

The CEU Creator's Tech Stack Guide

Every tool you need to design, distribute, sell, and automate your continuing education program, organized by what each one actually does.

By Mellanie Page, BCBA + MBA | clinicalboss.com

You don't need a complicated setup. You need the **right tools, in the right buckets, doing the right jobs**. This guide breaks down the exact stack for CEU creators, from designing your first slide deck to automating certificate delivery at scale. Use what fits where you are right now. Build the rest as you grow.

01 DESIGN, BRANDING & SLIDES

DESIGN PLATFORM

Canva Pro or Claude

canva.com

Design your slides, workbooks, and graphics without hiring anyone.

Canva Pro is where you build your CEU slide decks, workbooks, promotional graphics, and course covers without a designer. Set up your brand kit once and every asset stays consistent. Pair it with an AI tool like Claude to draft your slide content, structure your workbook, and write learning objectives before you open a template — then drop it all into Canva to make it look right.

- ✓ Brand kit locks in your colors, fonts, and logo across every asset you create
- ✓ Use AI to outline slides, draft copy, and build quiz questions before you design
- ✓ Export as PDF, PPTX, MP4, or PNG depending on what your platform needs

MARKETPLACE

**CEU Lab
Marketplace**

\$10/listing · Keep 70%

ceulab.com

Generate leads for pennies or sell your CEUs to a built-in audience of buyers.

CEU Lab lets you list free content to build your email list with BCBAs and RBTs who are already looking for continuing education. Offer something free, collect the lead, and nurture them into a dream client over time. When you're ready to sell, pay a small fee to list a paid course and keep 70% of every sale. BACB-compliant certificates and attendance checks for on-demand content are built in.

- ✓ List free content to generate leads from BCBAs actively searching for CEUs
- ✓ BACB-compliant certificates and attendance checks for on-demand content, automated
- ✓ Pay a small fee to list paid content and keep 70% of every sale with no monthly fee

BRANDED STOREFRONT

**Your Own
CEU Store**

From \$497 setup + \$29/mo

ceulab.com/store

A fully branded CEU storefront at your own domain, built for you in 3 to 5 days.

CEU Lab builds you a branded storefront at your own domain with your colors, your logo, and your courses. You keep 100% of every sale. Includes unlimited courses, live events, automated certificates, paid memberships, and member management. The difference between this and listing on a marketplace is that you own the platform and the relationship with every buyer.

- ✓ Fully branded at your own domain with your logo, colors, and identity throughout
- ✓ Keep 100% of revenue with no splits, no marketplace fees, no sharing
- ✓ Unlimited courses, live events, paid memberships, and member management included

[See an example store →](#)

CERTIFICATE
AUTOMATION**CEU Lab
Certs Platform**

From \$19/mo or \$199/yr

certs.ceulab.com

Automate certificate delivery for live events and recorded webinars.

Already have your own website? The Certs Platform plugs in via embeddable quiz links with no platform rebuild required. Works for live events and recorded webinars. Learners complete a quiz, pass, and receive a BACB-compliant certificate automatically. No login required for learners. No manual emails from you.

- ✓ Shareable quiz links with no learner login required, embeds on any existing site
- ✓ Auto-generated BACB-compliant CEU and PDU certificates on quiz completion
- ✓ Audit log, CSV/PDF exports, and QR code verification built in

TRAFFIC + LISTINGS

**Behavior
Live**

Listing fees apply

behaviorlive.com

List a live event and reach BCBA's who are already looking for training.

BehaviorLive is where BCBA's go to find live training, and it does put your event in front of a relevant audience. Worth knowing before you list: there are fees to post even free content, and they take a percentage of revenue on paid offers.

- ✓ Built-in audience of behavior analysts actively searching for live training
- ✓ CEU listing and registration handled by the platform
- ✓ Listing fees apply for all content, plus a revenue share on paid offers

Ready to build your CEU program from the ground up?

Clinical Boss is where licensed clinicians get the strategy, systems, and support to package their expertise into a scalable online offer. Get clear on your offer, get it built, and get paid.

**Get Clear.
Get Built.
Get Paid.**