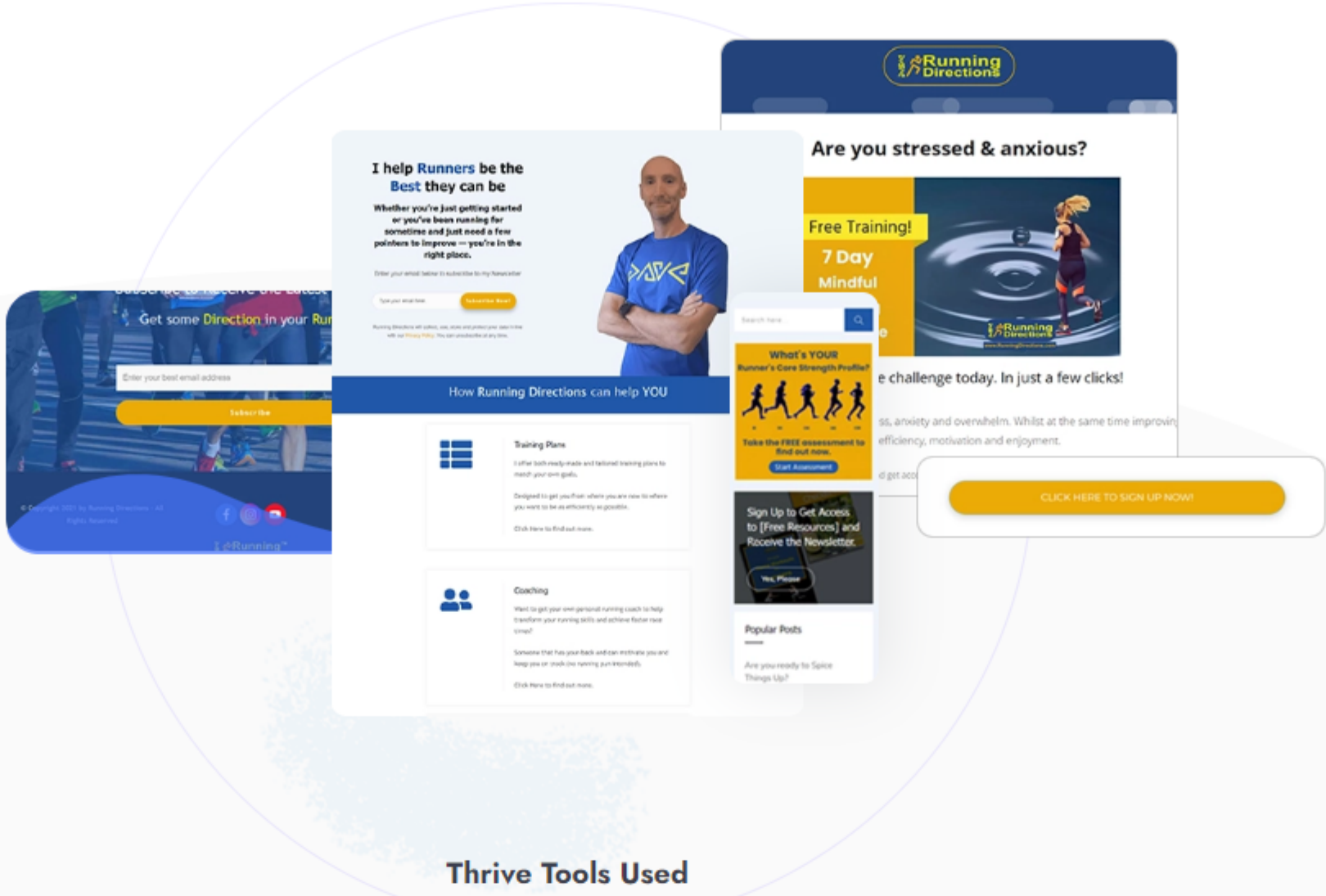# Running Directions

Thrive Tools Used

Thrive Theme Builder + **Thrive** Apprentice + **Thrive** Leads

Running Directions is a stylish website that offers practical advice, resources and coaching to help amateur runners improve their fitness and performance. As a licensed running coach, Dave Sollis helps people to run endurance events from 5km up to ultra-marathon distance, but he quickly saw the benefits of scaling his knowledge and expertise through offering online courses. Running Directions uses a personal branding homepage template and includes tons of authentic testimonials from happy customers.

We love these features...

Build an email list quickly with lead magnets

Dave understands the value of building his email list to continue a relationship even after visitors have left his website. He uses Thrive Leads to display unmissable opt-in forms and lead magnets to grow his list *fast*.

Thrive Leads

Build engagement and showcase premium courses with a free challenge

People LOVE to rise to a challenge, especially when it gets them closer to meeting their goals. Dave's free challenge offer sits at the heart of his marketing funnel as a free course... it's enticing, achievable, fun, and the perfect gateway to his premium courses.

Thrive Apprentice

Feature a library of paid and free online courses

Taking advantage of Thrive Apprentice's powerful integration with checkout tools like ThriveCart, Dave is able to accept card payments quickly and easily, and automatically provide customers with access to their purchased courses.

Thrive Apprentice

Dave Sollis, aka *Coach D*

at Running Directions

I love the Thrive Theme Builder style editor. Being able to set site-wide color schemes and fonts is fantastic.

So are the ready-made templates. They make it so easy to get a decent looking page built really quickly. I couldn't believe how fast I was able to create my homepage — complete with blog post grid and newsletter sign-ups.

Thrive Apprentice is also great and has been a real lifesaver for me too. [My course] is now completely in my control. I'm no longer at the mercy of a course platform.