change your mind.

The review stays visible to you, greyed out, with the label "Hidden — learners cannot see it, and it is not counted", so you can see the hide worked. To bring it back, press **Unhide** and confirm "Show this review again?". It goes back on the page and into the average, and nobody is notified.

> **IMPORTANT.**
> Hiding a review because it is critical is not what the control is for, and learners notice when only glowing reviews survive. Keep hiding for reviews that break the rules; answer honest criticism with a response.

Reviews the filter holds

Every review's title and words go through the same keyword filter as posts when they are saved. A review with dangerous language is hidden at once as RacingOwl's own hide and left out of your rating. You get a report notification and RacingOwl is told. You see it greyed out with the label "Hidden by RacingOwl" and no Unhide button: only RacingOwl can restore it. If you think the filter got it wrong, tell us through **Ask RacingOwl** (see Ask RacingOwl). A review with ordinary bad language stays up but lands in your Reports list.

Common questions

Q Can a course have several separate discussion threads, like a forum?

No. Each course has exactly one running conversation, on purpose: learners never have to decide where to post, and nothing gets lost in a sub-forum. For conversations that are not about one course, start a topic.

Q A learner says they cannot post in the discussion.

Check **Discussion settings**. With **Buyers only** they must be enrolled; with **Completers only** they must have finished. Check that the discussion is not closed and that discussions are switched on. If your plan is full, somebody new cannot join your site by posting either (see Managing your learners).

Q Can my learners start topics?

No. Only the site owner starts topics; everyone signed in can reply. Learners who want to ask something about a course can post in that course's discussion, or write to you privately in Chats.

Q Do I get an email when someone posts?

No. Discussion replies, mentions and new reviews come as notifications in your bell and on your phone if you have phone alerts on, never as emails. Follow each course's discussion with **Notify me of new replies** so you hear about every new post.

Q I deleted a post by mistake.

Press **Restore** under it and confirm. The words come back exactly as they were.

Q Can I delete a review?

No, only the learner who wrote it can delete it. You can hide it from your site, which takes it off the page and out of the average, and unhide it later.

Q Why is a review on my course greyed out with "Hidden by RacingOwl"?

Either the automatic filter caught its words, or RacingOwl hid it after a report. Only RacingOwl can restore it. Ask through **Ask RacingOwl** if you think it was a mistake.

Q Can I remove my response to a review?

You can change it at any time with **Edit response**, but the screen has no button to remove it altogether. If you need it gone, ask us through **Ask RacingOwl**.

Q Someone reported a post. Where do I see it?

Under Manage → Reports, with the most serious first. **Go and look** takes you to the post. See Notifications and keeping your site safe.

Related: Notifications and keeping your site safe, Chats with learners, Managing your learners, Creating your first course.

CHAPTER

11

Chats with learners

Chats are private, one-to-one conversations between each learner and your site: a question before they buy, a doubt in the middle of a course, a note that they will miss Tuesday. This chapter shows you how learners reach you, how to answer from your one inbox, how to write to a learner first, and what to do when the safety filter holds a message. By the end you will know how to keep your inbox tidy and never leave a learner waiting.

WHERE	TIME NEEDED	BEFORE YOU START	PLAN
Manage → Chats, and the Chat link on each row of Manage → Learners	Nothing to set up; a few minutes a day to answer	A plan that includes Chats	Included on some plans and a small monthly add-on on others; the plan cards show which.

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How Chats work

Every learner gets **one chat** with your site, and it lasts as long as they learn with you. There are no tickets, no subjects and nothing to open or close. Whatever they write, today or in six months, lands in the same conversation, so you always have the whole history in front of you when you answer.

The other side of each chat is your **site**, not one particular person. You answer from one inbox for the whole site, under **Manage → Chats**. Your name goes on each message you send.

Chats are plain text. There are no attachments or screenshots; if you need to share a file, put it in a lesson or send a link.

Is Chats on your plan?

Chats is included on some plans and sold as a small monthly add-on on others, which you switch on from **Manage → Your RacingOwl plan → Add-ons**. The plan cards on **Manage → Your RacingOwl plan** and racingowl.com/pricing say which plans include it. To move plan, see Choosing your RacingOwl plan.

When your plan does not include Chats:

- the **Chats** link is not shown in your site's menu, so learners have nowhere to write from;
- **Manage → Chats** still opens and you can still **read** every chat you already have, but a note at the top explains that Chats are not included in your plan and names the plan to move to, with a **Your RacingOwl plan** button, and there is no reply box;
- a learner who opens their chat sees that your site is not taking messages at the moment, and that their conversation is kept and they will be able to write again if that changes.

Nothing is ever deleted when Chats stops being available. Switch it back on and every conversation carries on where it was.

How learners reach you

A signed-in learner sees a **Chats** link in your site's menu. It opens a page headed "Chat with" and your site's name: "A private chat between you and the people running this site. Only you and they can see it." Below is the conversation, oldest first, and a box that says "Ask a question, or just say hello". Before they have written anything, it invites them to ask you anything, and says you will see it in your inbox and answer there.

Learners can also read and answer all their chats, with every site they learn on, from the **Chats** tab of **All my learning** on racingowl.com. It is the same conversation either way.

Writing to you is one of the acts that makes somebody a learner of your site. If your site is full, a person who has never joined cannot start a chat; see Managing your learners.

> **WHAT YOUR LEARNER SEES.**
> Their own messages and yours, each with the writer's name and the time, refreshing by itself every few seconds while the page is open. When you reply they get a notification in their bell, and on their phone if they have turned phone alerts on. There is no email for an ordinary chat message.

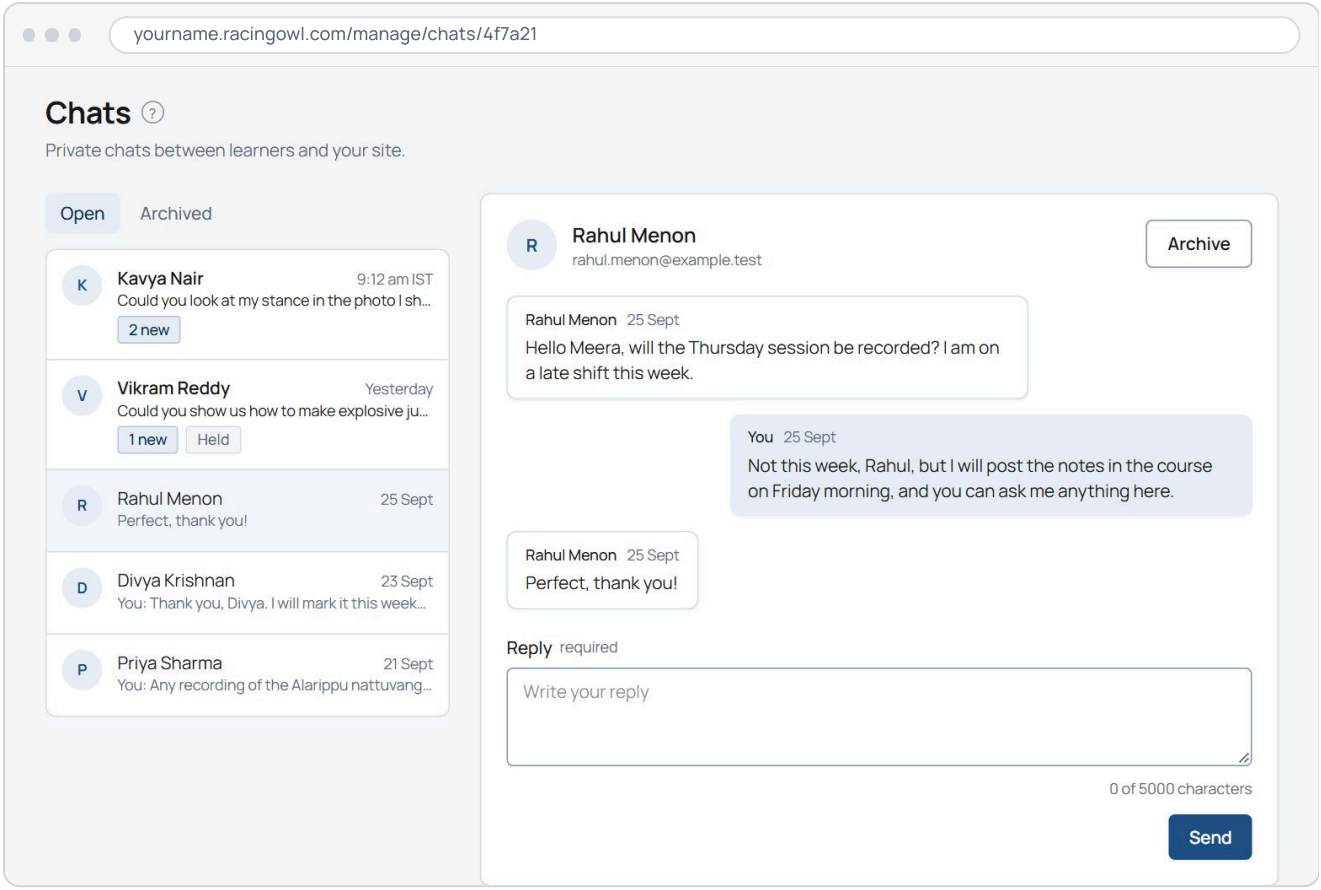
Your inbox

Open **Manage → Chats**. When learners are waiting, the menu shows a count in brackets, for example **Chats (3)**: that is the number of chats with a learner message you have not read, not the number of messages. Three lines from one learner over lunch are one thing to do.

The inbox has two views, **Open** and **Archived**, as buttons at the top of the list. The list shows every chat, newest activity first. Each row has:

- the learner's photo and name;
- when the last message was sent: "2 minutes ago", a time such as "6:05 pm IST", "Yesterday", or a date;
- a one-line preview of the newest message, starting "You:" when your side wrote it;
- a **3 new** badge when there are messages you have not read, with the name in bold;
- a **Held** badge while a message in the chat is held by the safety filter;
- a red **Reported to RacingOwl** badge while the learner's report about the chat is open.

Press a row and the chat opens beside the list, so you never leave the one window to pick the next learner. On a phone, the list gives way to the chat, with a **Back to all** link. With no chat open, the space on the right says "Pick a chat to read it and reply." The inbox refreshes itself every few seconds while it is open.



The inbox: learners on the left, with New and Held badges; the open chat on the right with Archive and the reply box.

The **?** beside the heading explains the inbox in two short paragraphs, and a one-time tour points out the list and the reply box.

Answering a learner

1. **Open the chat.** Press the learner's row in the inbox. Their name and email address are at the top. Opening a chat marks it read, for the whole site.
2. **Read back.** The whole history is there, oldest at the top, your side's messages marked "You".
3. **Write your reply.** In the **Reply** box ("Write your reply"), type your answer. Plain text, up to 5,000 characters.
4. **Send.** Press **Send**. It appears in the chat at once, and the learner is notified.

> TIP.
> Learners are not emailed about chat messages, so an answer only reaches them when they next open your site or check their phone. If something is urgent, say so in the first line, and keep answers short enough to read in a notification.

How you hear about new chats

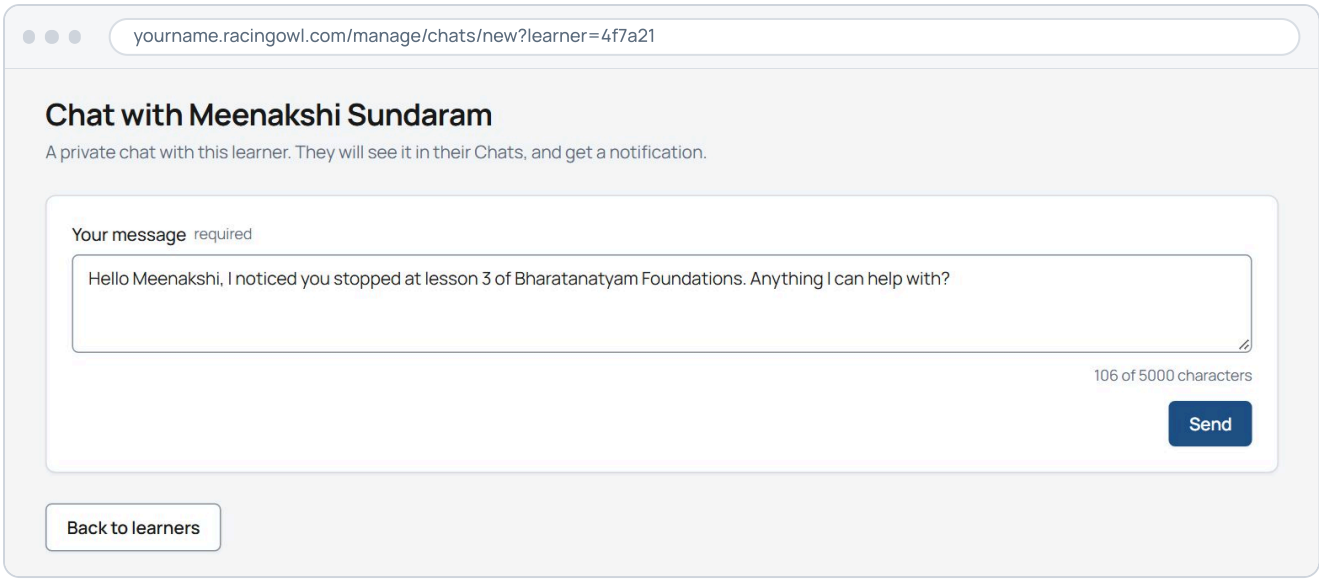
When a learner writes, everyone who runs your site gets a notification in the bell, and on the phone if phone alerts are switched on (see Notifications and keeping your site safe). Notifications for one chat are gathered together, so several messages in a row buzz your phone once. There is no email and no WhatsApp message for a new chat. The Chats count in the Manage menu is the reliable place to check.

Writing to a learner first

You do not have to wait for a learner to write. From **Manage → Learners**, press **Chat** at the end of their row. A good time to do this is when you have sorted the table by **Progress** and found somebody who enrolled and stalled.

1. **Press Chat on their row.** A page opens headed "Chat with" and their name: "A private chat with this learner. They will see it in their Chats, and get a notification."
2. **Write your message.** In **Your message**, write what you want to say.
3. **Send.** Press **Send**. You land in the chat in your inbox.

If you already have a chat with that learner, your message simply goes into it; nothing is duplicated. You can only write to people who are learners of your site. **Back to learners** returns you to the table.



Writing first: the page the Chat link on the Learners page opens.

Archiving

Archiving is a way to tidy a chat away once it is dealt with. Open the chat and press **Archive**. It moves to the **Archived** view. Nothing is deleted, and the learner is not told.

An archived chat comes back to **Open** by itself the moment the learner writes again. To bring one back yourself, open it from the **Archived** view and press **Move to open**.

When a learner leaves your site, their chat is archived automatically. You can still read it.

Held messages: Release to the conversation, or Remove

Every chat message, from either side, is read by the same automatic safety filter that reads your discussions. In a chat, only language associated with dangerous or illegal content is held. Ordinary bad language goes through; in a private conversation, the person it was said to can report it if they need to.

When a message is held:

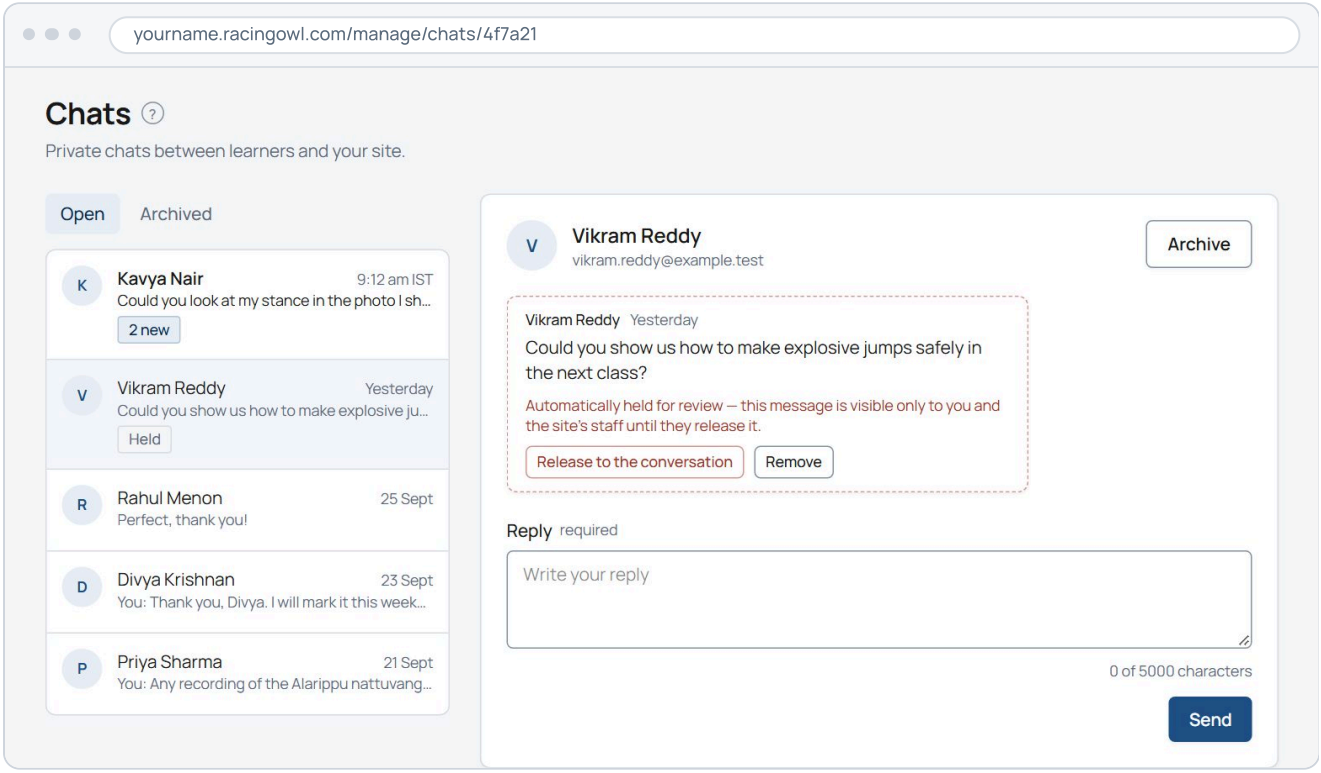
- it is saved, and shown to its writer and to the people who run your site, with a dashed red border and a note saying it is held;
- the other side does not see it until it is released;
- RacingOwl's own team is emailed;
- the chat shows a **Held** badge in your inbox until the message is released or removed.

Held chat messages do not appear in **Manage → Reports**. You deal with them inside the chat itself.

A message the learner wrote

You still get the notification, because you are the one who decides. Open the chat and read the held message. Under it are two buttons:

- **Release to the conversation**, if it is fine. Filters are blunt: a first-aid course or a history lesson can trip them. The message becomes part of the chat as normal.
- **Remove**, if it is not. Removing takes the message out of the chat for both sides. RacingOwl keeps a copy, in case it is needed later.



A held learner message in the chat, with Release to the conversation and Remove.

WHAT YOUR LEARNER SEES.

Their own held message, in full, with the note "Held automatically by the safety filter, not by a person. Your teacher will release it if it is fine." When you release it, it simply becomes an ordinary message. A message from your side that is held shows them only a placeholder, not the words. A removed message is shown to nobody, on either side.

A message your side wrote

You cannot release a held message that your own side wrote. Under it you see "Only RacingOwl can release a message the site wrote. You can remove it and write it again." and a **Remove** button. The hold is the learner's one automatic protection in a private chat, so the person who wrote the message cannot be the one to lift it.

You have two choices:

- press **Remove** and write the message again in other words; or
- leave it. RacingOwl was emailed when it was held, and releases it if it was a false alarm. When that happens the learner is notified as if you had just sent it.

When a learner reports a chat

Under their chat, a learner can open **Report this chat to RacingOwl** and say in a sentence what is wrong. The report goes to RacingOwl, never to you, because in a private chat you are the other party. RacingOwl receives the last few messages and looks at it.

While the report is open, your inbox shows a red **Reported to RacingOwl** badge on that chat, and at the top of the open chat. You can carry on the conversation normally. If you think the report is about a misunderstanding, it is fine to say so calmly in the chat, or to write to us through **Ask RacingOwl** (see Ask RacingOwl).

Chats and the other ways to reach your learners

RacingOwl gives you several ways to talk to learners, and each suits a different job. Choosing the right one keeps your inbox manageable and makes sure the message is seen.

Tool	Who sees it	How they hear about it	Best for
Chats	One learner and the people running your site	A notification in the bell and on the phone	Questions, private matters, nudging somebody who has stalled
Course discussion	Everyone your discussion setting allows	Notifications to people following it	Questions whose answers help the whole class
Topics	Anyone signed in to RacingOwl	Notifications to people following it; your home page	Announcements and site-wide conversations
Email learners	Everyone on your site, or one course's learners	An email, up to three a day	Timetable changes, launches, anything everyone must read
WhatsApp alerts	Learners with a verified number	A WhatsApp message	Fixed alerts only: receipts, failed payments, membership reminders, class reminders

See Discussions and reviews, Managing your learners and WhatsApp alerts for your learners for the other four.

Good practice

- **Answer within a day.** Most chats arrive before a purchase or in the middle of a lesson. A quick answer to the first kind often makes the sale; a quick answer to the second keeps the learner going.
- **Turn on phone alerts** from your dashboard's **Turn on phone alerts** card, so a new chat reaches your phone.
- **Move repeated questions into the course.** If three learners ask the same thing, add a line to the lesson, or post the answer in the course discussion where everyone can see it.

- **Keep private things private.** Payment problems, personal circumstances and marks belong in Chats, not in a public discussion.
- **Archive what is done.** An Open view with only the chats still needing you is quicker to work through.

Common questions

Q My learners say there is no Chats link on my site.

The link only appears when your plan includes Chats, and only for a learner who is signed in. Open **Manage → Chats**: if your plan does not include it, a note at the top says so and which plan to move to.

Q Can learners chat with each other?

No. Each chat is between one learner and your site. Learners talk to each other in the course discussions and on your Topics page.

Q Can I send a file or a picture?

No. Chats are text only. Put the file in a lesson, or share a link to it.

Q I pressed Chat on a learner and the page says "New chat" instead of their name.

