

HOW TO TUTOR ONLINE GUIDE TO



Pricing

—
IT'S TIME TO PLAY
BIG!

***How do you work out what
your online tutoring price is ?***

I'm British and we don't like to
talk about money, but let's clear
our throats and tackle how to
price our offerings.

**WHAT IS YOUR MAGIC
NUMBER?**

How much would be a good
amount to earn annually?

WRITE IT DOWN

Let's take \$100, 000

**NOW MAKE A LIST OF ALL
THAT YOU OFFER**

I offer:

STUDY HALL

CLASSES

VIPs

I ONLY WANT TO WORK

SCHOOL TERM TIME - 40

WEEKS / YEAR

\$100 000

/ 40

= \$2500/ week

STUDY HALL \$20 x 25 = \$500

(1 hour)

CLASSES \$35 x 12 x 2 = \$420

(2 hours)

VIPs \$100 x 6 = \$600

(6 hours + 3 prep= 9)

WEEKLY TOTAL

\$2120 (11 HOURS)

IMMEDIATELY YOU SEE THAT
YOU CAN ADD CLASSES,
STUDY HALL, VIPS - OR ALL 3
TO MAKE UP THE SHORTFALL

YOU CAN ADD TO THESE TOO:
EASTER BOOTCAMP
SUMMER BOOTCAMP
CHRISTMAS BOOTCAMP
30 DAY CHALLENGES

WHEN YOU START WITH A
FIGURE IN MIND, IT MAKES
THE PRICING GAME SO MUCH
EASIER!

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