

Course pricing calculator for creators

teach:able



teach:able



Each and every component of your course adds value for your students, so the price of your course should reflect all of that value.

Don't sell yourself or your course short. As a general rule of thumb, we recommend pricing your course at [\\$100 at least](#).

While pricing your course, it can be helpful to keep in mind these averages for schools across Teachable for the year of 2021.

Course	Coaching	Bundle
\$99	\$193	\$169

Now that you know the averages across the platform, you have an idea of where you might start with your course base price.

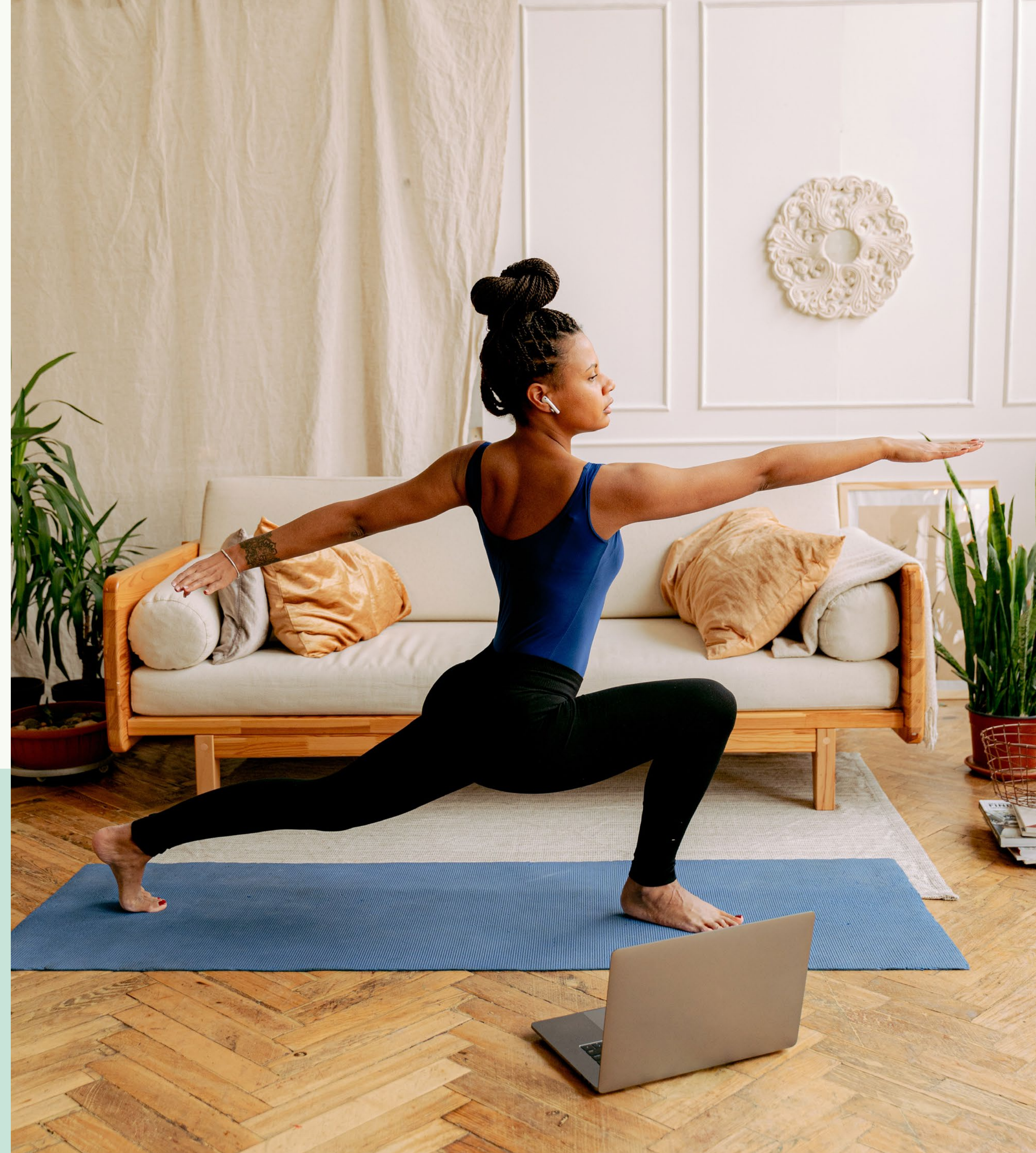
Be sure to consider what you're offering with each product you're selling. This goes beyond the actual content in your course. It also has to do with the length of the course and the intensity of the curriculum. Your level of expertise and the additional materials you offer with the course also play a role into the course price. Plus, the transformation you're offering with the course.