The heading only looks up names from the first page of your learner table. Your message still goes to the right learner; you land in their chat once you press Send.

Q Can I delete a chat?

No. You can archive it to tidy it away. The only messages that can be removed are held ones.

Q Does a learner get an email when I reply?

No. They get a notification in their bell and on their phone if they have switched phone alerts on. If you need to reach everyone about something important, use **Email learners** (see Managing your learners).

Q A learner deleted their account. What happens to our chat?

It stays in your archive, with their messages under "Deleted learner". Their name and email address are removed.

Q My message to a learner is stuck as Held. What do I do?

Only RacingOwl can release a message your side wrote. Remove it and write it again in other words, or leave it for RacingOwl, who were told when it was held.

Related: Managing your learners, Discussions and reviews, Notifications and keeping your site safe, Choosing your RacingOwl plan.

CHAPTER

12

WhatsApp alerts for your learners

With the WhatsApp alerts add-on, your learners get a short, fixed set of WhatsApp messages in your site's name: a receipt when they pay, a note if a payment fails, a reminder before their membership ends, and a nudge an hour before a live class. This chapter explains exactly which messages go and when, how learners switch them on, how the monthly bundle and the meter work, what happens if you go past the bundle, and the one switch you control. By the end you will have the add-on on and your learners asked to verify their numbers.

WHERE	TIME NEEDED	BEFORE YOU START	PLAN
Manage → Your RacingOwl plan → Add-ons	Two minutes to switch on; learners take a minute each to verify their number	Nothing technical. You do not need a WhatsApp Business account, a separate phone number or any paperwork.	An add-on with a bundle of messages on every plan; the top plan includes it. The plan cards show the bundle and price for yours.

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What the add-on does

Learners miss emails. A WhatsApp message about money or a class they are about to miss gets read. This add-on sends your learners a short set of messages from **RacingOwl's verified WhatsApp business number**, in your site's name. Getting a verified WhatsApp business line of your own normally takes days of paperwork and a dedicated phone number; here it is one switch.

These are the only messages it sends:

Message	When it goes	Also by email?
A receipt	When a learner pays you for a course or a membership month. A ₹0 order, such as a course a discount made free, is not a payment and sends no WhatsApp receipt.	Yes
A payment failed	When a payment does not go through, saying that nothing was taken	Yes
Membership ends in three days	Once, three days before a member's paid month ends. Not sent to a member who has turned on auto-renew; their reminder email says what will be charged instead.	Yes
"Starts in about an hour"	About an hour before a live class, once per class, to each learner invited to it who is still enrolled. You can switch this one off.	No. The invitation email already put the class in their calendar.

Nothing else. No marketing, no announcements, no chat. You cannot write your own WhatsApp messages to learners through RacingOwl. For announcements use **Email learners** (see Managing your learners); for one-to-one conversation use Chats (see Chats with learners).

The first three messages are always sent by email as well, so a learner without WhatsApp misses nothing. The class reminder is WhatsApp only.

> **IMPORTANT.**
> Nobody answers replies to these messages. A learner who replies on WhatsApp reaches nothing. Tell your learners to use **Chats** on your site, or email, if they need you.

> **WHAT YOUR LEARNER SEES.**
> A message in WhatsApp from RacingOwl's business account, naming your site: for example a receipt for the course they just bought, or a note that your live class starts in about an hour. Each message is short and says what it is about.

Switching the add-on on

You can tick WhatsApp alerts when you first choose your plan, on the same screen, so it rides your first payment (see Choosing your RacingOwl plan). You can also switch it on at any time afterwards.

1. **Open your plan page.** Go to Manage → Your RacingOwl plan and scroll to the **Add-ons** section.

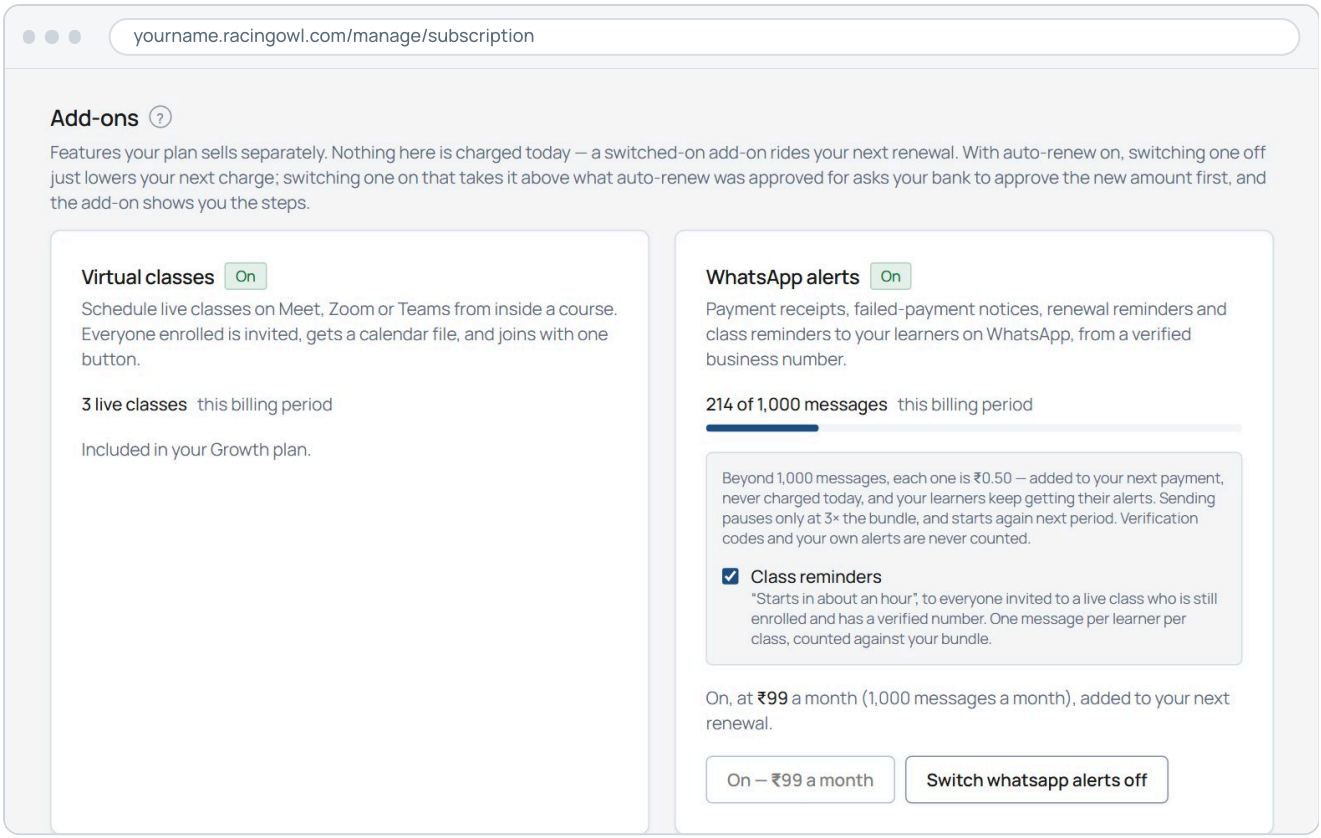
2. **Find the WhatsApp alerts card.** Its badge says **On** or **Off**, and a line says where you stand (see the table below).

3. **Switch it on.** Press the **Switch on** button, which shows the monthly price and the bundle for your plan. It starts working straight away. Nothing is charged today: the price is added to your next renewal.

If your plan renews by **auto-renew** and the add-on would take your monthly charge above what you approved, the card first shows the steps, then asks your bank to approve the new amount in one window. Your current auto-renew carries on until the bank says yes, and nothing is charged today. See Choosing your RacingOwl plan. The Add-ons section says this under its heading, and the **?** beside it explains it again.

The card says	What it means
"Included in your … plan" and the bundle a month	Your plan includes it. There is nothing to switch on.
"Included during your free trial, until …"	You have it free during the trial. Switch it on now to keep it after the trial; nothing is charged until the trial ends.
"On, at … a month (…), added to your next renewal."	You have switched it on and it is being paid for.
"Switched off — still yours until …, and not on your next renewal."	You switched it off. It keeps working until the end of the period you have paid for. A **Keep it** button undoes the switch-off.
"Arranged for your site by RacingOwl"	RacingOwl has given your site this add-on as a promotion, free or at a special price, possibly until a date shown. It is not a control you can change.

To switch it off, press the **Switch … off** button on the card. It keeps working until the end of the period you have paid for, and is left off your next renewal. With auto-renew on, switching off simply lowers your next charge.



The WhatsApp alerts card under Manage → Your RacingOwl plan → Add-ons: the meter, the small print about the bundle, and the class-reminder switch.

How learners verify their number

A learner only receives alerts once they have **verified a WhatsApp number**. You cannot add numbers for them, and you should not want to: verifying is how the learner says yes to WhatsApp messages. It is also what keeps RacingOwl's business number in good standing with WhatsApp, which protects everyone's messages.

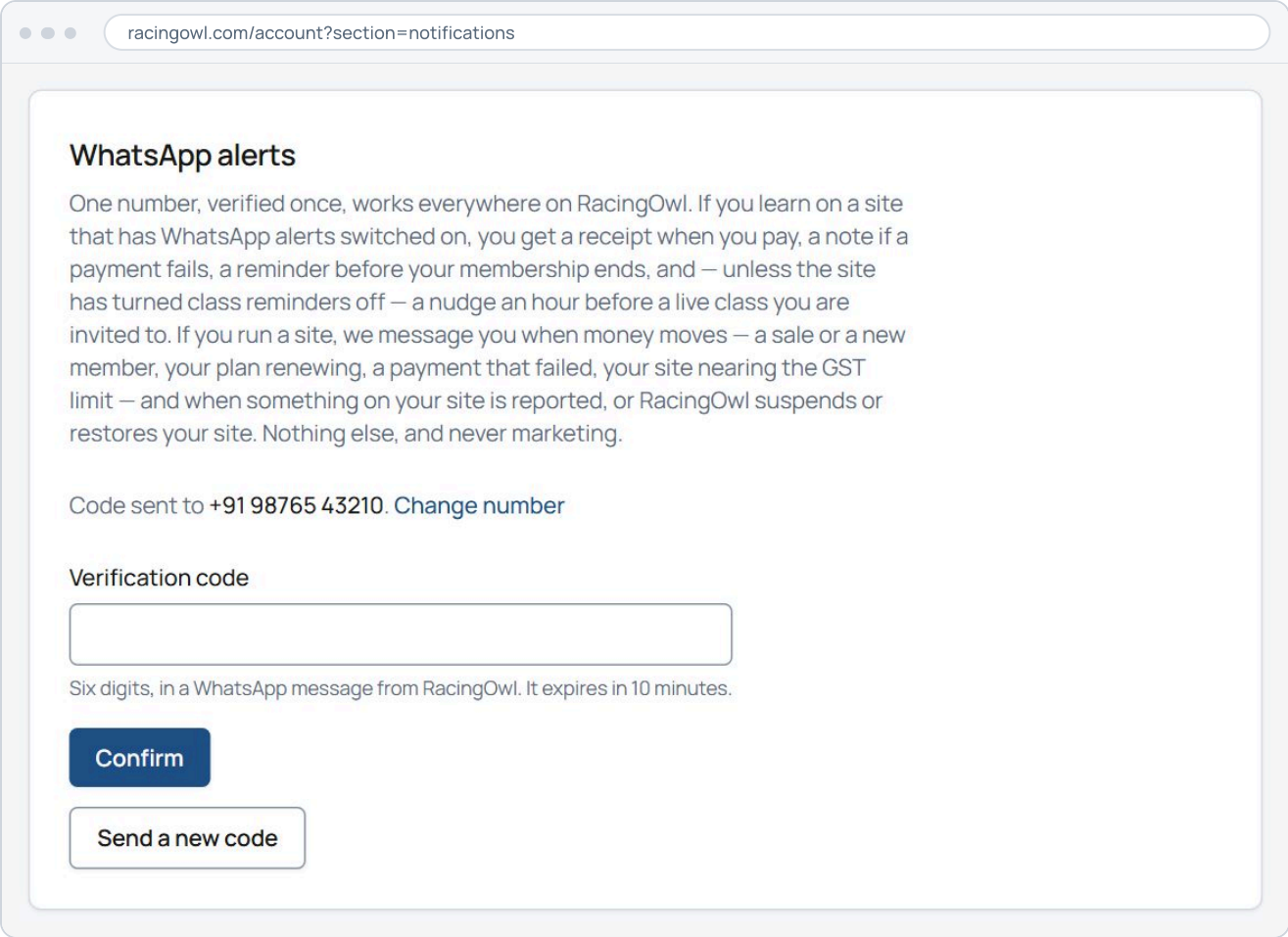
The number belongs to the learner, not to your site. They verify it once, on racingowl.com, and it then works on every site they learn with.

The steps your learner takes

1. **Open their notifications settings.** On racingowl.com, **Your profile → Notifications**, the **WhatsApp alerts** card. On your site, the **My learning** page shows a card that links straight there (see below).
2. **Enter the number.** In **WhatsApp number**, the number they use for WhatsApp. A plain 10-digit Indian mobile works; for other countries they include the country code. Spaces, dashes and brackets are fine.
3. **Ask for the code.** **Send verification code**. A WhatsApp message from RacingOwl arrives with six digits.
4. **Type the code back.** In **Verification code**, then **Confirm**. The code lasts 10 minutes. If it has run out, **Send a new code** sends another (not more than once a minute). After five wrong guesses they need a new code.

Once confirmed, the card shows the number marked **Verified**. The learner can press **Pause messages** to stop WhatsApp messages for a while without losing the number (the card then says **Paused**, and **Resume messages** starts them again), or **Remove number** to take it off altogether. While paused or removed, the emails still go.

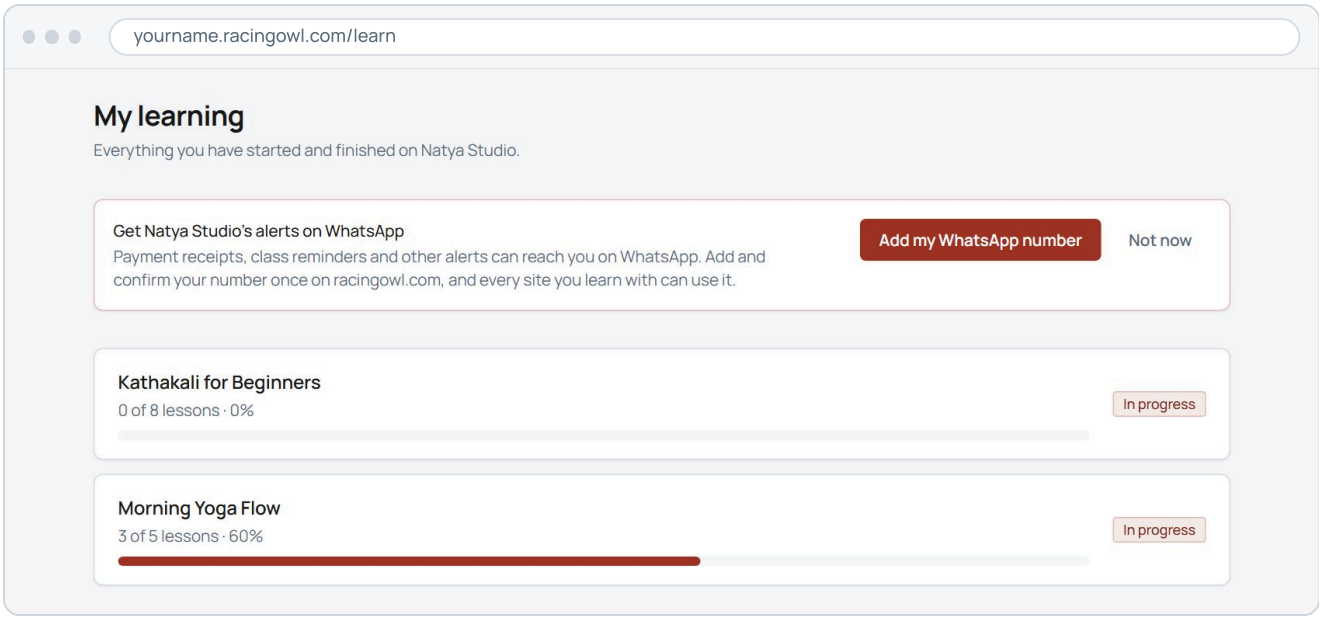
To move to a new number, a learner presses **Remove number** and then verifies the new one in the same way. Until the new number is confirmed, they receive no WhatsApp messages.



What your learner fills in on racingowl.com: the WhatsApp alerts card under Your profile → Notifications, with the code sent and the Verification code box showing.

The reminder on My learning

When your site has WhatsApp alerts on, any learner who has not verified a number sees a card at the top of your site's **My learning** page: "Get … alerts on WhatsApp", explaining that payment receipts, class reminders and other alerts can reach them on WhatsApp once they add and confirm their number on racingowl.com. The **Add my WhatsApp number** button takes them straight to the right place. **Not now** hides the card on that device.



The card on your site's My learning page that asks a learner without a verified number to add one.

Getting your learners to verify

The add-on only reaches learners who have verified. The best moment to ask is right after you switch it on, and again at your first live class.

- Send one email from **Manage → Email learners**, for example: `From this week you can get class reminders and payment receipts on WhatsApp. Go to racingowl.com, open Your profile, then Notifications, and add your WhatsApp number. It takes a minute.`
- Mention it in your invitation's personal line when you bring a class across.
- Say it out loud at the start of a live class, and give people a minute to do it.

There is no list showing which of your learners have verified. A learner without a verified number simply gets the email, silently.

The bundle and the meter

The add-on comes with a **bundle of messages per billing period**, sized by plan. The plan cards and racingowl.com/pricing show the bundle for each plan. The billing period is your RacingOwl plan's period, running from your plan's renewal date, not the calendar month.

The WhatsApp alerts card shows a running meter: how many messages have gone "of" your bundle "this billing period", with a bar underneath. At 80% of the bundle a `Nearly there` badge appears and you are emailed once. At 100% the badge says `Full` and you are emailed once more. If your plan has no bundle limit, the card says "No limit on messages this period."

What counts

- Each message to a learner counts once: every receipt, failed-payment note, membership reminder and class reminder that is sent or waiting to be sent in the period.
- A message that could not be sent at all does not count.

- **Verification codes are never counted.**
- **Your own alerts are never counted.** The WhatsApp messages RacingOwl sends you about sales, your plan and reports on your site are free, on every plan, and separate from this add-on (see Notifications and keeping your site safe).

> **TIP.**
> Class reminders are usually most of the count: one message per learner per class. A weekly class for 40 learners is 40 messages a week. Check that against your bundle before a big batch starts, and look at the meter after the first fortnight.

Going past the bundle

Going past the bundle **never cuts your learners off**. Their alerts keep going. Each message beyond the bundle is charged at a small per-message rate, shown on the card on your plan page.

- **How it is billed.** Once a billing period has ended and the count is final, what you went over is worked out and shown on your plan page as owed. It is never taken at the moment a message goes, and no separate payment request is ever sent for it.
- **When you pay it.** It is added to your next payment: the next automatic renewal, as long as the total stays within the amount you approved when you set auto-renew up, or a move to another plan. If it would go over that amount, the automatic renewal takes your plan and add-ons alone, and the extra stays shown as owed until a later payment can carry it. It appears as its own line on the payment that collects it and on its GST invoice.
- **The write-off.** If everything you owe for extra messages stays under ₹50 for three months, it is written off. You never get a bill for a few rupees.

The card shows what is owed: "WhatsApp messages over your bundle: … owed, GST included — added to your next payment", and one line per period, for example the dates, how many messages, how many were over the bundle, and the amount before GST.

The pause at three times the bundle

Sending pauses only if a site reaches **three times its bundle** in one billing period. From then until the period ends, no WhatsApp alerts go to your learners; their emails still go as normal. Sending starts again by itself at the start of the next period, with a fresh bundle. This is a safety limit, not something an ordinary site meets: you would have been emailed at 80% and at 100% long before.

If you regularly go well past your bundle, a larger plan carries a bigger one; compare them on your plan page.

The class-reminder switch

The hour-before reminder is the one message you can turn off. On the WhatsApp alerts card, **Class reminders** is ticked by default: "'Starts in about an hour', to everyone invited to a live class who is still enrolled and has a verified number. One message per learner per class, counted against your bundle."

Untick it to stop class reminders for your whole site. It saves the moment you click. The money messages (receipts, failed payments, membership reminders) have no switch, because a receipt is not optional.

You might switch reminders off if your classes are at the same time every week and your learners do not need reminding, or if class reminders are using up your bundle faster than you would like. Your learners still get the invitation email with the calendar entry either way. Live classes themselves are covered in Creating your first course.

Your own WhatsApp alerts

Separately from this add-on, you can get your own money-and-reports alerts on WhatsApp for free: a sale, your plan renewing, a failed payment, something reported on your site. You verify your own number the same way your learners do. That is covered in Notifications and keeping your site safe.

Common questions

Q My learner did not get a class reminder.

Check, in order: that WhatsApp alerts is on for your site; that **Class reminders** is ticked; that the learner has verified a number and has not paused it; that they were invited to that class and are still enrolled on the course; and that you have not reached three times your bundle this period. A reminder goes once per class, about an hour before.

Q Can I add my learners' WhatsApp numbers myself?

No. Each learner verifies their own number with a code sent to that phone. That is how they agree to receive messages.

Q Can I send my own WhatsApp message or offer to all my learners?

No. The add-on sends only the four fixed messages. Use **Email learners** for announcements.

Q Which number do the messages come from?

RacingOwl's verified WhatsApp business number, with your site's name in each message. Replies to it are not read.

Q Do my learners pay anything?

No. The add-on is on your RacingOwl plan. Learners only need WhatsApp on their phone.

Q What happens if I switch the add-on off?

It keeps working until the end of the period you have paid for, then stops. Learners' numbers stay verified on their RacingOwl accounts, so if you switch it on again later, alerts reach them straight away.

Q I went over my bundle. When will I be charged?

Never at the moment the message goes. The amount is shown as owed on your plan page and added to your next payment: an automatic renewal if the total stays within what you approved for auto-renew, or a plan move. Under ₹50 owed for three months is written off.

Q A learner outside India wants alerts.

They can verify a number from any country: they type it with the country code.

