Ankor for training and course businesses

Frequently asked questions and your first week, in plain language.

Part 1: Frequently asked questions

About Ankor

1. What is Ankor? Ankor is a South African business that gives small businesses their own AI assistant. You add our instructions to the AI account you already use (ChatGPT, Claude or Gemini), and your assistant then knows how to plan your week, prepare client work and build learning material, the same way every time.

2. Is it a chatbot? No. It is a set of business skills and step-by-step workflows that run inside your own ChatGPT, Claude or Gemini account. It does not replace your assistant. It teaches it how your kind of business works.

3. Does the AI make decisions or send things on its own? No, on purpose. It drafts, sorts and checks. Anything that reaches a learner or client, involves money or goes on the public web waits for your yes.

4. Do I need to be good with computers? No. There is no coding, no server and no API key. If you can unzip a file and follow numbered steps, you can set it up. If you would rather not do it alone, we can do it with you (question 12).

Which AI and which product

5. Which AI account do I need? Your own ChatGPT, Claude or Gemini account and an internet connection. You pay OpenAI, Anthropic or Google for that account yourself; Ankor does not charge for it. A paid plan works best, because free plans limit how much you can use in a day.

6. What is Study Studio? Study Studio helps you turn one topic you teach into learning material: a short lesson, a practice task and a worksheet, built from material you trust, such as your workshop notes, slides or recordings. It has 9 skills, 5 workflows and 5 templates (a course brief, a module and lesson plan, a practice activity and quiz, a launch and enrolment checklist, and a learner feedback review). It costs R3 497, paid once.

7. What is Ankor Nexa? Nexa is the full set for a business with staff, contractors or several clients at once. It has 55 business skills, 39 ready workflows and 36 record templates, and it includes all four Studios, Study Studio among them. It plans your week, drafts proposals and client onboarding, runs sales follow-ups, prepares finance summaries and checks work before it leaves. It costs R17 500, paid once, or R20 000 with our setup session included.

8. Which one should I start with?

- **Study Studio** if you mainly want to turn what you teach into learning material.
- **Ankor Nexa** if you also want help running the business: weekly plans, proposals, follow-ups and records. It already includes Study Studio.
- **Essential Business Package** (R1 750, paid once) if you run the business alone and want a simple weekly rhythm first. You can move up to Nexa later.

9. Do I pay once, or every month? Once. You pay at checkout, download the product and keep it. There is no subscription. Prices are in rand; visitors outside South Africa see US dollar prices on the site.

Setup

10. What happens after I buy? Your download is waiting in My Account on ankor.co.za straight away. You unzip it and open the file called START-HERE, which walks you through adding the product to ChatGPT, Claude or Gemini. Then Guided Setup asks about your business and saves your answers so you never repeat them.

11. How long does setup take? About 20 minutes to install, then about 30 minutes of Guided Setup for Nexa. Nexa's Guided Setup ends with your first weekly plan.

12. Can Ankor set it up with me? Yes, for Ankor Nexa. The setup session is one online video session of up to 90 minutes on your own AI account. We run Guided Setup with you, help you name your assistant and plan your first week together. Afterwards you get a one-page summary and one follow-up email within seven days. It costs R2 500, paid once; add it with Nexa at checkout or after you buy. We email you within one working day to agree a time.

13. Can I give my assistant a name? Yes. Most people do: it makes the assistant feel like part of the team. In the setup session we choose the name with you. On your own, simply tell it during Guided Setup, for example: "Your name is Thandi."

What it can do for a training business

14. How does a course get built? You name the learner and what they should be able to do afterwards. You share material you trust. The assistant turns one topic into short steps a learner can follow, with a practice task and a worksheet, and you check each piece before any learner sees it. Start with one topic; add the next once the first works for your learners.

15. Do I need my content ready first? It helps, because the method is built around material you already have. If you only have an idea, the assistant can help you plan a course brief and a module and lesson plan first, using the templates in the package.

16. Can it make slide decks or a full interactive online course? Study Studio makes lessons, practice tasks, worksheets, quizzes and the planning documents listed in question 6. It does not build slide files or publish an online course for you. You take what it writes into the tools you already use.

17. Will it certify my learners or replace me as the teacher? No. It does not certify learners, does not replace a qualified teacher and does not publish a course on its own. You remain responsible for the teaching and any accreditation requirements.

18. Can I trust what it writes? You stay in charge of what is accurate. The assistant works from your own material and does not invent content, and Nexa gives every important claim, price or date its own check before you approve it. Still read everything before it reaches a learner or client.