Here's an example

Let's look at the example of selling a course to help someone get certified to become a yoga teacher. That's a pretty big transformation with a pretty big pay off for your student too. It's likely that for a course of this magnitude you'll want to be mindful of what you charge. To be able to teach a course like this, you'll need certifications—meaning your investment is even higher, not to mention your time.

It's likely you offer one-on-one coaching, host weekly group calls to answer questions, or even offer a workbook for when the time to study comes along. You might also offer video content in your course. You should factor all of these assets into the cost of your course.

teach:able



What to consider when setting your prices

Check out the competition

Consider taking a look at how your competitors have set up the pricing for their courses. Use that to help verify the cost of your own course. But keep in mind why your course might be different from theirs and what makes your course unique, because that can impact the price too.

Consider your value as a creator

Make sure you consider your qualifications when setting the price for your course. Did you pay for any degrees or certifications that make you a qualified teacher and coach? Maybe you took educational steps to grow your expert knowledge, or you've been in your field for 10 years. However you got your experience make sure to price your course according to the investments you've made into becoming the best course creator for your students. A large social media following can also work to your advantage. If others see you as an expert, it gives you more credibility and authority in the space where you're teaching.

Think about who your audience is

Depending on who your audience is, you might want to adjust your prices. If your key audience is young people, like college students in the 18 to 25 year old range, you might want to keep your prices lower. This makes your course accessible for more people in your core audience.

But if your course is aimed at a group of people who are further in their careers and more financially secure, you may be able to charge more. Either way, consider your audience when setting prices. And consider surveying them on social media to get an idea of what they'd be willing to pay

What to consider when setting your prices

Continued

Take a look at this example of how you might use this worksheet to price out your course and the other add-ons you have available to your students.

Try pricing tiers and payment plans

If your audience varies a bit, you can also try different pricing strategies like pricing tiers or payment plans. With pricing tiers, you could set up your pricing so if students want the workbook for the course, it costs an extra \$25. But if they want access to one-on-one coaching, then that's an extra \$100. Then your students can choose the right tier for them.

Be open to changing prices

Remember, you can always update your prices too. If you find your students are willing to pay the prices you've set, consider increasing them after a few months. Or if you add new content, or update content, that raises the value of the course too. Keep in mind that your course is evolving, so the price can too.

Example worksheet

Base course value = \$100

	Addition	Y/N	Added value
\$25 bonuses	Downloadable workbook	Y	
	Limited course size	Y	
	Expert interviews	N	
	Video Transcriptions	Y	
	Total # of Y		3 X 25 =

Base course value + added value = \$175

Try it yourself

Use the following worksheet to add up each of the bonuses you offer to then come up with the appropriate price for your course. You could also use this worksheet to price out the various tiers you might offer to your students. Simply fill it out and include the items that would be included in each tier each time you fill it out.

Notice the things that require your ongoing time each week such as one-on-one coaching and work reviews are valued highest at an additional \$100. While shorter time commitments such as office hours or an online community are valued at \$50. And one off items your students can access are valued at an additional \$25.

Note: These are recommendations. Understand that no method is one size fits all!

Base course value = \$

	Addition	Y/N	Added value
\$25 bonuses	Downloadable workbook		
	Limited course size		
	Expert interviews		
	Video Transcriptions		
	Total # of Y	X 25 =	
\$50 bonuses	Online community		
	Virtual or in person networking event		
	Weekly Q&A's		
	Office hours		
	Total # of Y	X 50 =	
\$100 bonuses	Professional production		
	One-on-one consulting		
	Work review		
	Total # of Y	X 100 =	

Base course value + added value = \$

Teachable resources

teach:able

Not sure what to do next, or need help getting unstuck?

teachable:hq

Head to [teachable:hq](#), our members-only community hosted inside Teachable. Your paid plan gives you free access to the community where you'll connect with other creators in your same business stage. Get encouragement, advice, and insider tips.

Knowledge Base

Have a question on how to use Teachable? Our [Knowledge Base](#) has all the best tips and support you need for using Teachable like a pro.

teachable:u

Those on Teachable paid plans can consult [teachable:u](#) for detailed, step-by-step videos and articles on using Teachable and get answers to common questions.

Teachable blog

Peruse [Teachable's blog](#) for case studies, tips, and in-depth articles on how to start your online course business, create your content, and market your course.

Teachable exists to help people like you turn their knowledge into a successful online business. We're here to help, and we can't wait to see what you create!