Related: Choosing your RacingOwl plan, Notifications and keeping your site safe, Creating your first course, Managing your learners.

CHAPTER

13

Certificates

A certificate is RacingOwl's way of recording that a learner finished one of your courses. This chapter explains exactly when one is issued, the one switch that controls it, what is printed on it, how you choose its design, how your learners download it and share it, and how anyone can check that it is genuine. By the end you will have set the switch on each course, picked a design and seen a sample with your own logo on it.

WHERE	TIME NEEDED	BEFORE YOU START	PLAN
The switch: a course's **Details** tab. The design: **Manage → This site → Settings → Certificate template**	About 5 minutes, once	Your logo uploaded under Settings, and your site name as you want it printed	Every plan

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How a certificate is earned

You never issue a certificate by hand, and a learner cannot ask for one. RacingOwl issues it automatically, at one precise moment: when a learner's enrolment on a course changes from "in progress" to "completed", and the course's certificate switch is on.

A learner has completed a course when both of these are true:

- **Every lesson is marked done.** The learner presses **Mark as done** on each lesson as they go. An assignment is a lesson too, so it counts in the total like any other. A required assignment is only ticked off when you mark it.
- **Every quiz set as "must be passed to complete the course" has been passed.** Practice quizzes that are not required do not hold anyone back. If a required quiz contains a written answer, the learner's attempt waits under **Manage → Marking**, and nothing moves until you score it. The moment your mark passes them, completion is settled in exactly the same way as a quiz marked by the computer.

A few details follow from that rule:

- A lesson held back by a release rule (so many days after enrolling, or a date) still counts in the total. A learner cannot finish the course, or earn its certificate, until that lesson opens and they mark it done.
- A course with no lessons can never complete, so it can never issue a certificate.
- A certificate is issued once per learner per course. If a learner un-ticks a lesson and ticks it again, the course reopens and completes again, but no second certificate is made. The learner keeps the one certificate, with its original code.
- If you reopen an assignment for another try after the course was completed, the course reopens, but the certificate already issued stays.

> **TIP.**
> Decide which quiz is the real assessment and make only that one required. The help card beside the quiz setting says it well: leave it on for the assessment that earns the certificate, and switch it off for practice checks along the way.

When a learner completes a course, you hear about it too. Every admin and instructor on your site gets a notification in the bell saying who finished which course, and the morning summary email lists finishers by name (see Notifications and keeping your site safe). Your dashboard has a **Certificates** figure for the period you choose. If some learners who enrolled in that period have completed a course without receiving a certificate (usually because that course's switch is off), a small line under the figure says how many, for example "2 finished without one". It is only shown when the number is not zero, so it is worth a look when it appears.

The switch: does this course award a certificate?

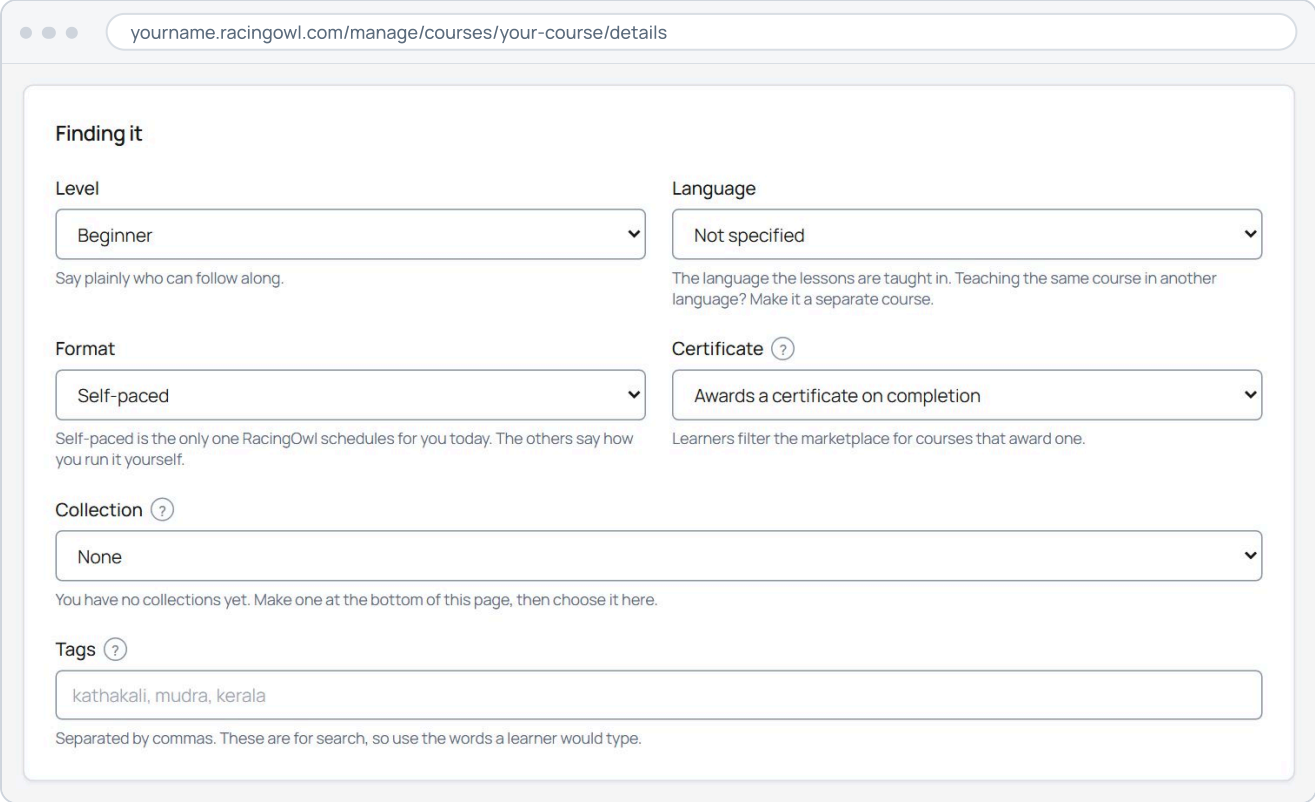
There is exactly one switch, and it belongs to each course. There is no site-wide setting: you can award certificates on your main courses and not on a short free taster.

1. **Open the course.** Go to **Manage → My courses** and open the course you want.

2. **Go to the Details tab.** The course editor has four tabs; the certificate setting is on **Details**, near the level and format.

3. **Find the Certificate box.** It is a drop-down labelled **Certificate** with two choices: **Awards a certificate on completion** and **No certificate**. The hint under it reads "Learners filter the marketplace for courses that award one."

4. **Choose, then save.** Pick the option you want and press **Save details** at the foot of the tab.



The Certificate setting on a course's Details tab, set to "Awards a certificate on completion".

Every new course starts with **Awards a certificate on completion** already chosen. You only need to visit this box if you want to switch it off.

What the switch changes

Where	With the switch on	With the switch off
Completion	A certificate is issued the moment the learner completes	The course still completes, but no certificate is issued
Your course page	The course facts include **Certificate on completion**	That line is not shown
The marketplace card	The card lists **Certificate**	Not listed
The marketplace filter	The course appears when a learner filters **Certificate offered** for Yes	It appears under No

Where	With the switch on	With the switch off
The "you finished" email	Carries the certificate as a PDF and its code	Congratulates the learner without a certificate

Changing your mind later

Certificates are issued only at the moment of completion, so the switch looks forwards, never backwards:

- **Switching it on later** does not issue certificates to learners who have already finished. Only learners who complete from now on receive one.
- **Switching it off later** never withdraws a certificate already issued. It stays valid, downloadable and checkable.

> **IMPORTANT.**
> If you want past finishers to have a certificate, leave the switch on from the day you publish. There is no button to issue one afterwards for somebody who has already completed.

What is printed on the certificate

Every certificate is an A4 landscape PDF. The border and artwork come from the design you choose (below); the words are the same on every design and are always centred in the empty middle of the page.

Line	What it says	Where it comes from
Heading	CERTIFICATE OF COMPLETION	Fixed
Introduction	This certifies that	Fixed
Name	The learner's name	The learner's name on your site at the moment they completed. If they had no name set, their email address is printed instead of a blank
Link line	has successfully completed	Fixed
Course	The course title	The course title at the moment they completed
Issued	Issued by *your site's name* on *the date*	Your site's name as it is now, and the completion date
Taught by	Taught by *the instructor's name*	The name on the course instructor's profile, as it is now. Left out if there is no name
Code	Certificate No: RO-XXXX-XXXX-XXXX	A unique code made at issue
Footer	Verify this certificate at racingowl.com/verify	Fixed
Logo	Your logo, in a box in the top-left corner	Your site's logo as it is now

A few things worth knowing about the layout:

- **Long lines are shortened, not squeezed.** A very long name, course title or site name is cut with an ellipsis (…) so it fits the line. The date and the fixed words are never cut. If your site name is long, look at a sample to check it reads well.
- **The logo box is wide and short.** Your logo is scaled to fit a small landscape box and is never enlarged beyond its own size. A wide logo fills it well; a tall, square badge prints quite small. PNG, JPEG and WebP logos all print.
- **The design's colours are fixed.** Your site's accent and button colours do not recolour the certificate. Choose the design whose colours suit you.
- **Names are tidied for display.** A name typed all in capitals or all in small letters is printed in ordinary capitalisation.

Which parts can change after it is issued

A certificate is not stored as a file. RacingOwl keeps a record (the learner's name, the course title, the date and the code) and draws the PDF fresh every time somebody downloads it. That is why some parts are frozen and others follow your current settings.

You change...	Certificates already issued
The course title	Keep the title the course had when the learner finished
The learner changes their name	Keep the name they had when they finished
Your site's name	Show the new name on the next download
Your logo	Show the new logo on the next download
The instructor's name on their profile	Show the new name on the next download
The certificate design	Come out in the new design on the next download

The one copy that never changes is the PDF already attached to a learner's completion email. It was drawn once, when the email was sent, and keeps the design, name and logo it was sent with.

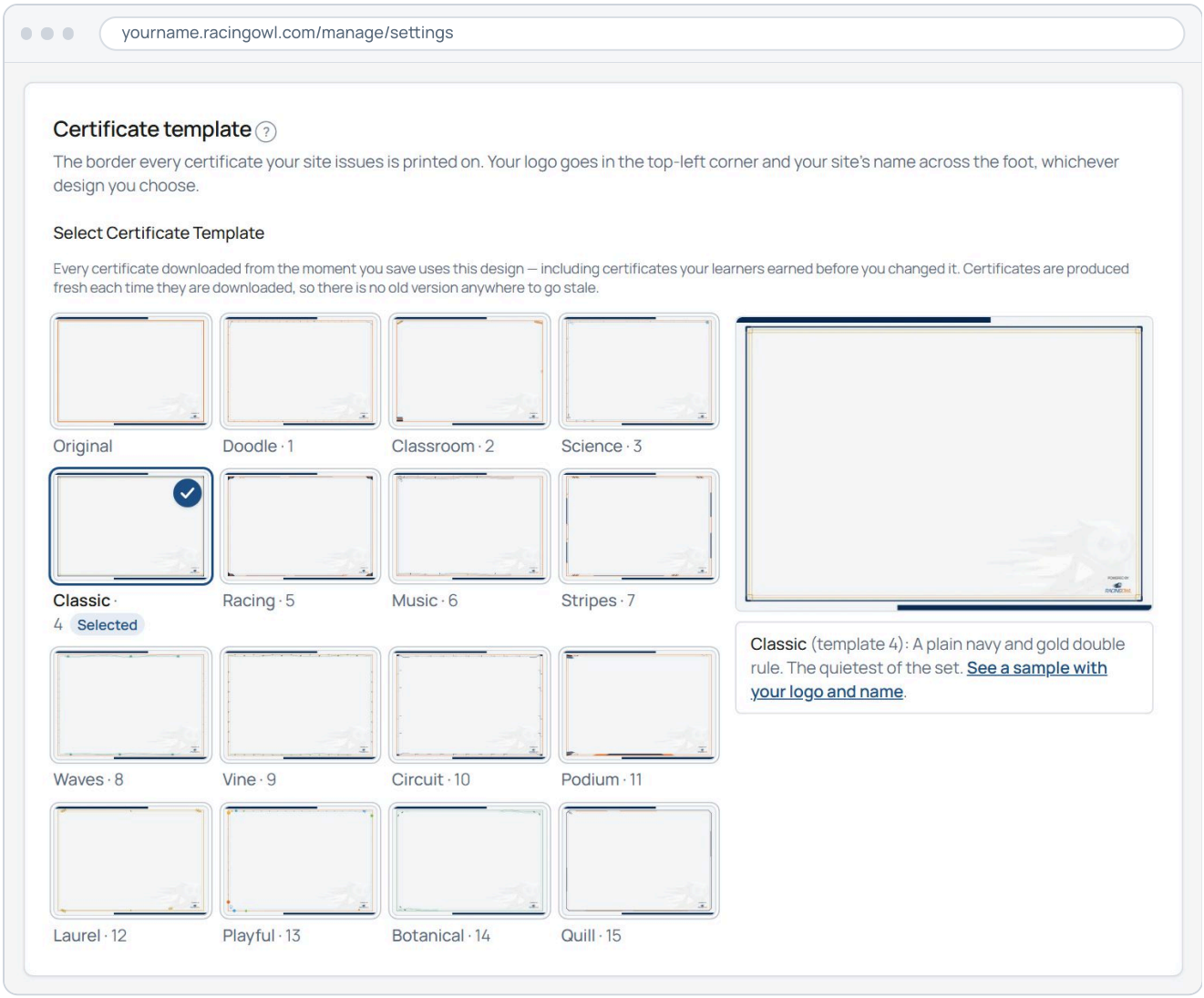
Choosing the design

You choose one design for your whole site. It applies to every course that awards a certificate.

1. **Open Settings.** Go to Manage → This site → Settings and scroll to the card headed **Certificate template**. The "?" beside the heading opens a short explanation.
2. **Look at the preview.** Under **Select Certificate Template** you see sixteen thumbnails. The design currently chosen has a tick in its corner and a **Selected** tag under its name. Beside the grid (above it on a phone) is a large preview of that design: a sample certificate with your own logo and site name on it.
3. **Click the thumbnails.** Clicking a thumbnail moves the tick and changes the large preview, with a one-line description of the design under it. Nothing is saved yet.

4 **Open a full sample if you want.** Under the preview, **See a sample with your logo and name** opens the chosen design as a PDF in a new browser tab. It is exactly what a learner would download, with placeholder words: "Learner's full name", "Course title", "Instructor's name" and the placeholder code RO-XXXX-XXXX-XXXX. It uses the logo and site name you have already saved.

5 **Save.** Press **Save changes** at the foot of the Settings page. You see "Saved." and the design is in force at once.



The Certificate template card in Settings: the sixteen thumbnails, the chosen one ticked, and the large preview of the design with the link to a sample carrying your logo.



A sample certificate, opened from "See a sample with your logo and name".

The sixteen designs

The Original design comes first; the other fifteen are numbered 1 to 15 in the picker. Every design uses the same page size and the same layout of words.

Design	Number	What it looks like
Original	none	The first RacingOwl design: a navy band and an orange flourish
Doodle	1	An orange rule with a sketched blue line and small hand-drawn marks
Classroom	2	A pencil in the corner and a ruler down the side
Science	3	Molecules in one corner and a flask in the other, on a blue rule
Classic	4	A plain navy and gold double rule; the quietest of the set
Racing	5	Navy corner wedges with orange chevrons and a grey rail
Music	6	A stave with a clef and notes across the top and bottom
Stripes	7	Diagonal navy and orange stripes at the corners of a thin rule
Waves	8	Teal waves along the edges with leafy stars

Design	Number	What it looks like
Vine	9	A green vine with leaves running round the frame
Circuit	10	Circuit-board traces in navy and orange
Podium	11	A navy and blue speed wedge with an orange bar along the foot
Laurel	12	Gold ears of wheat on a gold rule
Playful	13	Coloured balloons and stars on a light blue rule, made for younger learners
Botanical	14	Green leaf sprigs at the corners of a green frame
Quill	15	A navy corner with pen strokes and a twin orange rule

What changing the design does

The change is immediate and complete. Because every certificate is drawn fresh at each download, a certificate a learner earned last month and downloads tomorrow comes back in the design you chose today. No old version is kept anywhere, so there is nothing to go out of date. Only the copy already attached to a completion email keeps the design it was sent in.

> **TIP.**
> Choose your design before your first learner finishes, and then leave it. Learners who download their certificate twice and get two different-looking documents may wonder which is real. Both would be, and both carry the same code, but a settled design saves the question.

> **IMPORTANT.**
> If your certificates come out without a logo, the logo file on record may be one uploaded long ago in a form that could not be printed. Upload your logo again under **Settings → Logo** and save; the next download will carry it.

What your learner receives

The "you finished" email

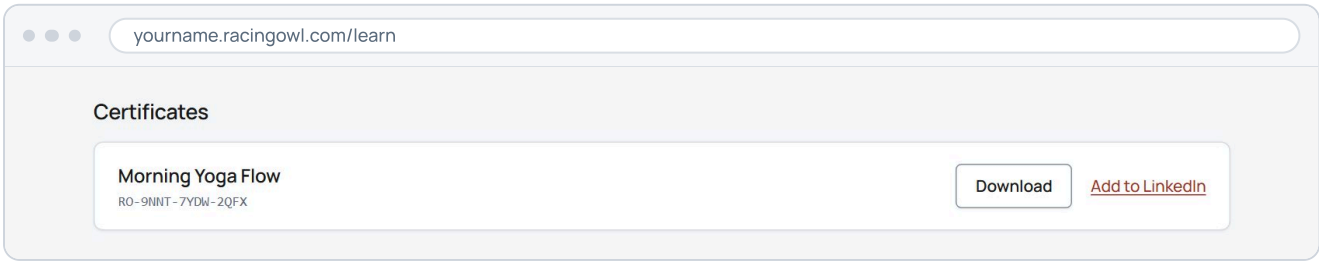
The moment a learner completes a course that awards a certificate, they are emailed "You finished *course title*", sent in your site's name. The certificate is attached as a PDF named after its code, for example `certificate-RO-4K7M-9P2T-XW3V.pdf`, and the email gives the code in the text. In the rare case that the PDF could not be drawn at that moment, the email still goes, with the code alone, and the learner downloads the certificate from My learning instead. Completion itself never fails because of the certificate.

My learning on your site

On your site, the learner's **My learning** page gains a **Certificates** section once they have at least one. Each certificate shows the course title and its code, with two actions:

- **Download** saves the PDF, drawn fresh in your current design.

- **Add to LinkedIn** opens LinkedIn's own "add a certification" form in a new tab, already filled in (see below).



The Certificates section on a learner's My learning page on your site, with Download and Add to LinkedIn.

All my learning on racingowl.com

A learner who studies with several trainers also sees every certificate from every site in one place: **racingowl.com → All my learning → Certificates**. Each one shows the course, your site's name, the instructor's name, the date it was earned and the code, with **Download PDF** and **Add to LinkedIn**. The download is always served by your site, so it always comes out in your design. If the learner is not signed in on your site at that moment, they pass through your site's sign-in page and come straight back to the download.

The learner's **Download history (CSV)** on their RacingOwl profile also lists, for each course, whether a certificate was issued and its code.

Add to LinkedIn

LinkedIn has its own form for adding a certification to a profile. **Add to LinkedIn** opens that form with these fields already filled in:

LinkedIn field	Filled with
Name	The course title
Issuing organisation	Your site's name
Issue date	The month and year the certificate was earned
Credential ID	The certificate's code
Credential URL	racingowl.com/verify/ followed by the code, so anyone reading the profile can check it

The learner reviews the form on LinkedIn and saves it there. RacingOwl never posts anything to LinkedIn itself and never sees the learner's LinkedIn account.

> **WHAT YOUR LEARNER SEES.**
> On the last lesson they mark done (or when your mark passes their final quiz), the course shows a Completed badge, the "you finished" email arrives with the PDF attached, and the certificate appears on My learning with Download and Add to LinkedIn. A learner does not need to do anything to "claim" it.

Checking a certificate: racingowl.com/verify

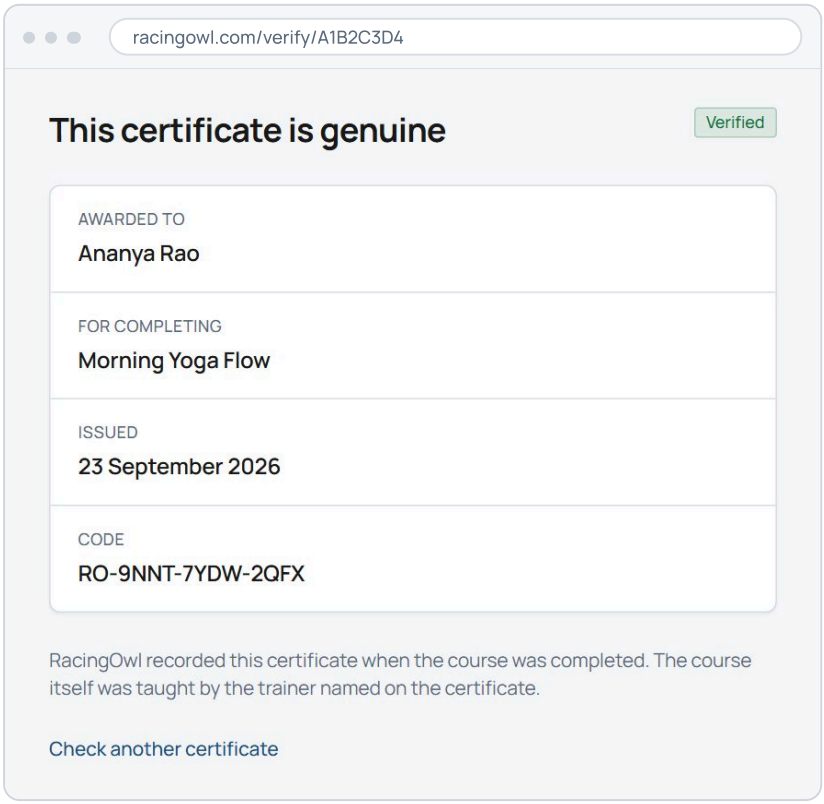
Every certificate carries a code such as **RO-4K7M-9P2T-XW3V** and the line "Verify this certificate at racingowl.com/verify". An employer, a parent or a college can check it there, with no account and no sign-in.