Bookings, enrolments and invoices

19. Can it handle my bookings and invoices? Nexa and Study Studio do not replace your booking, CRM or accounting software. Keep the tools you use; the assistant plans and prepares the work around them, and Nexa checks every proposal or invoice before it goes out. If you want a booking and invoicing system built for your business, we build those as custom projects: scoped with you first, quoted before any work starts.

20. Can it answer my phone? That is a separate product, the AI Phone Receptionist (Aria). Aria answers calls, says she is an AI, books into your Google Calendar or takes a message. Ask us for a quote; you pay your phone, cloud and AI provider fees directly to those providers.

Being found online

21. Can Ankor help people find my training business when they ask an AI? Yes, through three services. None of them promise rankings or sales.

- **AI Discoverability Audit** (R3 199): a plain-language report on up to 10 key pages within one working week, showing what search engines and AI assistants can read about you and what to fix first.
- **AI Discoverability Setup** (R7 999): we make the agreed fixes on your website. An Ankor audit in the last 30 days is credited in full.
- **AI Visibility Monitoring** (R1 299 per month): a monthly re-check against your starting point, with a one-page report and up to three next steps. Stop at the end of any month.

Your data and the rules

22. Does Ankor see my business information? No. It stays in your own ChatGPT, Claude or Gemini account, or on your own computer. Please do not put sensitive personal details about learners or clients into our enquiry forms.

23. Can my staff use it too? Each licence covers one named person, on all their own devices. Extra licences for people in the same company cost 50% of the product price. You may not share the files or set the product up for your own clients under your licence.

24. Is this tax, legal or accounting advice? No. It helps you prepare drafts and think through decisions. Check anything regulated with a qualified professional.

Support

25. What support do I get, and for how long? For 12 months from your purchase date you can download the product again, get updates and email us with setup questions. After that you keep using the version you have. Help beyond setup questions is paid support at R450 per hour. Email **admin@ankor.co.za** with your order number and the product name; a person reads every message. If something is wrong with your purchase, email us first and a person will review it.

Part 2: Your first week with Ankor

A one-page guide for training and course businesses.

Ankor gives your business its own AI assistant in three steps: **install the plugin** in ChatGPT, Claude or Gemini; **set it up and name your assistant** (with us, if you like); then **just ask it**. You need about an hour on day one, then a few minutes a day.

Before you start

- Log in to your ChatGPT, Claude or Gemini account once to make sure it works. A paid plan works best.
- Find your purchase email from Ankor.

Step 1: Install the plugin (day 1, about 20 minutes)

The plugin is a set of written instructions you add to the AI assistant you already use.

1. Go to ankor.co.za and click **Log in / Sign up**. Use the email address you bought with.
2. Open **My Account**, then **Downloads**. *You should see your product with a download button.*
3. Click it. *A ZIP file (a folder squeezed into one file) saves to your computer.*
4. Unzip it. On Windows, right-click and choose **Extract All**; on a Mac, double-click it. *You should see a folder with a file called START-HERE.*
5. Open START-HERE, choose ChatGPT, Claude or Gemini, and follow that guide one step at a time. *At the end, the guide shows you how to check it worked.*

Step 2: Set it up and name your assistant (day 1 or 2, about 30 minutes)

1. Start Guided Setup, as START-HERE shows you. *It asks one question at a time about your business, what you teach and who your learners are.*
2. Answer in your own words. Short answers are fine; they are saved so you never repeat them.
3. Give your assistant a name, for example: "Your name is Thandi."
4. Rather do this with a person? Nexa owners can add the setup session (R2 500, paid once). We email you within one working day to agree a time and do all of Step 2 with you.

You should end with: your business profile saved. With Nexa, also your first weekly plan.

Step 3: Just ask it (days 2 to 5)

Talk to your assistant in plain language, the way you would brief a new team member. Try one a day:

- **Day 2:** "Turn my workshop notes on [topic] into a short lesson, a practice task and a worksheet." Share the notes, read the result, fix anything that is not how you teach it.
- **Day 3:** "Make the practice task shorter and add three quiz questions." Ask for one improvement at a time.
- **Day 4:** "Draft a welcome email for a learner who has just enrolled." Check it, then send it from your own email.
- **Day 5 (Nexa):** "Run my weekly business review." *You should see a plan with owners and approvals.*

Every time, you should see: a draft waiting for your yes. Nothing goes to a learner, a client or the public until you send it.

End of week one

- Note what saved you time, then pick your next topic and repeat Step 3.
- Stuck? Email **admin@ankor.co.za** with your order number and the step you are on. Setup questions are included for 12 months.

Questions? Email **admin@ankor.co.za** with your order number. A person reads every message. Prices as on ankor.co.za in October 2026.