

Pricing Tool

When it comes to pricing your course, there is no single easy answer. However, to give you a place to start from, here is my personal course pricing tool.

Start by asking yourself what type of issue are you solving for your students?

There are three types of issues so give some thought as to which type you are solving. Then keep score to help you price your course.

- A simple issue (plus 1)
- A standard issue (plus 2)
- A complicated issue (plus 3)

How are you solving the issue?

- Giving them the information to solve the issue (plus 1)
- Showing them how to solve the issue (plus 2)
- Walking them through the issue with personal contact (plus 3)

Simply add up your total and then use the simple guide below*

Metric	Points
Issue	
Solution	
Total	

<u>Points</u>	<u>Price</u>
2	Free - \$50
3	\$50 - \$200
4	\$150 - \$400
5	\$300 - \$900
6	\$500 - \$2000

*This is only a guide to give you a starting point when it comes to pricing your courses. Many factors are involved in the best practices guide to pricing courses including the topic and desired outcome.