1. **Open the page.** Go to racingowl.com/verify. The page is headed **Check a certificate**.
2. **Type the code.** Enter it in the **Certificate code** box. Upper or lower case both work, with or without the dashes.
3. **Press Check it.**

If the code belongs to a real certificate, the page says **This certificate is genuine** with a **Verified** badge, and shows four facts only:

- **Awarded to**: the learner's name as recorded when they finished
- **For completing**: the course title as recorded when they finished
- **Issued**: the date
- **Code**: the code checked

Nothing else is shown: no email address, no account details and no link to the learner. If the code does not match any certificate, the page says **We could not find that certificate**, shows what was searched for, and explains that codes are printed at the bottom of the certificate and contain no letter I, L, O or U (those are the digits 1 and 0). A wrong letter is therefore the most common reason for a failed check.



The verify page confirming a genuine certificate.

Codes are long and random on purpose. Nobody can guess their way through the verify page to find out who studied what, and the page that shows a checked certificate is kept out of search engines.

What happens to a certificate when things change

A certificate, once issued, is the learner's record. RacingOwl has no "revoke" button, and none of these events takes a certificate away:

Event	The certificate
You refund a learner who had already completed the course	Stands. The enrolment stays completed and the certificate stays valid
You fully refund a learner who had not completed	There is none to keep; the course leaves their active list and can no longer earn one
The learner leaves your site	Stays valid and checkable by its code, like their receipts
The learner deletes their RacingOwl account	Stays, with the name printed on it, as the privacy policy says
A membership lapses	Unfinished courses opened through it close, but finished courses and their certificates stay
RacingOwl hides the course after a report	The learner is told that anything they earned on it, such as a certificate, is still theirs
You switch the course's certificate off	Stays valid
You archive or unpublish the course	Stays valid

If you believe a certificate was earned improperly, talk to the learner first, and write to RacingOwl through **Ask RacingOwl** if you need help.

What certificates do not cover

- **Only course completion earns one.** Joining a membership or attending a live class does not issue a certificate on its own. A live class can be part of a course, but the certificate comes from completing the course.
- **No uploaded artwork.** You choose from the sixteen designs; you cannot upload your own border or recolour a design.
- **No signature or seal.** The certificate carries your logo, your site's name, the instructor's name and a code anyone can check. The code is the proof.
- **No site-wide switch.** Each course decides for itself.

Common questions

Q A learner says they finished but got no certificate. Why?

Check three things. Is the course set to **Awards a certificate on completion**? Has every lesson been marked done, including any lesson held back by a release rule? Is there a required quiz still waiting for your marking under Manage → Marking? If the switch was off when they finished, switching it on now will not

issue one.

Q I changed the design. Will learners who already have a certificate get the new one?

Yes, the next time they download it. The PDF attached to their original completion email keeps the old design, because it was drawn when the email was sent.

Q A learner spelled their name wrongly and the certificate shows it. Can I fix it?

No. The name is fixed at the moment of completion, so it stays true to the record. Changing a name afterwards does not change a certificate already issued.

Q I renamed my course. Do old certificates change?

No. They keep the title the course had when each learner finished. Your site's name, logo and the instructor's name, on the other hand, are read fresh at every download.

Q My logo looks tiny on the certificate.

The logo box is wide and short, and a logo is never enlarged beyond its own size. A wide logo, or a larger file, prints better than a small square badge. Upload it, press **Save changes**, then open **See a sample with your logo and name** to check.

Q Can I preview a certificate before any learner earns one?

Yes. The large preview in **Settings → Certificate template** and the **See a sample with your logo and name** link both show your real logo and site name with placeholder words.

Q Someone emailed me asking whether a certificate is real. What do I tell them?

Send them to racingowl.com/verify with the code printed on the certificate. They need no account. If the page says the certificate is genuine, it is.

Q Can I take a certificate back?

No. There is no way to revoke a certificate, and a refund or a learner leaving does not remove one.

Q Does a certificate count against any plan limit?

No. Certificates are not stored as files, so they use none of your storage.

Related: Creating your first course, Branding your site, Managing your learners, Your instructor profile.

CHAPTER

14

Your instructor profile

Learners decide whom to learn from before they decide what to learn. This chapter walks through your instructor profile field by field, shows where each part appears on your site, and explains the Founding trainer badge. It then covers the other half of "you": your RacingOwl account, the single account and password that work on every site, how signing in and out behaves, how long a session lasts, and the RacingOwl app on your phone. By the end your instructor card will be complete and you will know which of the two profile pages to open for any change.

WHERE
Your instructor profile: **Manage → This site → Your instructor profile**. Your RacingOwl account: the round button with your initial at the top of any page → **Your profile**

TIME NEEDED
About 10 minutes

BEFORE YOU START
A clear photo of your face, a few sentences about how you teach, and the year you started teaching

PLAN
Every plan

IN THIS CHAPTER

01 Two profiles, and why they are separate 202
02 Filling in your instructor profile 202
03 Where your profile appears 205
04 The Founding trainer badge 206
05 Your RacingOwl account 207
06 Signing in and out 209
07 RacingOwl on your phone 210
08 Common questions 210

Two profiles, and why they are separate

RacingOwl keeps two different pages about you, and it helps to know which is which before you start.

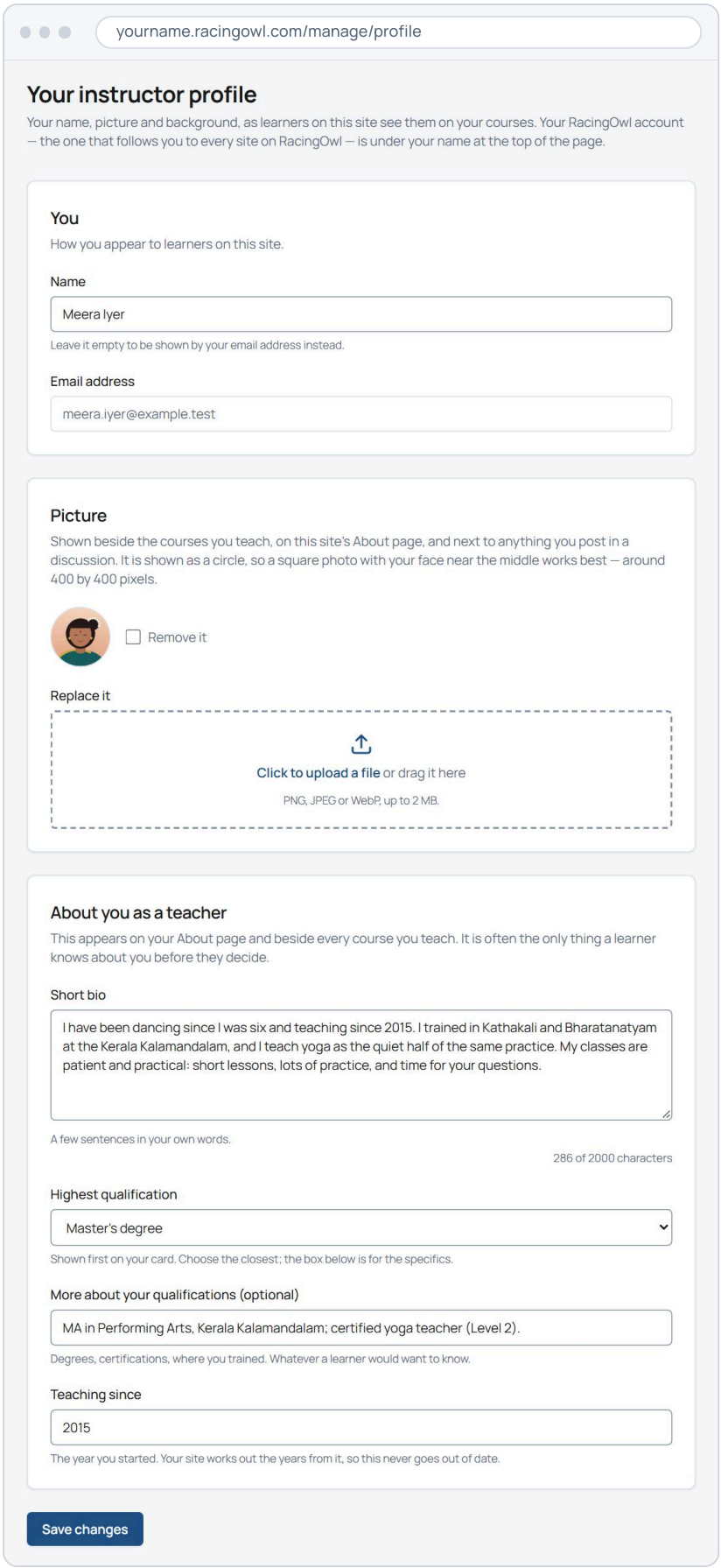
	Your instructor profile	Your RacingOwl account
What it is	You as a teacher on this one site	You as a person, on every site and on racingowl.com
Where	Manage → This site → Your instructor profile	The account menu (your initial, top right) → Your profile, on racingowl.com
Who sees it	Learners and visitors on your site	Mainly you
What it holds	Your name as learners see it here, your teaching photo, bio, qualification and the year you started	Email, display name, username, password, WhatsApp number, billing address, learning history, your data

They are kept apart on purpose. Your teaching photo and biography belong to your site, so they can never appear on another trainer's site, and you can present yourself differently on two sites if you run or teach on more than one. The page itself reminds you: its description says that your RacingOwl account, "the one that follows you to every site on RacingOwl", is under your name at the top of the page.

A simple rule: **Settings** is your site (its name, logo and colours); **Your instructor profile** is you, the person teaching on it; **Your profile** in the account menu is your RacingOwl account.

Filling in your instructor profile

1. **Open the page.** Go to Manage → This site → Your instructor profile. The menu hint reads "Your bio, as learners on this site see it". The first time you open it, a two-step tour explains the page.
2. **Check your name.** In the first card, headed **You**, type your name as you want learners to see it.
3. **Add a picture.** In the **Picture** card, click the box under **Upload one** that says **Click to upload a file** and choose a photo, or drag the photo onto the box.
4. **Write about yourself as a teacher.** Fill in the card headed **About you as a teacher**: your bio, your highest qualification, any detail about it, and the year you started.
5. **Save.** Press **Save changes**. When you see "Saved." your course pages and About page already show the new details.



Your instructor profile, filled in: name, picture, bio, qualification and the year you started teaching.

Every field

Field	What to put in it	Rules
Name	Your name as learners should read it, for example "Anita Rao" or "Coach Vikram"	Up to 120 characters. The form's hint says an empty name means you are shown by your email address; on your public pages, though, an empty name makes your card read "Your teacher", your new discussion posts read "A platform member", and certificates leave out the "Taught by" line. Fill it in
Email address	Nothing: it is shown, not edited	If your address is not yet confirmed, "not confirmed" appears beside it in red. Confirm it from the email RacingOwl sent you
Picture (**Upload one**, or **Replace it** once you have one)	A clear photo of your face	PNG, JPEG or WebP, up to 2 MB. Shown as a circle, so a square photo with your face near the middle works best, around 400 by 400 pixels. Tick **Remove it** and save to take the picture off; your initial is then shown in your site's colour
Short bio	A few sentences in your own words: who you teach, how you teach, what learners come away with	Up to 2,000 characters. Paragraph breaks are kept
Highest qualification	The closest of the listed levels	A drop-down (see below). **Prefer not to say** leaves the line off your card
More about your qualifications (optional)	The specifics: the degree and university, the certification, where and with whom you trained	Up to 500 characters
Teaching since	The year you started teaching, for example 2015	A whole year from 1900 to this year. A future year is not accepted: your browser stops it, and if it gets past, the form answers "That year is in the future." Leave it empty to show nothing

The qualification list

The **Highest qualification** drop-down offers seven broad levels. The hint says it plainly: choose the closest, and use the box below it for the specifics.

- Certificate or diploma
- Bachelor's degree
- Master's degree
- Doctorate
- Professional certification
- Trained under a guru or master
- Professional experience

On your card, the two are printed on one line, the level first and your detail after it, separated by a dot. For example: **Master's degree · Gold medallist, Delhi University**. Either one on its own stands by itself.

Why "Teaching since" asks for a year

You give the year you started, not a number of years. Your site works out the years from it, so your card reads "Teaching for 11 years" this year and "Teaching for 12 years" next year without you touching it. In the year you start, no years line is shown at all, rather than "Teaching for 0 years".

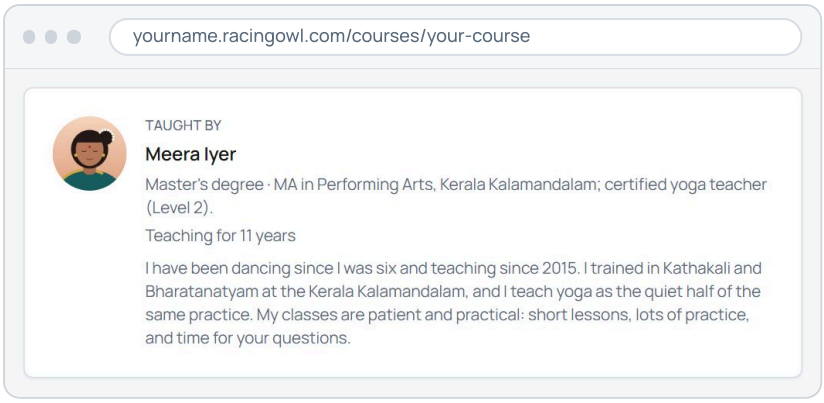
> **TIP.**
> The bio is often the only thing a learner knows about you before deciding. Three good sentences beat a long list: who you are, whom you teach best, and one concrete result your learners get. Write it the way you would introduce yourself to a new class.

Where your profile appears

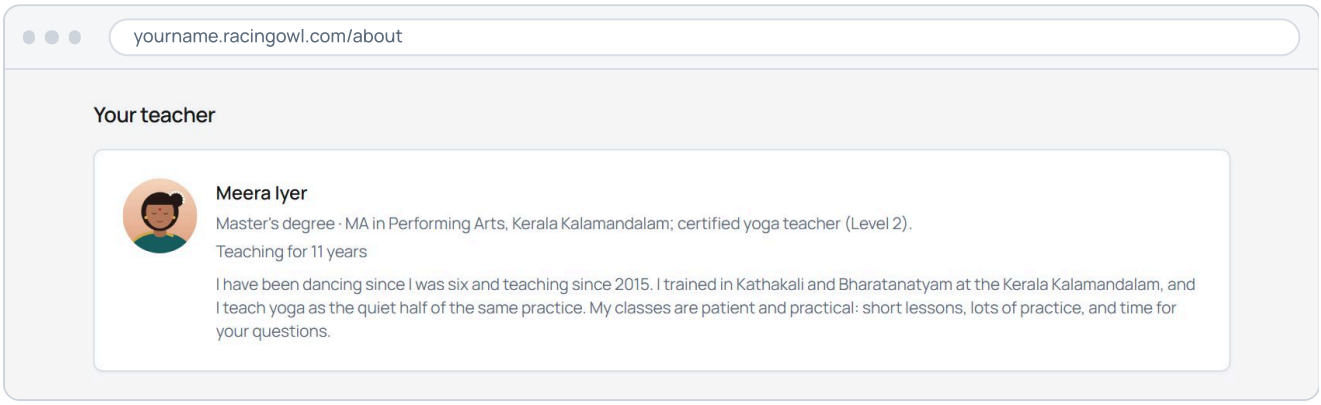
Place	When it shows	What it looks like
Each course page you teach	When your profile has a bio, a qualification (either the level or the detail) or a picture	A card headed **Taught by**, above the course outline
Your site's About page	When you (or another teacher on the site) have a bio or qualifications	Listed under **Your teacher**, or **The teachers** when there is more than one, in the order they joined the site
Your site's home page	When your site has About text and at least one teacher with a bio or qualifications	Up to two teacher cards beside the About extract; any others are on the About page
Discussions on your site	Always	Your picture and name beside what you post, as they were when you posted it (a later change shows on new posts, not old ones)
Certificates	When the course has an instructor with a name	The line "Taught by *your name*"

The card shows, in order: your picture (or your initial), your name, your qualification line, "Teaching for N years", then your bio. Anything you left empty simply does not appear. If you have written nothing and have no picture, no card is shown on the course page at all.

A course page introduces the person who created that course. If your site has more than one teacher, each teacher's own courses show their own card.



The "Taught by" card on a course page, as a visitor sees it.



Your site's About page, with the "Your teacher" section.

> **WHAT YOUR LEARNER SEES.**
> A visitor deciding whether to enrol sees your face, your name, your qualification in one line, how long you have been teaching and your own words, before they see the syllabus. What is public is only what you wrote: your email address is never shown on any of these pages.

Two things that surprise people

- **Your picture is not shown in the dark strip at the top.** The account button in the strip always shows your initial, on every site, by design. Look for your picture on your course pages and your About page instead.
- **The About page lists teachers with words, not only pictures.** A teacher with a name and a picture but no bio or qualification still gets a card on their course pages, but is not listed on the About page. Add a line of bio to put them there.

The About link in your site's menu appears when your site has About text, a public email or phone number, a website, or a teacher with a bio or a qualification. Filling in your bio is therefore enough to give your site an About page. Your site's own About text and contact details are set in Settings (see Branding your site).

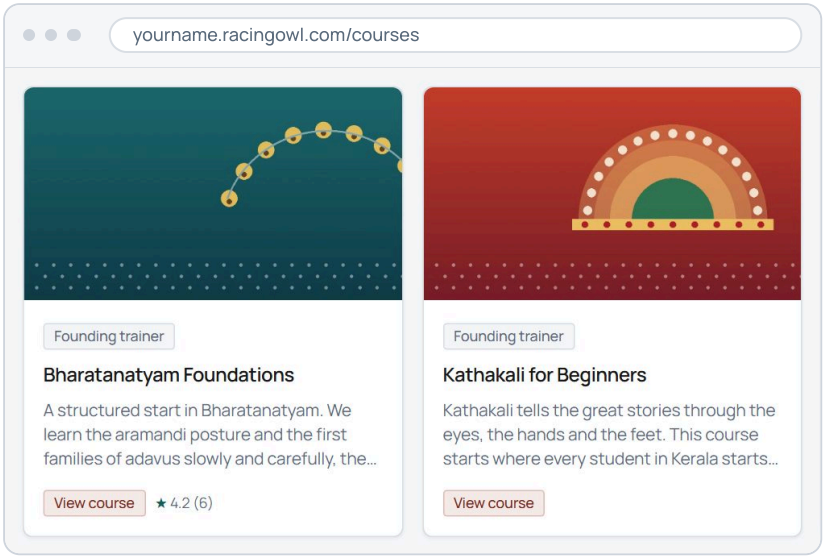
The Founding trainer badge

RacingOwl names a small number of early trainers as founding trainers. If your site is one of them, a **Founding trainer** badge appears automatically:

- on your course cards in your own catalogue,

- above your course title on each course page, and
- on your courses in the marketplace on racingowl.com.

RacingOwl staff switch the badge on for your site. There is nothing for you to set, and no field for it on your profile. If you were told you are a founding trainer and do not see the badge, write to RacingOwl through **Ask RacingOwl**. What being a founding trainer means for your plan is covered in Choosing your RacingOwl plan.



The Founding trainer badge on a course card.

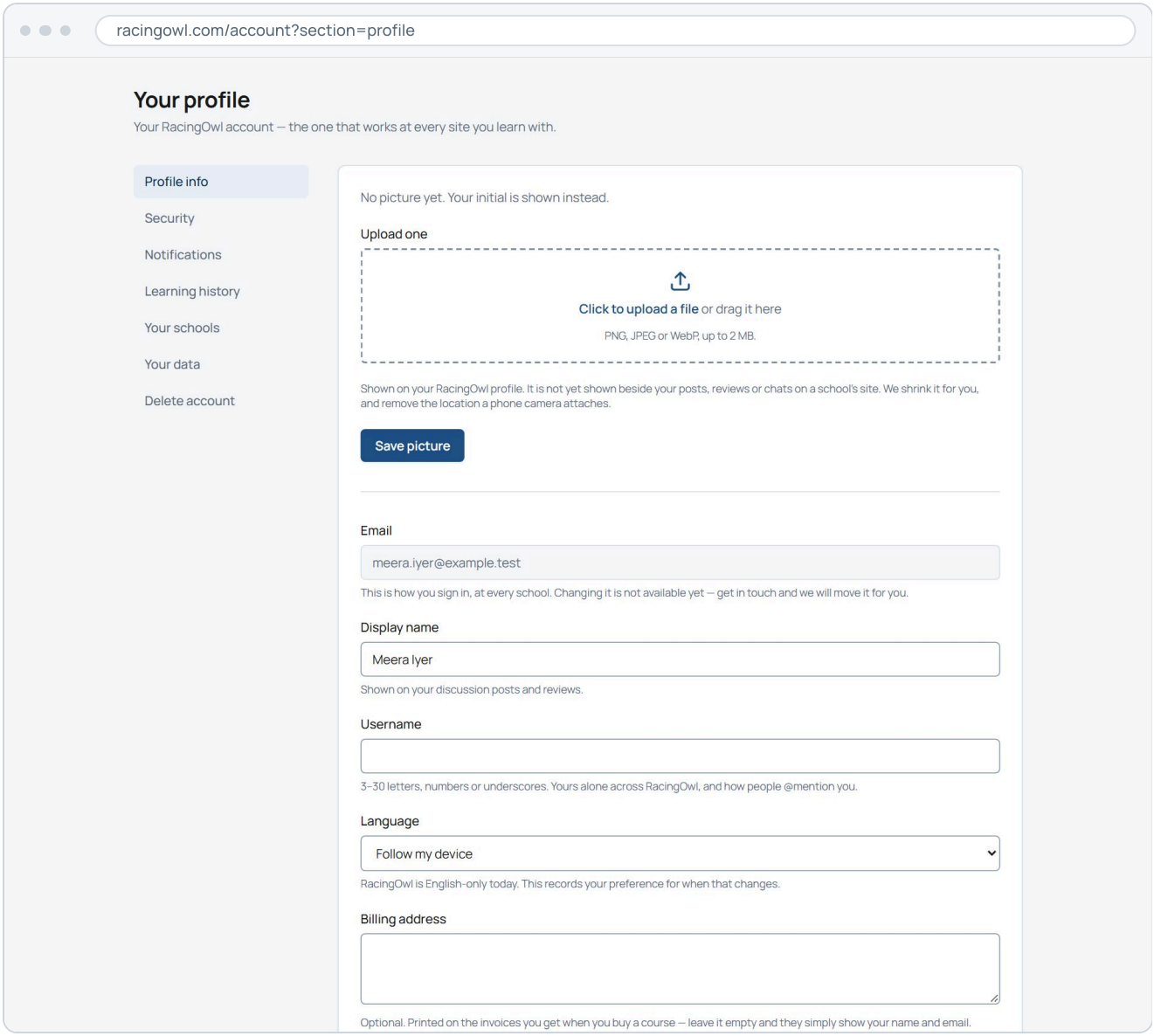
Your RacingOwl account

You have one RacingOwl account. The same email and password sign you in on racingowl.com, on your own site, and on any other trainer's site where you might learn. There is never a second password for your site.

