



FINDING YOUR COURSE PRICE

& revenue goal

HOW TO PRICE YOUR COURSE:

QUESTIONS TO ASK YOURSELF:

1. How much effort will it require from you once the course is complete.. are there live calls? Is everything pre-recorded? Is there a Facebook group or online community?
2. How much would it cost for them to outsource everything if they tried to do what your course helps them achieve?
3. How much would it cost if they did it with you 1:1? (opposed to your group program)
4. If they did it on their own, how much time and effort would it take (what are you saving them of)?
5. What's the ROI? Will it bring your students more money? One time or will it continue to bring money?
6. Will it be updated/will they have access?
7. How much would an in-person course or workshop cost if they did that instead?
8. How much time & money did you invest in learning what you're teaching?
9. Will your students gain skills that will increase their income?
10. Is your course going to save money or time for your students?