To open it, press the round button with your initial in the dark strip at the top of any page, and choose **Your profile**. The menu hint reads "Your name, password and history". It always opens on racingowl.com, already signed in. The page has seven sections down the left side (they wrap onto two lines on a phone):

Section	What a trainer uses it for
Profile info	Your **Display name** (copied to a site the first time you visit it; after that each site keeps its own copy, and on your own site learners see the **Name** on your instructor profile), your **Username** (3 to 30 letters, numbers or underscores, unique across RacingOwl, and how people @mention you), **Language** (recorded for the future; RacingOwl is English only today) and an optional **Billing address** printed on invoices when you yourself buy a course. Your **Email** is shown here but cannot be changed on screen: write to RacingOwl and it is moved for you
Security	Change your password (see below)
Notifications	Your WhatsApp number, for your own free sales, billing and report alerts (see Notifications and keeping your site safe)
Learning history	A spreadsheet of courses you have taken as a learner
Your schools	Every site you belong to. A site you run is listed with a note: a site is not left, it is closed, with its subscription, learners and payouts, by writing to support@racingowl.com

Section	What a trainer uses it for
Your data	Download everything RacingOwl holds about you as one file
Delete account	Closing the account at every site at once. While you run a site, the account cannot be deleted; the site is closed with RacingOwl first



Your RacingOwl account on racingowl.com, open at Profile info.

The picture on your RacingOwl account

Your RacingOwl account has its own picture, separate from the teaching photo on your instructor profile. It is set once and belongs to you, not to any site. Today it is shown only on your RacingOwl profile itself; the form says "Shown on your RacingOwl profile. It is not yet shown beside your posts, reviews or chats on a school's site." For how you look to your learners, the picture that matters is the one on **Your instructor profile**.

Your password

Under **Security**, enter your **Current password**, a **New password** and **Confirm new password**, then press **Change password**.

- A password must be at least 10 characters. There are no rules about symbols or numbers; a short sentence works well.
- You are never forced to change your password on a schedule.
- Changing it signs you out on every other device and every site. The page confirms: "Password changed. You are still signed in here; every other device has been signed out." A password reset by email does the same.

If you created your account with Google, there is no password yet. The Security section says "You sign in with Google." and offers **Set a password by email**, which opens the forgotten-password form; ask for a link there and it emails you one to set a password.

Forgotten your password? Press **Forgotten your password?** under any sign-in form. The reset form lives on racingowl.com and the link it emails works for one hour. Because there is one account, the new password works on your site and everywhere else at once.

Signing in and out

Moving between racingowl.com and your site

You never need to sign in twice. Signed in on racingowl.com, the button **Go to your site** in the header opens your Manage pages already signed in. Signed in on your site, the links in the account menu (**All my learning**, **Find a course**, **Your profile**, **Help make RacingOwl better**) open on racingowl.com already signed in. **Help & FAQ** also opens on racingowl.com; it is a public page, so it needs no sign-in. Visiting your own site as its owner never counts you as one of your learners.

Sign out signs you out everywhere

The account menu has two buttons at the bottom:

- **Sign out** ends every session you have, on every site and on racingowl.com, on this device and every other. It is the right button on a shared or borrowed computer. On your own site you land on your site's sign-in form; on racingowl.com you land on the page for finding your site.
- **Sign in as someone else** signs you out in the same way and takes you straight to the sign-in form, useful when you share a computer with a colleague who teaches on your site.

If you signed out on your phone and then go back to a tab left open on your laptop, the laptop tab notices and shows the sign-in form with "You were signed out on another device or tab. Sign in again to carry on."

How long a session lasts

Where you are signed in	When the session ends
A web browser (computer, or a phone's browser)	When you close the browser, or after 12 hours without activity. While you keep working, the session keeps extending itself
The RacingOwl app on your phone's home screen	After 30 days without opening it. Closing the app does not sign you out

When a browser session is five minutes from its end, a bar appears along the bottom of the page: "Your session ends in 4:59. You will need to sign in again. Anything you have typed and not saved will be lost." with a **Stay signed in** button. Press it and carry on. If the session does end, the sign-in page says "Your session ended because you were away, or the browser was closed."

> **IMPORTANT.**
> If you step away in the middle of writing a long lesson or a course description, save it before you go. A session that ends while you are away takes unsaved typing with it.

If your phone wakes up before its internet connection is back, you may see "RacingOwl could not be reached" with a **Try again** button. That is not a sign-out: nothing has ended, and pressing Try again once the connection returns carries on.

RacingOwl on your phone

You do not need to install anything to run your site. Everything works in the web browser on a computer, a tablet or a phone. Building a course has several steps and goes fastest at a desk; your learner list, chats, marking and the live classes tab all fit a phone.

There is one RacingOwl app, and it is not in any app store. Anyone can add it to a phone's home screen from racingowl.com in two taps. It opens full screen, shows the RacingOwl icon, asks for no permissions except the notifications you choose to switch on, and cannot reach your photos, contacts or files. Removing it is a press-and-hold on the icon, like any app; nothing is left behind and your account is untouched.

iPhone or iPad	Android
Open racingowl.com in Safari and sign in	Open racingowl.com and sign in
Tap Share (the square with an arrow)	Tap the menu at the top right, then Install app or Add to home screen
Scroll to Add to Home Screen, then Add	Tap Install
Open it from the icon	Open it from the icon

For a trainer, the app's main use is phone alerts: new chats, reports, sales and work to mark buzzing your phone as they happen. The switch for those is on racingowl.com and is explained in Notifications and keeping your site safe. On an iPhone, notifications only work from the home-screen icon, so add it first.

Your site itself cannot be installed as a separate app: there is one icon for all of RacingOwl, so a learner who studies with three trainers has one app, not three. On a phone, your learners' **My learning** page on your site shows a card, "Put RacingOwl on your phone", until they have the app. If they press **Not now** it comes back after a month.

Common questions

Q I uploaded a picture but I can't see it at the top of the page.

That is expected. The account button in the strip always shows an initial. Your teaching picture appears on your course pages, your About page and beside your discussion posts.

Q Can I change my email address?

Not on screen. Your email is how you sign in everywhere, so it is moved by RacingOwl on request. Write through **Ask RacingOwl**.

Q I changed my name on Your profile, but my site still shows the old one.

The name learners see on your site is the **Name** on **Your instructor profile**. Change it there.

Q My About page has no "Your teacher" section.

Add a **Short bio** or choose a **Highest qualification** and save. A picture alone does not list you on the About page.

Q Will my bio appear on other trainers' sites?

No. Your instructor profile belongs to your site only.

Q Do I need a separate password for my site?

No. Your RacingOwl password is the password for your site, for racingowl.com and for every other site.

Q I was signed out while I was working.

Either the browser was closed, you were away for 12 hours, you ignored the five-minute warning bar, or you (or someone using your account) signed out or changed the password on another device. Sign in again; anything already saved is safe.

Q How do I get the Founding trainer badge?

RacingOwl staff switch it on for founding trainers' sites. There is no setting for you.

Q Can I delete my RacingOwl account?

Not while you run a site. The site, with its subscription, learners and payouts, is closed with RacingOwl first: write to support@racingowl.com.

Related: Branding your site, Certificates, Notifications and keeping your site safe, Ask RacingOwl.

CHAPTER

15 Notifications and keeping your site safe

This chapter covers two things that run quietly in the background of your site. First, how RacingOwl tells you (and your learners) that something happened: emails, the bell, alerts on your phone, your own free WhatsApp alerts and the morning summary. Second, how your site is kept safe: reporting, the automatic keyword filter, the difference between a hold and a flag, the Reports page from start to finish, and what happens when RacingOwl itself takes a course down or suspends a site. By the end you will have phone and WhatsApp alerts switched on and know exactly what to do when a report arrives.

WHERE
The bell at the top of every page; **racingowl.com → Your profile → Notifications** for WhatsApp; **racingowl.com → All my learning → Notifications** for phone alerts; **Manage → Reports**

TIME NEEDED
About 10 minutes to switch on phone and WhatsApp alerts; a few minutes per report

BEFORE YOU START
Your phone, with WhatsApp on it

PLAN
Every plan. Your own WhatsApp alerts are free; WhatsApp alerts for your learners are a separate add-on (see WhatsApp alerts for your learners)

IN THIS CHAPTER

01 How RacingOwl tells you things 213
02 The bell 213
03 Phone alerts 214
04 Your own WhatsApp alerts (free) 215
05 Emails 217
06 The morning summary 219
07 Keeping your site safe 219
08 Manage → Reports, from start to finish 221
09 When RacingOwl acts 223
10 Site suspension 224
11 Common questions 224

How RacingOwl tells you things

RacingOwl follows one simple rule. **Email is for when money moves or when somebody needs to act**: a payment, a refund, your plan's bill, a confirmation link. **Everything else is in the product**: replies, reviews, chats and reports arrive in the bell, and on your phone if you switch phone alerts on. That keeps your inbox for things that matter and stops a busy discussion from burying a payment email.

Channel	What it carries	Needs you to set it up?
Email	Money, your plan, account security, live class invitations, the morning summary	No, it just arrives
The bell	Replies, mentions, reviews, chats, reports, work to mark, learners finishing	No
Phone alerts (push)	The same things as the bell, buzzing your phone or computer	Yes, once, on racingowl.com
Your WhatsApp	Sales, new members, your plan's bill, reports, suspension	Yes, once: confirm your number

The bell

The bell sits in the dark strip at the top of every page, on your site and on racingowl.com. Its number is your unread notifications from **every** site you run or learn on, added together. One bell, whichever site you are on.

1. **Press the bell.** It opens **racingowl.com → All my learning → Notifications**, already signed in, with every notification from every site in one list.
2. **Open one.** Each notification links to the thing it is about: the report, the chat, the piece of work to mark.
3. **Clear them.** **Mark as read** beside one clears just that one. **Mark all as read** at the top clears every site's notifications at once, and every bell goes to zero.

Under the list, one line reminds you that WhatsApp alerts are under **Your profile → Notifications**. Each site also keeps its own Notifications page with that site's 30 most recent notifications, where **Mark read** and **Mark all as read** work for that site alone.

What reaches a trainer's bell

When	What the notification says	Where it opens
A learner sends you a chat message	New chat message from *name*	That chat in **Manage → Chats**
Someone reports something on your site	Somebody reported *a post* in "*place*", or, when marked dangerous, Urgent: ... was reported as dangerous or illegal	**Manage → Reports**
The keyword filter holds or flags a post or review	The filter held ... for you to review, or The filter flagged ... for you to look at	**Manage → Reports**

When	What the notification says	Where it opens
A learner hands in an assignment, or submits a quiz with a written answer	*Name* handed in "*title*" in *course*, ready to mark	That piece of work in Manage → Marking
A learner finishes a course	*Name* finished *course*	Manage → Learners
A learner reviews one of your courses	*Name* left a 5★ review on *course*	The course page
A reply or mention in a discussion you are part of	*Name* replied in "*topic*"	The discussion
Free time is added to your plan (a referral, or founding-trainer time)	Says what was added and when your next charge moves to	Manage → Your RacingOwl plan

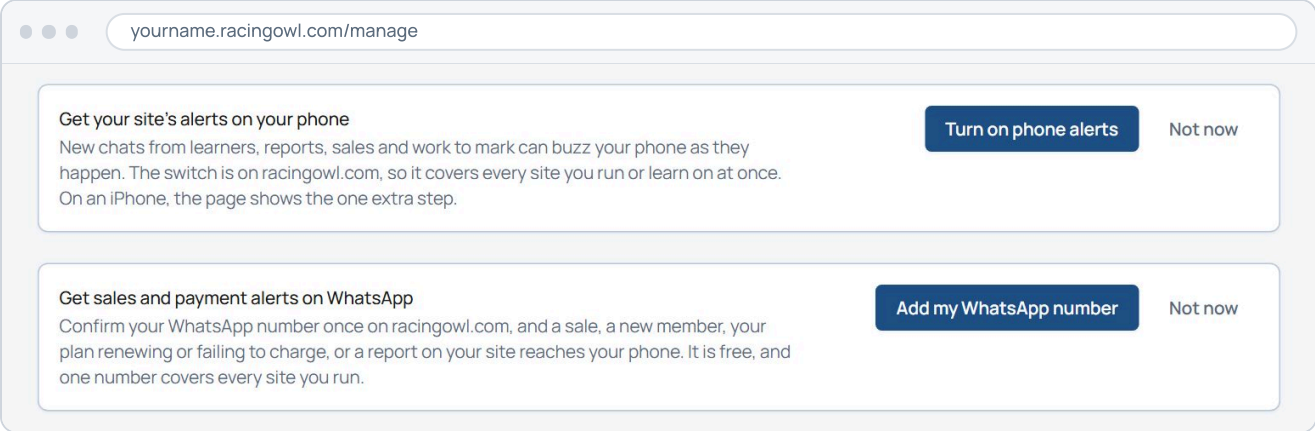
Notifications are for the other side of whatever happened. You are never notified about your own report, your own post or your own chat message.

Phone alerts

Phone alerts put the bell on your phone: a new chat, a report, a review or a piece of work to mark buzzes your phone as it happens, without the site being open. They also work on a computer's browser.

The switch lives in one place only, on racingowl.com, because racingowl.com is the one address that covers every site you belong to. Switched on there, one event buzzes once, however many sites you run or learn on.

1. **Use the dashboard card.** On Manage → Dashboard, the card **Get your site's alerts on your phone** has a **Turn on phone alerts** button. Press it on the phone you want alerts on. (**Not now** hides the card on that browser.)
2. **On an iPhone, add the app first.** iPhones only allow notifications from the RacingOwl icon on the home screen. If you are in Safari, the page tells you: tap Share, then Add to Home Screen, then open RacingOwl from the icon and come back to this step. Android phones and computers do not need this.
3. **Turn it on.** You arrive on All my learning → Notifications, signed in. The card **Notifications on this device** has a **Turn on** button. Press it.
4. **Allow.** Your phone asks whether to allow notifications. Choose Allow. The card now says you will be told about replies, mentions, messages and marks, from every site, and offers **Turn off**.



The two cards on your dashboard: "Get your site's alerts on your phone" and "Get sales and payment alerts on WhatsApp".

Each phone or computer is switched on separately; turning alerts on for a second phone adds it without switching off the first. **Turn off** forgets just the device you press it on.

What an alert looks like

The alert's title is your site's name, because a lock screen gives no other clue where it came from. Under it is one short line, such as "Meera replied in 'Week 2 questions'". Tapping it opens the page it is about, inside the RacingOwl app if you have it. Several alerts about the same thing, such as five messages in one chat, replace each other rather than stacking up, and still buzz each time.

When the switch does not work

- **"Your browser is blocking notifications for this site."** You, or somebody, chose Block when the phone asked. Only the browser's own site settings can undo it: find racingowl.com in the browser's settings, allow notifications, then press Turn on again.
- **"Your session has expired. Sign in again and retry."** Sign in on racingowl.com and press Turn on again.
- **No "Notifications on this device" card at all.** The browser does not offer notifications. Try an ordinary (not private) window, or a different browser.
- **An alert never arrived.** An alert that could not be sent within an hour is not sent at all, because a buzz at midnight about a lunchtime reply is worse than none. It is still in the bell.

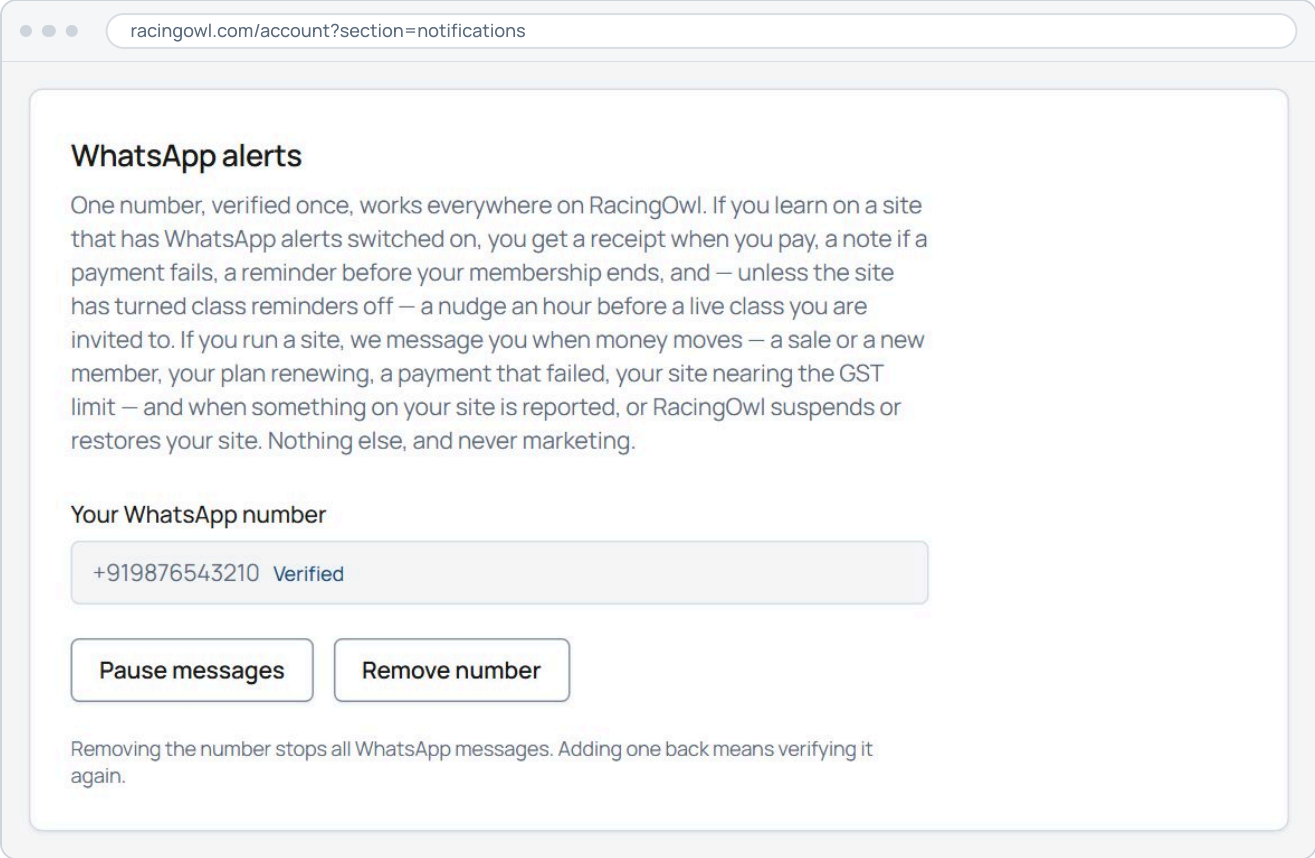
Your own WhatsApp alerts (free)

As a trainer you can get the alerts that matter most on WhatsApp: money and trust. They are free on every plan, never counted against any bundle, and completely separate from the WhatsApp add-on that sends messages to your learners.

WhatsApp only reaches a number you have confirmed. The number belongs to you as a person, not to your site, so one confirmation covers every site you run.

1. **Start from the dashboard.** If you have not confirmed a number, **Manage → Dashboard** shows a card, **Get sales and payment alerts on WhatsApp**. Press **Add my WhatsApp number**. (You can also go straight to **racingowl.com → Your profile → Notifications**.)

2. **Enter your number.** In the **WhatsApp alerts** card, type it in **WhatsApp number**. A plain 10-digit Indian mobile works; for another country, include the country code. Spaces and dashes are fine.
3. **Ask for the code.** Press **Send verification code**. A six-digit code arrives on WhatsApp from RacingOwl.
4. **Type it back.** Enter it in **Verification code** within ten minutes and press **Confirm**. Your number now shows as **Verified**.



Your profile → Notifications, with a verified WhatsApp number and the Pause messages and Remove number buttons.

Typing the code back is your consent to receive the messages. If a code does not come, wait a minute and press **Send a new code** (a second request within a minute is refused, and the first code still stands). Five wrong guesses and you need a new code; after ten minutes the code expires.

What you receive on WhatsApp

Message	When	Who on your site gets it
New enrolment	A learner pays for a course (free enrolments are email only)	Owner and instructors
New member	A learner pays to take out or renew a membership	Owner and instructors
Plan renewal reminder	Your plan renews in 10, 5 and 3 days, once each (it says so when it is a trial ending)	Owner
Plan renewed	Your plan payment went through	Owner
Plan payment failed	A charge for your plan failed, the last attempt failed, or your site became read-only because the plan is unpaid	Owner

Message	When	Who on your site gets it
Card expiring	The card your plan renews on is about to expire	Owner
GST watch	Your collections near the GST registration line, and if payments are paused	Owner
Content reported	Somebody reports a post, review or course on your site	Owner and instructors, never the person who reported it
Site suspended or restored	RacingOwl suspends your site, or lifts it	Owner

Every WhatsApp message except a report alert comes alongside the matching email, never instead of it (reports have no email; they come to the bell). Some things deliberately do not come on WhatsApp: holds and flags by the keyword filter (they reach the bell and your phone alerts instead, because a filter misfires more often than people do), chat messages, refunds, and a plan you cancelled yourself.

- **Pause messages** stops everything until **Resume messages**; the number stays verified.
- **Remove number** forgets it; adding one back means confirming again.
- Changing number: once a number is verified, the card offers no change button. Press **Remove number**, then confirm the new one with a fresh code.
- Replying to a RacingOwl WhatsApp message reaches nobody. To reach RacingOwl, use **Ask RacingOwl**.

Emails

Emails about your site are sent in your site's name, as "*Your site* via RacingOwl". Emails about your own RacingOwl account and your plan's bill come plainly from "RacingOwl", because they are from RacingOwl to you.

Emails you receive

Email	When
Site is ready	Your site is created
Confirm your email	You sign up
Name created an account on *site*	A new learner joins your site
Name enrolled in *course*	A learner enrols on a paid or free course (not one opened through a membership)
Name took out a membership / renewed their membership	Membership income arrives
Name is waiting to join *site*	Somebody asked to join while your site was full (owners)
Site: *N* to mark, *N* finished	The morning summary (below)
Plan emails: renewal reminders, "paid up until", payment failed, last attempt failed, now read-only, plan moves, card expiring	Your RacingOwl plan's bill (owners). See Choosing your RacingOwl plan

Email	When
Nearly at / reached a limit	Your site reaches 80% and 100% of a plan allowance
GST watch	Your collections near the GST registration line
RacingOwl has hidden *course* / *course* is available again	A course is taken down or restored (below)
Site has been suspended / is live again	A site suspension and its lifting
Reset your password	You ask for a reset

Emails your learners receive

Email	When
Welcome to *site*	Their first account on your site
An invitation from you, and any reminder you send	You invite them (see Managing your learners)
You are enrolled in *course*	A paid or free enrolment (not one covered by a membership)
Your invoice from *site*	A course paid for, with the invoice attached
You are a member of *site* / membership renewed	A membership taken out or renewed, invoice attached
Your payment did not go through	A payment failed; it says nothing was taken
Refund of *amount* from *site*	You refund them, with a credit note attached
Membership renews / ends, price changing, card expiring, auto-renew stopped	Membership reminders and changes
Live class invitation, time changed, cancelled, new days or time, no more classes	Your live classes, with a calendar entry
"*Lesson*" is now open in *course*	A lesson held back by a release rule opens for them
You finished *course*	They complete a course, with the certificate attached when the course awards one
Your emails from Email your learners	At most three a day from your site
Course is no longer available	RacingOwl takes down a course they were enrolled on
You can join *site* now	You let in somebody who asked to join a full site

Never by email: discussion replies and mentions, reviews, chat messages, reports and marks. Those are bell and phone alerts only.

When an email fails

An email that cannot be delivered is tried five times over about half an hour. If it still fails, your dashboard shows a card, "*N* emails could not be delivered", listing who never heard from you and why. Press **Try again** once the cause is fixed. This covers your site's own emails; if a learner never received a sign-up confirmation or password reset, tell RacingOwl through **Ask RacingOwl**.

The morning summary

Every morning at 8 am IST, RacingOwl looks at what happened on your site since your last summary. If work was handed in and is still waiting to be marked, or a learner finished a course, every owner and instructor on your site gets one email. If nothing is new, no email is sent at all.

- **The subject** answers "do I need to open this now": for example **Anita's Maths: 3 to mark, 2 finished**.
- **Inside**: how many pieces of work are waiting to be marked and how many of them are new since the last summary; the names of up to ten learners who finished and which course, and a count of any more.
- **The button** is **Open Marking** when work is waiting, or **See your learners** when there is only news of finishers.

Each piece of work also reaches your bell the moment it is handed in, so the summary is a daily round-up, not the only signal.

Keeping your site safe

Two layers protect your site, and only one of them needs anything from you.

- **On your own site**, you moderate: you can delete a discussion post, hide a review, lock a discussion and decide who may post. Those controls are covered in Discussions and reviews.
- **Across all of RacingOwl**, two things run without you: anyone can report content, and an automatic keyword filter reads what people write. Both feed the same place: **Manage → Reports**.

Reporting

Anyone signed in can report three kinds of content with a **Report** control: a discussion post, a review on a course page, or a course (as a whole, or one named lesson). The report asks two things: why (a short reason, "Why are you reporting this?", 3 to 500 characters), and how urgent:

- **Off-topic or rude** (the default)
- **Dangerous or illegal — needs urgent review**

Every report reaches every owner and instructor on your site (except whoever reported it) in the bell, on phone alerts and, for verified numbers, on WhatsApp. A report marked dangerous or illegal also emails RacingOwl's staff at once, whatever time it is.

The keyword filter

The filter is a short list of patterns kept by RacingOwl staff, the same for every site. It is not something you can see or edit, and a learner is never told which rule caught them.

The filter reads	The filter does not read
New discussion posts and replies Chat messages between learners and your site Reviews: the title and text, when written or edited A course's title, subtitle, short description, description, audience and outcomes, when the course is created or those words are saved	Lesson text Quiz questions PDFs and other files A price, level or status change on a course

The list has two parts with two very different outcomes:

- **Held** is for plainly dangerous content: instructions for making bombs, explosives or chemical or biological weapons, building untraceable firearms, or buying a weapon without a background check. The patterns look for instruction ("how to make"), so a history lesson about "the bomb" or a woodworking post about a "gun rack" passes. Held content is hidden from public view and RacingOwl's staff are emailed.
- **Flagged** is for ordinary bad language. Flagged content stays visible to everyone, but a report lands in your Reports list so you can decide.

The list is in English only and does not try to catch deliberate misspellings.

Holds and flags, surface by surface

Where	If held (dangerous)	If flagged (bad language)
A discussion post or reply	Saved but visible only to its author and your site's moderators. A report opens in Reports marked dangerous, you are notified, RacingOwl is emailed	Published to everyone; an ordinary report opens in Reports and you are notified
A chat message	Held inside the chat itself, with a **Held** tag in your Chats inbox until you act. It does not go to Reports. RacingOwl is emailed	Nothing happens: a rude chat message is delivered normally
A review	Hidden from everyone and left out of the course's rating, as a RacingOwl hide. A report opens, you are notified (you are not sent "new review"), RacingOwl is emailed	Stays live; an ordinary report opens and you are notified
A course's own words	The whole course is hidden at once, quietly: nobody enrolled is told. You are emailed "RacingOwl has hidden *course*" with the automatic reason. A person at RacingOwl looks at it and restores it if the match was wrong	An ordinary report opens in Reports; nothing is hidden. No notification is sent, so you see it only when you open Reports

Releasing held posts and chat messages

A held discussion post shows in the discussion with a line only its author and your moderators can see. The author reads: "Held automatically by the safety filter, not by a person. Your teacher will release it if it is fine." You read: "Held for review by the automatic filter. Only its author and this site's moderators can see it.", with a **Release to the discussion** button. Releasing it publishes it, tells anyone who would have been notified of the reply, and closes the filter's report on it.

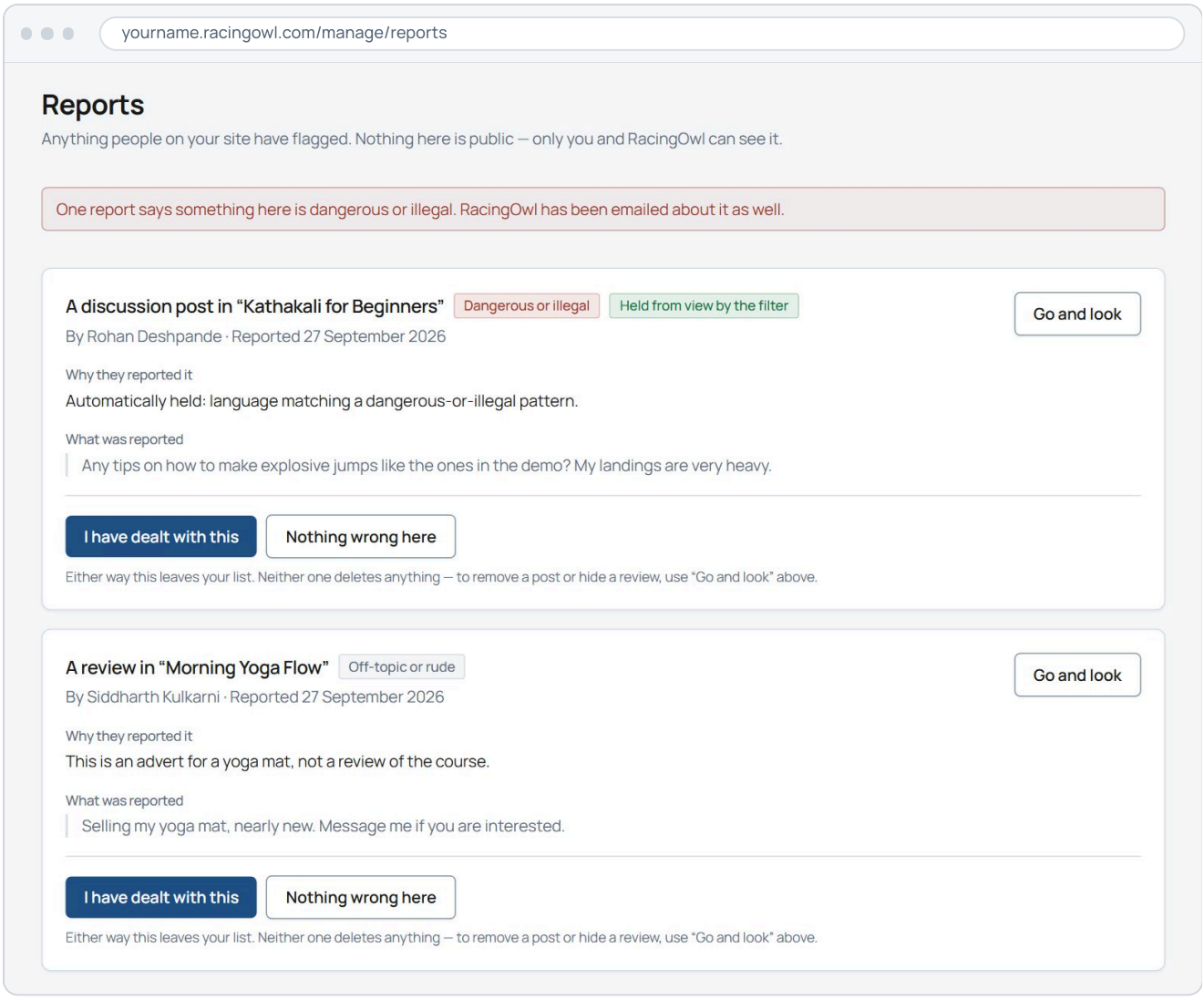
A held chat message shows in the chat. If a learner wrote it, you choose **Release to the conversation** or **Remove**. If your site wrote it (you or an instructor), you can only remove it: "Only RacingOwl can release a message the site wrote. You can remove it and write it again." RacingOwl was emailed when it was held and releases it if it was a false alarm. See Chats with learners.

> **TIP.**
> If the filter keeps catching an innocent word used in your subject, tell RacingOwl through **Ask RacingOwl**, with an example. Staff can change the list, and a change applies from the very next post.

Manage → Reports, from start to finish

Every report, whether a person made it or the filter raised it, lands on one page. Nothing on this page is public: only you and RacingOwl can see it.

1. **Notice the report.** You are told by the bell and phone alerts (and WhatsApp, for a person's report). The Reports menu entry does not show a count, so these alerts are how you find out. (One exception: when the filter flags bad language in a course's own words, nobody is notified, so open Reports now and then.)
2. **Open the page.** Go to **Manage → Reports** (in the Teaching group; its hint reads "Anything people have flagged here"). The first time, a two-step tour explains what lands here and how to act on one.
3. **Read the list.** Reports marked dangerous or illegal come first, then the newest. If any are dangerous, a notice at the top says how many and that RacingOwl has been emailed about them as well.
4. **Read one report.** Each card shows what it is and where ("A discussion post in", "A review in" or "Course content in" followed by the place), a badge (**Dangerous or illegal** or **Off-topic or rude**), the lesson if one was named, who wrote it, when it was reported, **Why they reported it**, and **What was reported**, quoted and cut to 400 characters.
5. **Press Go and look.** **Go and look** takes you to the thing itself: a discussion report to the discussion, a review or course report to the course page. Read it in context before deciding.
6. **Act where it lives, if it needs it.** On the discussion you can delete the post, or release a post the filter held. On the course page you can hide a review. In the course editor you can unpublish or archive a course, or change the words that caused the report. Or you can decide it is fine and leave it.
7. **Close the report.** Back on Reports, press **I have dealt with this** if you acted, or **Nothing wrong here** if there was nothing to act on. Either way it leaves your list. Neither button deletes anything.



Manage → Reports with two reports: one marked dangerous or illegal, with the notice above the list, and one off-topic or rude.

The two closing buttons are recorded differently on purpose. If the same thing is reported again, RacingOwl can see whether you acted last time or judged it harmless.

Badges on a report

Badge	Meaning
Held from view by the filter	The filter is holding this post. Only its author and your site's moderators can see it. Release it from the discussion, or leave it held and close the report
Already taken down	The post was deleted, or the review hidden, by your site or by RacingOwl. The report stays until you close it, because "it is already gone" is still an answer

A few more things to know:

- A course report names the author as "This site", because course content is your site's own words.
- A review with only a star rating shows "(no written text — rating only)".
- The list shows up to 200 open reports; older ones appear as you close newer ones. There is no list of closed reports.

- RacingOwl's staff see the same reports. A report you have not got to yet is still visible to them, and a report marked dangerous has already emailed them.

> **IMPORTANT.**
> Reports is deliberately not a place to delete things. Taking something down always happens where the content lives, with its own rules about who may do it and what the author is told. That way there is never a quiet second way to delete somebody's words.

When RacingOwl acts

RacingOwl's staff read every report marked dangerous and can act on any report from any site. What they can do, and who is told:

RacingOwl...	What happens	Who is told
Hides a discussion post	The post is hidden, marked as removed	Its author: "A post of yours ... was removed by a moderator"
Hides a review	Hidden and left out of the rating. Only RacingOwl can bring it back; your **Unhide** only works on reviews your site hid	The reviewer: "Your review ... was removed by a moderator"
Hides a course	The whole course closes: it leaves the marketplace and nobody can open its pages or files, learners already enrolled included	You, by email, with the reason. Every enrolled learner, in the bell and by email (below)
Bans a person everywhere	The person cannot sign in or write anything on any site. Nothing they wrote or bought is deleted	The person, by email

When a course is taken down

When RacingOwl hides one of your courses after a report, you receive "RacingOwl has hidden *course*", with the reason they recorded. Everyone enrolled on it is told too: a notification in their bell ("*Course* was removed by RacingOwl after a report") and an email, "*Course* is no longer available", saying it can no longer be opened.

> **WHAT YOUR LEARNER SEES.**
> The email does not give the reason, which stays between you and RacingOwl. It tells anyone who paid that they can ask your site for a refund, by chat or by replying to one of your emails, so that request comes to you. It also says that anything they earned on the course, such as a certificate, is still theirs. The course leaves their All my learning list, their to-do list and their scores.

If you think it was a mistake, or you have changed the course, tell RacingOwl through **Ask RacingOwl**. RacingOwl can restore the course, which opens it again to exactly the people it was open to before, and you are emailed "*course* is available again". Refunds are covered in Your dashboard and earnings.

A course hidden by the keyword filter for its own words is different in one way: nobody enrolled is told, because the filter may simply have misread. You are emailed with the automatic reason, and a person at RacingOwl reviews it.

Site suspension

In rare cases RacingOwl can suspend a whole site over its content or conduct. This is separate from, and much harder than, the "read-only" state a site enters when its plan is unpaid.

Who	What they see during a suspension
Visitors and learners, including those already enrolled	Every page of the site shows "This site is currently unavailable." with the reason, and nothing else. Existing access is not kept
Anyone trying to enrol, buy or join	Refused
The marketplace	Your courses are removed from it
You, opening Manage	A full page, "This site has been suspended", with the reason and the address support@racingowl.com. Nothing under Manage is reachable, including your plan page
You, by email and WhatsApp	"*Site* has been suspended", with the reason and where to write

When RacingOwl lifts the suspension, the site is visible again, Manage works again, and you receive "*Site* is live again". There is no appeals form: write to support@racingowl.com.

	Read-only (plan unpaid)	Suspended (by RacingOwl)
Caused by	A failed or lapsed plan payment	RacingOwl staff, over content or conduct
Enrolled learners	Keep reading their courses	See only the "unavailable" notice
You	Are sent to pay your plan	See the suspension notice
Ends when	You pay	RacingOwl lifts it

Common questions

Q Why did I get no email about a new review or a chat?

By design. Reviews, chats, replies and reports come to the bell and your phone alerts, not email. Switch on phone alerts so you do not miss them.

Q I verified my WhatsApp number but did not get a message about a report.

If the filter raised it rather than a person, it goes to the bell and phone alerts only. Also check your number is not paused under **Your profile → Notifications**, and that you were not the person who reported it.

Q A learner's post shows "Held". Did someone complain about it?

No. A hold is the automatic filter, not a person. Read it; if it is fine, press **Release to the discussion**.

Q Can I see or change the filter's word list?

No. It is one list for all of RacingOwl, kept by staff. If it catches something innocent in your subject, send an example through **Ask RacingOwl**.

Q Does pressing "I have dealt with this" remove the post?

No. It only closes the report. Remove or hide the content first, through **Go and look**.

Q My course disappeared and I got an email saying RacingOwl hid it.

Read the reason in the email. If the automatic filter hid it, a person at RacingOwl will look; if you believe it was a mistake, say so in **Ask RacingOwl**. Once restored, it reopens to exactly the learners it was open to.

Q I switched phone alerts on, but my second phone does not buzz.

Each device is switched on separately. Repeat the steps on the second phone; on an iPhone, add RacingOwl to the home screen first.

Q Can my instructors get alerts too?

Yes. Instructors get the bell, can switch on phone alerts, and with a verified number get WhatsApp messages about sales, new members and reports. Messages about your RacingOwl plan's bill, the GST watch and a site suspension go to the owner only.

Related: Discussions and reviews, Chats with learners, WhatsApp alerts for your learners, Your instructor profile, Ask RacingOwl.

CHAPTER

16

Ask RacingOwl

You are never on your own while you set up your site. This chapter covers the ways to get help from inside the product: **Ask RacingOwl**, the direct line to a real person on the RacingOwl team; **Help make RacingOwl better**, where you tell us what should change; the "?" hints beside the controls that need explaining; and the short page tours, with the compass button that replays them. By the end you will know which to use for what, when to expect an answer, and where that answer will appear.

WHERE
The **Ask RacingOwl** button at the bottom right of every page under Manage; **Help make RacingOwl better** in the account menu under your name

STAFFED HOURS
Monday to Saturday, 10 am to 6 pm IST

BEFORE YOU START
Your site created and you signed in

PLAN
Every plan

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03 Help make RacingOwl better 229
04 The "?" hints 231
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Which kind of help, for what

You want to...	Use	Who answers
Ask a question while setting up: a course that won't publish, a word you don't understand, a payment question	**Ask RacingOwl**	A person on the RacingOwl team, in the same window
Understand one setting on the page in front of you	The "?" beside it	A short card, straight away
Find your way round a page	The page tour, or the compass button to replay it	A short guided tour, straight away
Look something up	**Help & FAQ** in the account menu, or this guide	Written answers
Suggest an idea, point out something confusing, or tell us something broke	**Help make RacingOwl better**	Read by a person at RacingOwl, usually the same day

Ask RacingOwl is also separate from **Chats**, where your learners write to you (see Chats with learners). Your learners never see Ask RacingOwl, and nothing you write there reaches them.

Ask RacingOwl

Where the button is

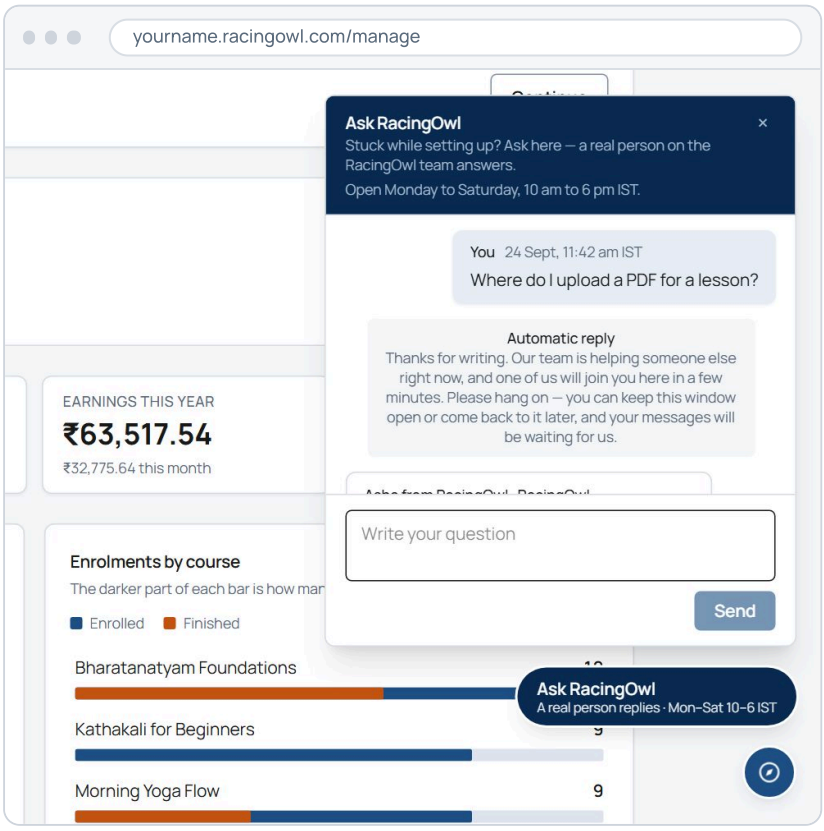
Once your site exists and you are signed in, every page under Manage has a blue **Ask RacingOwl** button at the bottom right of the screen, just above the round compass button on pages that have a tour. Under its name, a second line reads "A real person replies · Mon–Sat 10–6 IST", because it is a person, not an automatic assistant.

The button is there for the site's owner and its instructors. It is not on public pages, it is not there before you sign in, and it is not on the plan-choosing screen you see before your first plan (at that point, use the **Help & FAQ** or write to support@racingowl.com). It stays available even if your email is not yet confirmed or RacingOwl has suspended your site, so you can still reach us.

Asking a question

1. **Press Ask RacingOwl.** A window opens over the page, headed **Ask RacingOwl**, with the line "Stuck while setting up? Ask here — a real person on the RacingOwl team answers." and the hours: "Open Monday to Saturday, 10 am to 6 pm IST."
2. **Write your question.** Type it in the box marked "Write your question". Be specific: which page you were on, what you pressed, and what you expected. Up to 5,000 characters.
3. **Press Send.** Your message appears on the right, marked "You", with the time.
4. **Read the automatic reply.** When you start a new question, a note labelled **Automatic reply** appears across the middle of the window straight away, and the RacingOwl team is told you are waiting.

5 **Carry on, or wait.** You can keep the window open, or close it with the × (or the Escape key) and carry on working. The answer appears in the same window.



The Ask RacingOwl window open over a Manage page: your question and the automatic reply, with the RacingOwl team's answer starting below them.

The automatic reply

The automatic reply tells you honestly what happens next. What it says depends on the time in India when you write:

When you write	What the automatic reply says, in short
Inside staffed hours (Monday to Saturday, 10 am to 6 pm IST)	Thanks for writing. The team is helping someone else right now and one of us will join you here in a few minutes. You can keep the window open or come back later, and your messages will be waiting
Outside staffed hours (evenings, nights, Sundays)	Thanks for writing. Nobody is here at the moment, but your message is safe and we will answer it here as soon as we open. You can close the window and carry on; the button will show a number when a reply is waiting
You write again while still waiting, inside hours, five minutes or more after the last automatic reply	Still with someone else, sorry for the wait; we have not forgotten you and will pick this up here

You do not get an automatic reply to every message. If you send three short messages in a row, the first one gets the reply and the others simply join it, so you can add details freely. While you wait, another automatic reply comes at most once every five minutes inside staffed hours, and at most once an hour outside them. Once the team has answered you, your next message starts a new question and gets the automatic reply again.

> **TIP.**
> Put everything in your first message: the course or page name, what you pressed, and any message you saw on screen, word for word. The person answering can then go straight to the fix instead of asking you questions first.

Getting the answer

- **With the window open**, it checks for new messages every few seconds while the page is on screen, so the answer appears by itself.
- **With the window closed**, the button shows a number, how many replies are waiting, when you next open Manage or reload the page. It checks once as the page loads, so moving between Manage pages with the menu does not check again. Open the window to read them; the number clears.
- **A reply from the team** shows the staff member's name followed by "· RacingOwl", on the left.

Ask RacingOwl does not send you an email or a phone alert when an answer arrives. Look at the button the next time you open Manage, or reload the page you are on.

One conversation, kept with your site

There is one Ask RacingOwl conversation per site. It is never closed and there is nothing to start or end: everything you and the team have written stays in the window, oldest at the top, so you can scroll back to an earlier answer. If your site has instructors, they see the same conversation, which is useful when two of you are setting up together.

> **IMPORTANT.**
> If you write late on a Saturday or on a Sunday, your message is safe and is answered when the team opens on Monday at 10 am IST. If it is urgent (for example a learner cannot open a course they paid for), say so in your first message and include the time they paid.

If a message will not send

If the window says "Could not send that. Check your connection and try again.", your message was not sent and is still in the box. Check your internet connection and press **Send** again. If your session has ended, sign in again first; your conversation is all still there.

Help make RacingOwl better

This is the door for telling RacingOwl what should be different: an idea, something that did not work, or something that worked in a confusing way. It is how the product improves: not from guesses, but from people who use it saying what they see.

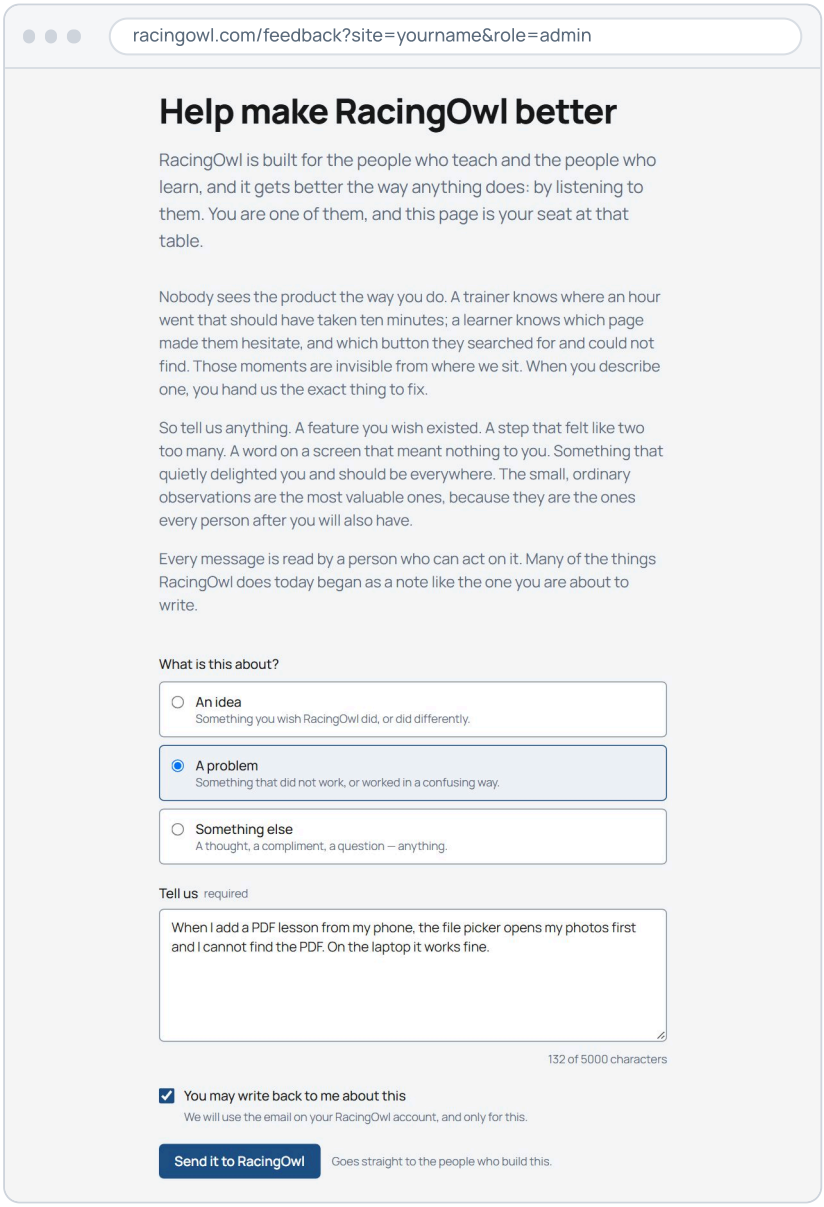
1. **Open the account menu.** Press your name (or initial) in the dark strip at the top of any page, on your site or on racingowl.com.
2. **Choose Help make RacingOwl better.** Its hint reads "An idea, a problem, a wish". It opens a page on racingowl.com, already signed in.

3. **Pick what it is about.** Under **What is this about?** choose **An idea** (something you wish RacingOwl did, or did differently), **A problem** (something that did not work, or worked in a confusing way) or **Something else** (a thought, a compliment, a question).

4. **Tell us.** Write in the **Tell us** box, at least five characters and up to 5,000. The box suggests the most useful detail: what you were trying to do, and what would have made it easier.

5. **Decide about a reply.** **You may write back to me about this** is ticked. Leave it ticked if you are happy for RacingOwl to email you about it, using the email on your RacingOwl account, and only for this.

6. **Send.** Press **Send it to RacingOwl**. The form is replaced by "Thank you — that has reached us."



The Help make RacingOwl better page on racingowl.com, with "A problem" chosen and a note written.

You do not need to say which site you were on. When you open the door from your site, your site's address and your role on it travel with your message automatically. Every message is emailed to the RacingOwl team the moment it arrives, and read by a person, usually the same day.

There is no way to attach a file or a screenshot. If a picture would help, put it somewhere you can share (for example a cloud drive) and paste the link into your message. Keep a copy of anything long before sending; the confirmation does not show your message back.

> **TIP.**
> Use **Ask RacingOwl** when you need an answer to carry on. Use **Help make RacingOwl better** when you want something to change. A question sent through the feedback door is read, but the answer comes by email (if you allowed one), not in the chat window.

The "?" hints

Most pages under Manage carry a small **?** beside the controls that need explaining. Press it and a short card opens beside the control with a title and a few sentences: what to do here, why it matters and what will happen. Press it again, or click anywhere else, to close it. Pressing the "?" never moves you into the field or changes anything.

There are about fifty of these cards. Some of the ones trainers use most:

Area	Cards include
Courses	Course price, What you'll learn, Certificate, Collection, Tags, Unlisted or private, Who can reach it, Release over time, A video lesson
Quizzes and marking	Pass mark, Required to complete, Attempts, Why questions lock, Kinds of question, Written answers, Scoring a written answer, Video interactions, Setting an assignment, Marking an assignment
Money	Activating payments, Why PAN is needed, How you charge, Membership price, How renewal works, Refunding a learner, Credit notes, Money you took yourself, Percentage or amount, Sale or code?
Learners	Who counts, What a group is, How inviting works, People waiting to join, Chats, Who receives it
Your site and plan	Certificate template, Google Analytics, How add-ons are charged, How these are counted

The "?" cards are in English.

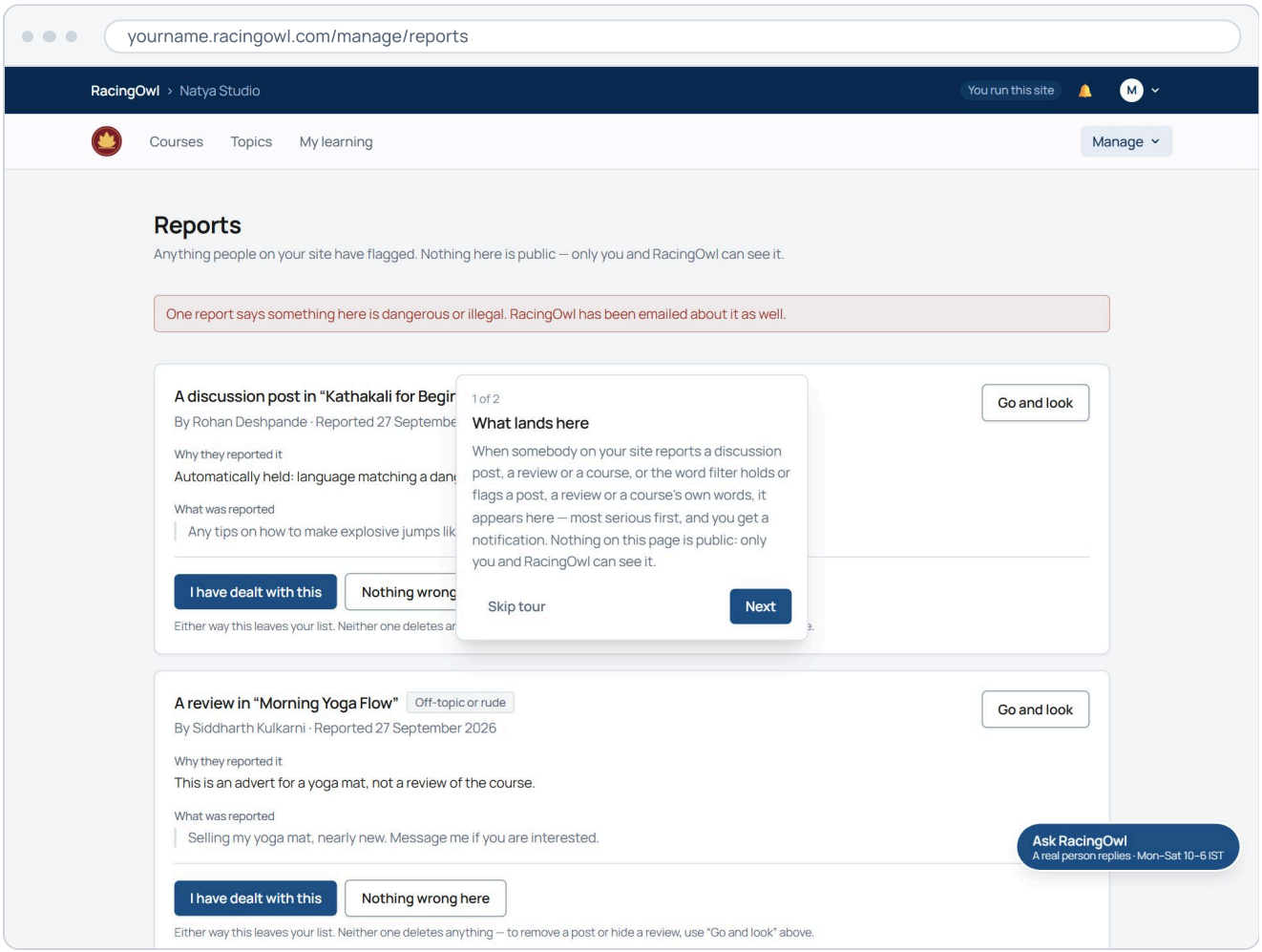
Page tours, and the compass button

The first time you open an important page, a short tour plays: between two and seven steps, each highlighting one thing on the page with a title and a sentence. Each step shows where you are ("2 of 5"), with **Next** and **Back** to move, and **Skip tour** to stop. The last step has **Done** and **Close**.

Finishing, skipping or closing a tour counts as seen, and it does not play again on that page. The mark belongs to you, not to your computer: a tour you saw on your laptop does not replay on your phone.

Replaying a tour

Every page with a tour has a round blue **compass button** with a white ring at the very bottom right, just below the Ask RacingOwl button. Hover over it and it says "Show me around this page". Press it to play the tour again whenever you want a reminder of what is where.



A page tour step on the Reports page, with Next and Skip tour. When the tour is closed, the compass button takes its place at the bottom right.

Which Manage pages have a tour

Page	The tour's steps
Dashboard	This is your back office; The dark strip is you; This bar is your site; Everything you run is under Manage; Your figures; Where learners drop off; And this is how everything starts
My courses	All your courses; Each card is a course; Start a new one here
A course: Content	One course, four tabs; Modules are your chapters; Lessons come in five kinds; A lesson can open later; Add the next chapter here
A course: Details	Your course's shop window; The words that sell it; How people find it; And what it costs; Or only certain people
A course: Quizzes	Two kinds of questions; Quizzes; Ten kinds of question; Questions inside a video; One rule worth knowing

Page	The tour's steps
A course: Virtual classes	Running your live classes; A class that repeats; Each class, and how people get in; Who turned up
Learners	Who has joined your site; Where they stop; And who they are; Bring the class you already teach; And if they have already paid you; When the class is full
Groups	Your own filing; Start with a class you already teach; What you will use them for
Chats	One inbox for the whole site; Who is waiting; Just reply
Email learners	One message to everyone; Who receives it; Plain words, no attachments; What you already told them
Marking	Written answers and assignments wait here; Mark it
Membership offer	One way to charge; Price each course, or one membership; The monthly price; Raising the price later
Discounts, and the discount form	Sales and coupon codes are one thing; Create one here; Watch what each one costs you. The form: One form for sales and codes; Who it is for; The dates and the limits; The code is the only difference
Reports	What lands here; Acting on one
Earnings	What you have actually taken; The four totals; Every payment, one by one; Refunds start here; Every receipt your site issued
Payments	Money in — from learners to you; Activate payments once; Your details on invoices
Your RacingOwl plan	What you pay RacingOwl; Your plan; Your plan in use; Add-ons; Your invoices
Settings	How your site looks and sounds; Name, subject and your word for it; Your colours; Your certificate
Your instructor profile	You, as learners on this site see you; Not the same as Settings

If a step points at something that is not on the page at that moment (an empty list, or a control hidden on a phone), that step is skipped quietly and the tour carries on. Your learners have their own tours on their pages, such as the course player and My learning.

Common questions

Q Is Ask RacingOwl a chatbot?

No. Only the note marked **Automatic reply** is automatic, and it only says when to expect a person. Every other answer is written by a member of the RacingOwl team.

Q I can't see the Ask RacingOwl button.

It appears only on pages under Manage, once you are signed in as the site's owner or an instructor. On the plan-choosing screen before your first plan, write to support@racingowl.com instead.

Q I wrote on Sunday. When will I hear back?

When the team opens: Monday, 10 am IST. Your message is safe in the window, and the button shows a number when the reply is there.

Q Do I get an email when RacingOwl answers?

No. The answer appears in the window, and the button shows how many replies are waiting.

Q Can my learners use Ask RacingOwl?

No. It is between you and RacingOwl. Your learners write to you through **Chats**.

Q Can I attach a screenshot?

Not in either Ask RacingOwl or the feedback door. Describe what you see, quote any message on screen word for word, or paste a link to an image you have shared.

Q A tour keeps getting in my way. Can I turn tours off?

Press **Skip tour**. That page's tour will not play again, on any of your devices. There is no switch to turn all tours off.

Q I skipped a tour and now want to see it.

Press the compass button at the bottom right of the page.

Related: Chats with learners, Your instructor profile, If something isn't working.

CHAPTER

17

If something isn't working

This chapter is a reference for the moments when something does not behave as you expected. It is organised by area, from signing in to your plan's bill. Each entry starts with what you (or a learner) notice, explains why it happens, and says what to do. Many entries turn out to be RacingOwl working as designed; knowing why saves you a worried afternoon. If your problem is not here, the last section says how to get a person to look at it.

WHERE	FIRST STEP, ALWAYS	STILL STUCK	PLAN
Wherever the problem is; most fixes are under **Manage**	Note the exact words on screen, the page you were on and the time	**Ask RacingOwl**, bottom right of every Manage page, Monday to Saturday, 10 am to 6 pm IST	Every plan

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Before you look anything up

Help is built into the product first. Most pages under Manage carry a **?** beside the controls that need explaining, and the first time you open a page a short tour points out what matters. Both go quiet once you have seen them, and the compass button at the bottom right replays the tour. If something is confusing or missing, choose **Help make RacingOwl better** in your account menu and tell us; it reaches the RacingOwl team directly (see Ask RacingOwl).

Three habits solve a surprising number of problems:

- **Refresh the page.** Several messages say exactly this, such as "Your settings could not be loaded just now. Refresh the page." A page also only notices some changes (a lesson opening, a payment arriving) when it loads.
- **Read the message word for word.** RacingOwl's messages say what went wrong and usually what to do. The ones quoted in this chapter are the real words.
- **Look at it as your learner would.** Open your site in a private window, signed out, or ask the learner exactly which page they are on and what it says.

Signing in and your account

Q Every Manage page says "Confirm your email to continue".

Why: Until you open the confirmation link sent when you signed up, the whole Manage area is replaced by this screen. It comes first so that you are not stopped halfway through building a course, and because the address is how RacingOwl reaches you about your site.

What to do: Check your spam folder, or press **Resend the link**. Open the link wherever the email is, even on your phone; the screen on your computer notices within a few seconds and moves on by itself.

Q I have forgotten my password.

Why: One RacingOwl password works on racingowl.com and every site, so there is one place to reset it.

What to do: Press **Forgotten your password?** under any sign-in form. The emailed link works once, for one hour. If your account was made with Google, the email offers to set a password instead. Resetting signs you out on every other device.

Q I was signed out while I was working.

Why: In a web browser, a session ends when the browser is closed or after 12 hours without activity. In the last five minutes a bar warns you with a **Stay signed in** button. A password change, or pressing **Sign out** on any device, also ends every session everywhere.

What to do: Sign in again; everything you saved is safe. Save long pieces of writing before you step away. The sign-in page tells you which it was: "Your session ended because you were away, or the browser was closed." or "You were signed out on another device or tab."

Q My phone says "RacingOwl could not be reached".

Why: The phone woke up before its internet connection was back, or RacingOwl was briefly busy. You have not been signed out.

What to do: Wait for your connection, then press **Try again**.

Q A learner signed in on racingowl.com opens my site and it still shows "Sign in".

Why: On somebody's very first visit to a site, the first page they land on cannot yet tell who they are, so it shows them signed out. The next page they open checks with racingowl.com and shows them signed in.

What to do: Ask them to open any other page, or refresh. From then on your site knows them without asking for a password. Enrolling or buying from that first page works too.

Q A learner is told "Your RacingOwl account has been suspended. Contact support@racingowl.com if you believe this is a mistake."

Why: RacingOwl has banned that account across every site, usually after a serious report. A ban freezes the account; nothing is deleted.

What to do: You cannot lift a ban. The learner writes to support@racingowl.com.

Q I need to change my email address (or a learner needs to change theirs).

Why: The email is how the person signs in everywhere, so it is not editable on screen.

What to do: Write to RacingOwl through **Ask RacingOwl** and it is moved for you. A learner writes to support@racingowl.com.

Your site

Q My logo or banner will not upload.

Why: The file is too big (the message says, for example, "That file is 6.2 MB; the limit is 4.0 MB."), or it is not really the kind of image its name says. A file renamed from another format is refused with "It may have been renamed rather than converted."

What to do: A logo can be a PNG, JPEG or WebP up to 2 MB, a banner up to 4 MB. Resize the picture, or export a real PNG or JPEG from your image program rather than renaming the file.

Q My Google Analytics ID is refused, or Analytics shows fewer visitors than I expect.

Why: The box takes only the measurement ID, never a script: "A measurement ID looks like G-XXXXXXXXXX — copy it from Google Analytics exactly as shown." And visitors are only counted once they press **Accept** on the cookie bar; anyone who presses **No thanks** is not sent to Google.

What to do: Paste only the ID that starts with G-. Expect Analytics to show fewer people than your Learners page.

Q I want to change my site's web address.

Why: The address is in every link you have shared and printed on every certificate, so it is fixed once the site exists.

What to do: Write to RacingOwl through **Ask RacingOwl** if you really need it moved. You can change your site's name at any time in Settings.

Q I uploaded my photo but the top of the page still shows my initial.

Why: The account button in the dark strip always shows an initial, by design.

What to do: Nothing. Your photo appears on your course pages, your About page and beside your discussion posts (see Your instructor profile).

Q Manage shows "This site has been suspended".

Why: RacingOwl has suspended the site over its content or conduct. The reason is shown on the page and in the email you were sent.

What to do: Write to support@racingowl.com. This is different from a site that is read-only because its plan is unpaid (see Plan and billing below). See Notifications and keeping your site safe.

Courses and lessons

Q A published course is not showing in the marketplace.

Why: Only a course that is actually published appears. A draft, unlisted, private or archived course does not, nor one hidden by RacingOwl, nor any course on a suspended site.

What to do: Check the badge beside the course title in the editor. A lapsed RacingOwl plan does not hide the course; it blocks new purchases, so learners can see it but not buy it.

Q A learner says a lesson is locked.

Why: That lesson has a release rule: so many days after enrolling, or a date (a date opens at midnight IST). The course outline tells the learner when it opens. A page left open does not notice the moment itself.

What to do: Ask them to reload the page after the time shown. To open it now for everybody, press **Remove the rule** under the lesson on the Content tab. If the course page says **Rejoin to continue** instead, their membership has lapsed; paying again reopens the course where they left off.

Q A video lesson will not play for learners.

Why: Video lessons play from YouTube. A video set to Private on YouTube will not play for anyone but you. A link that is not a YouTube video is refused with "That does not look like a YouTube video link."

What to do: On YouTube, set the video's visibility to **Unlisted**, never Private. The "?" beside the video field has a step-by-step link.

Q I cannot find a Delete button for a course.

Why: **Delete** is only offered on a course nobody has ever enrolled in or paid for. Once anyone has, even somebody later refunded, a course cannot be deleted.

What to do: Press **Archive**. It hides the course from new learners and can be undone with **Unarchive**.

Q I deleted a module and learners were not told its live classes are off.

Why: Deleting a module deletes its lessons and its live classes with it, and sends no cancellation. The confirmation warns: "Nobody invited to a class is told. To tell them, cancel it on the Virtual classes tab first."

What to do: Tell your learners yourself through **Email learners**. Next time, cancel the classes on the **Virtual classes** tab before deleting the module.

Q I unpublished a course but enrolled learners can still open it.

Why: Unpublishing stops new people finding and joining it. People already enrolled keep their access, by design, because many of them paid.

What to do: Nothing, unless you mean to end their access, in which case a refund is the fair route (see Your dashboard and earnings).

Q People I do not know are joining a course I made "Unlisted".

Why: Unlisted only keeps a course out of your catalogue and the marketplace. Anyone who has the link can still enrol.

What to do: Press **Make private** and choose who can reach it on the Details tab. A person not on a private course's list who follows its link simply sees "not found".

Q My course disappeared and I was emailed "RacingOwl has hidden" it.

Why: Either RacingOwl acted on a report, or the automatic keyword filter matched something in the course's title, subtitle, descriptions, audience or outcomes. The email gives the reason.

What to do: Read the reason. If you think it was a mistake, or you have changed the course, say so in **Ask RacingOwl**. A restored course reopens to exactly the people it was open to before.

Quizzes, marking and assignments

Q A learner cannot complete a quiz.

Why: Check the pass mark and the attempts allowed. "You have used all your attempts at this quiz." is expected once they have used them up. If the quiz has a written answer, the learner sees "Your last attempt is still being marked." and nothing moves until you score it.

What to do: Mark the attempt under Manage → Marking. If you want them to try again, raise the attempts allowed under **Change the settings** on the quiz card; attempts already sat keep the result they were given.

Q A learner finished every lesson but the course is not complete (and there is no certificate).

Why: Completion needs every lesson marked done, including lessons not yet released and required assignments you have not marked, and every quiz set as required to be passed.

What to do: Look at the learner on **Manage → Learners** and at **Manage → Marking**. Certificates are only issued if the course's switch was on when they finished (see Certificates).

Q A learner submitted a timed quiz and scored zero.

Why: RacingOwl's own clock decides the time limit, not the countdown on the learner's screen. An attempt submitted after the limit scores zero and counts as one of their attempts.

What to do: If it was unfair, raise the attempts allowed so they can sit it again.

Q A learner cannot tick an assignment as done.

Why: "This assignment counts as done once your trainer has marked it." A required assignment is ticked by your mark, not by the learner.

What to do: Mark it under **Manage → Marking**.

Q A learner cannot hand in work and sees "Your teacher's site is out of space. We've let them know."

Why: Your site's storage is full. You were emailed that a learner could not hand in work.

What to do: Clear the files from marked work (open the assignment on the course's Content tab; the marks and feedback stay), delete files you no longer need (old lesson PDFs, pictures you have replaced), or move to a larger plan from **Manage → Your RacingOwl plan**. Videos are on YouTube and use none of your storage. Nothing already stored has been removed.

Q I gave a mark by mistake.

Why: A mark on a written quiz answer is final once saved. An assignment can be reopened.

What to do: For an assignment, open it from **Manage → Marking** and use **Change the mark** for a slip, or **Reopen for another try** if the work itself needs redoing; a certificate already issued stays the learner's. For a quiz answer, talk to the learner and, if needed, allow another attempt.

Live classes

Q A live class link does not work.

Why: RacingOwl only stores the link you pasted, and learners always join through your site, so a new link reaches them without a new invitation.

What to do: For a repeating class, use **Change the days, the time, the link or the last date** on the **Virtual classes** tab. For a single class, cancel it and add a new live class with the new link; learners are emailed the cancellation and the new invitation.

Q A learner presses Join and sees "The link opens shortly before the class starts".

Why: The joining link opens a little before the start time, not hours ahead. The message shows the time it opens.

What to do: Ask them to come back at that time.

Q A learner sees "The joining link is not ready. Your teacher has been told."

Why: The class has no joining link saved, or the learner is not enrolled on the course the class belongs to. On the Virtual classes tab, a class without a link says "This class has no joining link, so nobody can get in."

What to do: Cancel the class and schedule it again from the Content tab with a Meet, Zoom or Teams link you have created. Check the learner is enrolled.

Q The "joined" count on a class does not match who actually attended.

Why: RacingOwl counts who pressed Join, not who stayed in the meeting. It cannot see inside Meet or Zoom.

What to do: Treat "joined" as a guide. Take your own register if attendance matters.

Q Learners were not reminded before the class.

Why: The hour-before reminder is a WhatsApp message, sent only when your site has WhatsApp alerts for learners, the learner has verified their number, and the class reminder switch is on. There is no reminder email; the invitation email carried a calendar entry instead.

What to do: Ask learners to add the invitation to their calendar. See WhatsApp alerts for your learners.

Payments and refunds

Q Payments are not going through.

Why: Either your payments are not fully activated, or the learner's bank or UPI app declined the payment. When a payment fails, the learner is emailed that it did not go through and that nothing was taken.

What to do: Check that **Activate Payments** is complete on **Manage → Payments**. Ask the learner to try again or use another card or UPI app. If it still fails, write to RacingOwl through **Ask RacingOwl** with the time they tried to pay.

Q Learners see "This trainer has not activated payments yet."

Why: A paid course cannot be bought until payments are activated.

What to do: Complete **Manage → Payments** (see Setting up payments).

Q A learner paid but closed the window before it finished.

Why: Nothing is lost. RacingOwl hears about the payment from Razorpay itself, and checks again a little later.

What to do: The learner gets the course and the receipt on their own, usually within half an hour. If they paid for a course and still cannot open it after that, write to RacingOwl through **Ask RacingOwl** with the time they paid, and ask them to check they are signed in with the same email they paid with.

Q Earnings shows a payment "on its way to you".

Why: Razorpay could not pass your share on straight away. The learner already has their course; RacingOwl keeps retrying the transfer by itself.

What to do: Usually nothing. If it stays that way for days, check your Payments page and write to RacingOwl.

Q The amount that reached my bank is less than the course price.

Why: Razorpay's fee on each payment, 2% plus GST (2.36% in all), comes off before the money reaches you. RacingOwl takes no cut of your sales.

What to do: Nothing; your Earnings page shows each payment and what you received.

Q Learners see "This site cannot accept new payments right now."

Why: Your collections through RacingOwl have reached the GST registration line (just under ₹20 lakh) and no GSTIN is on file, so payments are paused. You were emailed a warning first.

What to do: Add your GSTIN on **Manage → Payments**. Payments resume.

Q I cannot refund a learner, or the Refund button is missing.

Why: Only the site's owner can refund; an instructor cannot. A free or fully discounted enrolment has nothing to refund. If Razorpay refuses a refund, its message is shown and nothing changes.

What to do: Sign in as the owner and refund from **Manage → Earnings**. Remember a full refund ends the learner's access to an unfinished course; a completed course and its certificate stand.

Q A learner asks when their refund will reach them.

Why: The refund goes back the way they paid, through Razorpay and their bank. RacingOwl records that it was sent and emails the learner a credit note, but does not see when their bank credits it.

What to do: Tell them it is on its way back to the card, bank account or UPI app they paid with. The refund email they received says it usually arrives within 5 to 7 working days, and UPI refunds are often quicker.

Memberships

Q A learner's course page says "Rejoin to continue".

Why: Their membership lapsed, so the unfinished courses they opened through it closed within the hour. Their progress is kept; finished courses, courses bought separately and certificates stay.

What to do: When they pay again, everything reopens where they left off. If they paid you in cash or by transfer instead, record it with **Record a payment you took yourself** on **Manage → Learners** (see Managing your learners).

Q A member says their auto-renew stopped.

Why: A card or UPI approval cannot move to a new amount, so on the day a new membership price takes effect, auto-renew stops for every member who set it up at the old price. Switching your site to pricing each course stops everyone's auto-renew. They were emailed "Auto-renew for your *site* membership has stopped", and their paid month runs to its end.

What to do: They turn it on again from the membership page with **Turn on auto-renew**, at the new price.

Q A learner's discount code is refused on the membership with auto-renew.

Why: "With auto-renew, a code can only make the first month free. To use a code that takes part of the price off, subscribe without auto-renew."

What to do: Ask them to untick **Renew automatically each month** for that payment.

Learners and invitations

Q Someone visited my site but is not in my Learners list.

Why: Browsing never makes anybody your learner. A person joins your site by acting: enrolling, buying, posting, writing a chat, or registering or signing in on your site's own form. Your counts only include people who have joined.

What to do: Nothing. Send an invitation if you want to bring them in.

Q My invitations are refused.

Why: Either your own email is not confirmed ("Confirm your own email address first."), or you have reached 200 invitations in a day, reminders included ("try the rest tomorrow").

What to do: Confirm your email, or send the rest the next day.

Q "Invitations from this site are paused for a day because too many recent ones bounced."

Why: Too many recent invitations went to addresses that do not accept mail. Pausing protects every email your site sends, including receipts.

What to do: Check the addresses marked as bounced on your Learners page, correct them, and try again the next day. The pause lifts by itself.

Q A learner says their invitation link does not work.

Why: An invitation link lasts a week and works once.

What to do: Press **Remind** beside their invitation: it sends a fresh link and a fresh week. If it says "They were emailed less than a day ago. Give it a day before reminding them.", wait a day.

Q A new learner sees "This class is full just now".

Why: Your site has reached its plan's learner limit. Everybody already with you keeps everything; only newcomers are turned away. They can press **Ask the teacher to make room for you**, and you are emailed.

What to do: Move to a larger plan, then open **Waiting to join** on your Learners page and press **Let them in**. The person is emailed that they can join now.

Q I added someone to a private course but they say they cannot see it.

Why: Nobody is notified when they are added to a private course, and it never appears in the catalogue.

What to do: Send them the course's link yourself, and check they are signed in with the same account you added to the course's list.

Emails

Q A learner says they never got an email from my site.

Why: It may be in their spam folder, or it may have failed. Your site's emails are sent as "*Your site* via RacingOwl".

What to do: Ask them to check spam. Look at your dashboard: if emails failed, a card says "*N* emails could not be delivered" and lists who. Fix the cause (usually a mistyped address) and press **Try again**. For a sign-up confirmation or a password reset, which RacingOwl sends itself, ask the learner to use **Resend the link** or **Forgotten your password?**, or tell RacingOwl through **Ask RacingOwl**.

Q Email learners says "You have sent 3 emails in the last day, which is the limit."

Why: Each site can send at most three of these a day, so learners are never flooded.

What to do: Try again tomorrow. For one learner, use **Chats** instead.

Q A member enrolled on a members-only course and nobody got an email.

Why: By design. Enrolment emails go when money changes hands for that course, or for a deliberate free signup. A course opened under a membership sends nothing either way; the membership itself was emailed when it was paid.

What to do: Nothing.

Q I get no email about new reviews, chats or discussion replies.

Why: By design. RacingOwl emails when money moves or you need to act; everything else goes to the bell and your phone alerts.

What to do: Switch on phone alerts (see Notifications and keeping your site safe).

WhatsApp

Q I get no WhatsApp messages about sales.

Why: Your own alerts only go to a number you have confirmed, and not while it is paused. A free enrolment is email only. Keyword filter holds and flags never come on WhatsApp.

What to do: Open racingowl.com → Your profile → Notifications. If there is no verified number, add one; if it says Paused, press **Resume messages**.

Q The WhatsApp verification code does not arrive, or has expired.

Why: Codes can take a moment. Asking again within a minute is refused with "We just sent a code. Give it a minute to arrive, then ask again." A code lasts ten minutes: "That code has expired. Ask for a new one."

What to do: Check the number (a plain 10-digit Indian mobile, or the country code for elsewhere), wait a minute, and ask again.

Q My learners are not getting WhatsApp messages.

Why: Learner messages need three things: the WhatsApp add-on switched on for your site, the learner's own verified number, and their messages not paused. Without all three they get email only.

What to do: Check Manage → Your RacingOwl plan → Add-ons, and ask learners to verify their number at racingowl.com → Your profile → Notifications. See WhatsApp alerts for your learners.

Q Learners reply to RacingOwl's WhatsApp messages and nobody answers.

Why: The WhatsApp messages are one-way alerts. A reply reaches nobody.

What to do: Tell learners to write to you through **Chats** on your site.

Plan and billing

Q My site is read-only, and learners see a notice that it is temporarily unavailable for new enrolments and purchases.

Why: Your RacingOwl plan was not paid by the end of its period, or its grace period after a failed charge ran out. Learners keep the courses they already have; new enrolments and purchases are refused; Manage sends you to the Choose a plan page to pay.

What to do: Pay your plan. Any successful payment reopens the site at once. Nothing you built is ever deleted.

Q I was emailed that my plan payment failed.

Why: The card or UPI your auto-renew charges was declined or has expired. Your site stays live during the grace period, and RacingOwl tries again by itself. A separate email says when the last attempt has failed.

What to do: Check the card or UPI account. If the card has changed or is expiring, use **Use a new card** on Manage → Your RacingOwl plan, and approve the new card; RacingOwl's next attempt then charges it.

Q Switching an add-on on asks for a new approval while auto-renew is on.

Why: Your auto-renew cannot collect more than you approved when you set it up. Switching an add-on off always goes through, and so does switching one on if the new total still fits under that amount. A switch that would take it higher needs your bank to approve the new amount first.

What to do: Follow the steps the add-on card shows and approve the new amount in the window that opens. Until you do, auto-renew carries on as it is and nothing changes. If the window will not open, write to RacingOwl through **Ask RacingOwl**.

Q I moved to a smaller plan but still have the bigger one.

Why: A move down takes effect at the end of the period you have already paid for. A move up is immediate.

What to do: Nothing; your plan page shows the date the change happens.

Q I was emailed that my site is "nearly at" or "has reached" a limit.

Why: RacingOwl emails once at 80% and once at 100% of each plan allowance: learners, courses, live classes or WhatsApp messages. Storage is different: there is no "nearly full" email, only one when a learner could not hand in work because the storage is full.

What to do: Compare plans on **Manage → Your RacingOwl plan** or racingowl.com/pricing. Moving up takes effect at once and you pay only the difference for the days left.

Notifications and phone alerts

Q I switched on phone alerts but nothing buzzes.

Why: Each device is switched on separately. If you once pressed Block, the browser keeps blocking. An alert older than an hour is not sent (it stays in the bell).

What to do: On the phone itself, open **racingowl.com → All my learning → Notifications** and check **Notifications on this device**. If it says the browser is blocking notifications, allow them for racingowl.com in the browser's site settings, then press **Turn on**.

Q On my iPhone there is no Turn on button.

Why: iPhones only allow notifications from an app on the home screen.

What to do: In Safari, tap Share, then Add to Home Screen. Open RacingOwl from the new icon and turn notifications on there.

When you need a person

If nothing here fits, write to RacingOwl through **Ask RacingOwl**, at the bottom right of any Manage page. A real person answers in the same window, Monday to Saturday, 10 am to 6 pm IST; outside those hours your message is safe and answered when the team opens. Help it go quickly by including:

- which page you were on, and what you pressed;
- the exact words of any message on screen;
- the learner's name or email, if it is about a learner;
- for anything to do with money, the date and time (IST) the payment was made or tried.

If you cannot reach Manage at all, write to support@racingowl.com.

Related: Ask RacingOwl, Notifications and keeping your site safe, Setting up payments, Choosing your RacingOwl plan.

Quick launch checklist

Everything to do before your first learner arrives, in the order that works best. Tick them off as you go.

- [ ] **Create your site and confirm your email** — Chapter 1
  Nothing under Manage opens until the confirmation link has been used.
- [ ] **Choose a RacingOwl plan and tick the add-ons you want** — Chapter 2
  Live classes, WhatsApp alerts and Chats are chosen on the same screen.
- [ ] **Activate payments, and save your billing details** — Chapter 3
  Bank details, PAN, and your GSTIN if you have one.
- [ ] **Set your site's branding** — Chapter 7
  Logo, colour, about text, what to call your site, and your certificate design.
- [ ] **Fill in your instructor profile** — Chapter 14
  Your photo, bio and qualifications appear on every course page.
- [ ] **Build your first course** — Chapter 4
  Content first, then Details, then any quizzes. Check the readiness checklist.
- [ ] **Decide how you charge** — Chapter 5
  Price each course, or one monthly membership. Free courses work either way.
- [ ] **Publish your course** — Chapter 4
  Or make it unlisted or private if it is only for certain people.
- [ ] **Invite the learners you already teach** — Chapter 9
  Paste their email addresses; put them in a group as they join.
- [ ] **Ask learners to verify their WhatsApp number** — Chapter 12
  Only if you took the WhatsApp alerts add-on.
- [ ] **Turn on phone alerts for yourself** — Chapter 15
  So new chats, reviews, reports and work to mark reach your phone.

Words used in this guide

The RacingOwl words you will meet on screen and in this guide, in alphabetical order, with the chapter that explains each one.

Add-on

A feature switched on beside your plan: virtual classes, WhatsApp alerts or Chats. Included on some plans, a small monthly fee on others. Chapter 2.

Archive

Takes a course off sale and out of your catalogue without touching anyone already enrolled. Unarchive puts it back as a draft. Chapter 4.

Ask RacingOwl

The button at the bottom right of every Manage page. A direct chat with the RacingOwl team. Chapter 16.

Assignment

A lesson where the learner hands in files or a typed answer, and you give a mark and feedback. Chapter 4.

Auto-renew

A card or UPI approval that lets a payment repeat each period without anyone paying by hand. Used for your RacingOwl plan and, if learners choose it, for memberships. Chapters 2 and 5.

Bell

The notification bell in the dark strip at the top of every page. It collects notifications from every site you run or learn on. Chapter 15.

Collection

A named set of courses that are grouped together in your catalogue, such as a series. Chapter 4.

Credit note

The document raised against a receipt when you refund a learner, fully or in part. Chapter 8.

Discount

An amount or percentage off a course or the membership, with or without a code for learners to type. Chapter 6.

Draft

A course that is not on sale. Only you and your site's staff can open it; learners already enrolled keep it if you unpublish. Chapter 4.

Drip release

Opening a lesson some days after a learner enrols, or on a date. Shown in this guide as releasing lessons over time. Chapter 4.

Earnings

The page under Manage that shows what reached your bank after refunds and Razorpay's fee. Chapter 8.

Founding trainer

A trainer RacingOwl names as one of its first. Shown by a badge on your courses. Chapters 2 and 14.

Group

Your own list of learners, such as "Tuesday class". Learners never see it. Used for private courses, invitations and recorded payments. Chapter 9.

Held

A discussion post or chat message that the keyword filter kept back from view until it is released or removed. A review the filter catches is hidden by RacingOwl instead. Chapters 10, 11 and 15.

Learner

Anyone who has joined your site: enrolled, bought, posted or signed in there, and not left. Chapter 9.

Lesson

One item inside a module: text, a YouTube video, a PDF, an assignment or a live class. Chapter 4.

Live class

A class taught over Google Meet, Zoom or Microsoft Teams, added as a lesson. RacingOwl sends the invitations and reminders. Chapter 4.

Manage

The menu on your own site, seen only by you, where everything about running the site lives.

Marketplace

RacingOwl's own catalogue of published courses from every site, where new learners can find yours. Chapters 4 and 13.

Marking

The page under Manage where written quiz answers and handed-in assignments wait for your score. Chapter 4.

Members only

A course included in your monthly membership rather than sold on its own. Chapter 5.

Membership

One monthly price that opens every Members only course on your site. Chapter 5.

Module

A chapter of a course, holding lessons. Chapter 4.

Plan

What you pay RacingOwl each month to run your site: Starter, Growth, Professional or Scale. Chapter 2.

Private

A course only the people and groups you name can reach. Chapter 4.

Readiness checklist

The list on each course's page under Manage of what is still missing before it is worth publishing. A guide, not a gate. Chapter 4.

Receipt

The numbered document your learner is emailed for every purchase, including a ₹0 one when a discount covers the whole price. Chapter 8.

Reports

The page under Manage where everything flagged on your site arrives, by hand or by the filter. Chapter 15.

Site

Your own place on RacingOwl, at `yourname.racingowl.com`. You can choose another word for it, such as academy or studio; it shows on your Manage pages and in a few headings learners see. Chapters 1 and 7.

Topics

Site-wide conversations and announcements, separate from each course's own discussion. Chapter 10.

Trial

The free period at the start of most plans. Nothing is charged until it ends. Chapter 2.

Unlisted

A published course left out of your catalogue and the marketplace, open to anyone with its link. Chapter 4.

Video checkpoint

A question that pauses a video at a set moment until the learner answers. Growth plan and above. Chapter 4.

Virtual classes

The tab on a course where you manage live classes already scheduled, and the add-on that allows them. Chapters 2 and 4.

Stuck? Ask us.

Once you are signed in, every page under **Manage** has an **Ask RacingOwl** button at the bottom right. The RacingOwl team answers there, Monday to Saturday, 10 am to 6 pm IST.

The online guide, each chapter as its own PDF, and the help videos are at **racingowl.com/trainer-guide**.