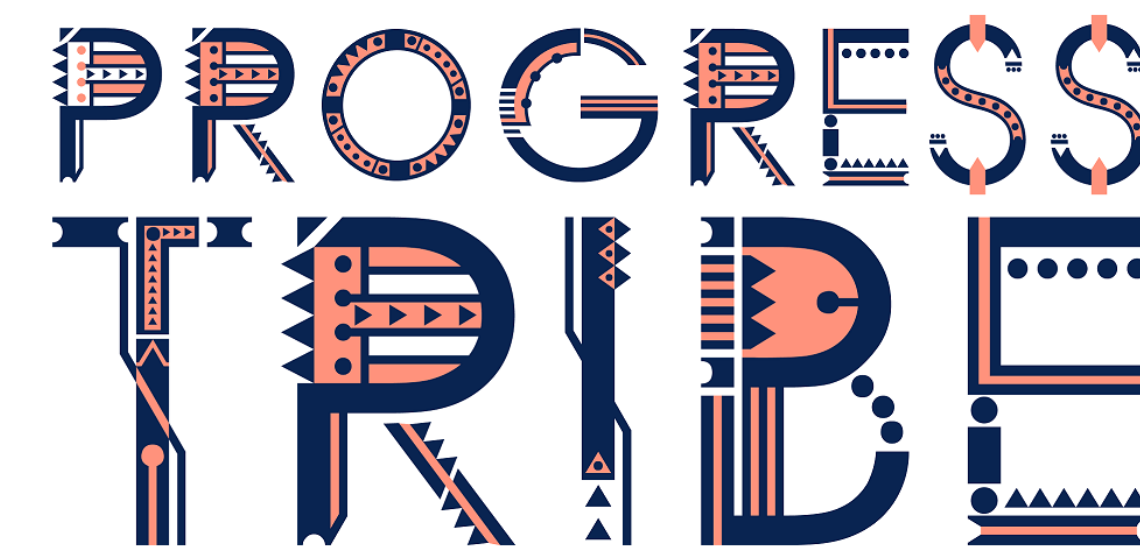


**PROGRESS
TRIBE**

**Step By Step Workbook
On How To Price
Your Course/Program**

ProgressTribe.com

Purpose:



Price your online course confidently!

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Course Name/Topic

Your Target Audience

ProgressTribe.com

P.S. - Pricing your course requires you to be confident in what you are worth and also being confident that your course will offer the desired results in your course mission statement.

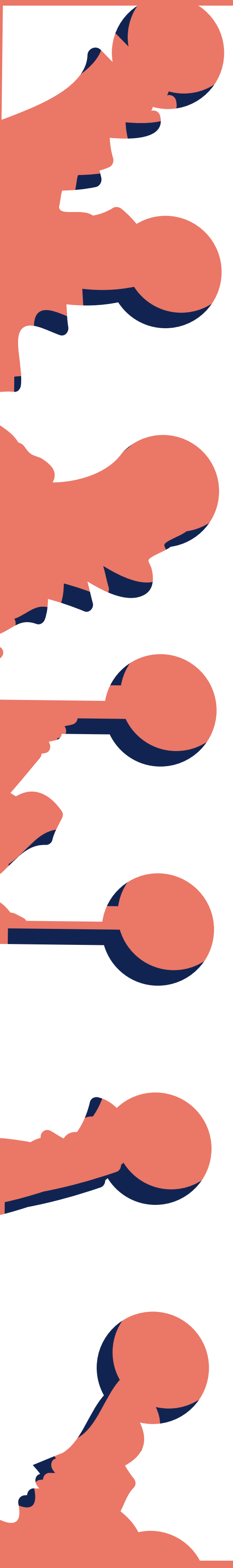
Remember confidence takes time and the more you sell, the more confident you will be. The most important thing to do is just to start and not get stuck.

P.S.S. - This should not take more than 1-3 days to complete. If you are taking longer, you are overthinking it.

Let's get started and price your course!!

ProgressTribe.com

1 Let's talk about your course. What actual problem does it solve for your ideal audience? You must be able to solve a problem and/or offer a transformation for your ideal audience.



2 How much time will it take to consume your material? If you are charging \$300 or more, then a good rule of thumb is to have more than 3 hours worth of materials to be consumed. But that being said do not add more than what is needed just to make it longer to get the results your students are wanting to achieve.

3 How much access to you do your students get? The more connection and help/mentorship you can give your customers, the more valuable it will be to them. This also allows you to charge more because people are willing to pay more to have access to you and or your support team. This also helps your customers get better results. So it is both a win-win situation for you and your customers.

You can increase your pricing and the value of your course, by having your students get access to you by offering them the things below:

- Question and answer sessions
- Monthly webinars
- Templates
- Private community/Facebook Group
- Including downloadable PDF's and workbooks
- Lifetime access to the course material

What resources can you offer your students to make your course more valuable and helpful to your students?



4 Let's talk about pricing now...

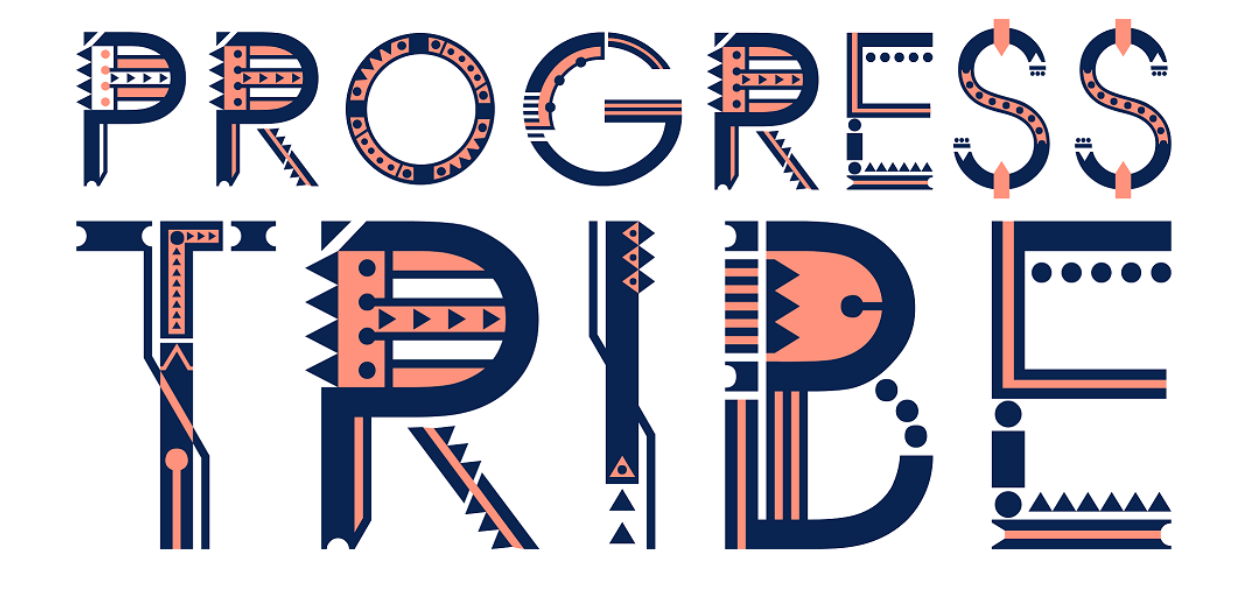
- a. If your customer had to do it all by themselves how long would it take to figure things out and achieve the results your course helped them achieve?

Tip - You can use your experience or a client as a benchmark to help answer this question.



b. How much would it cost them?

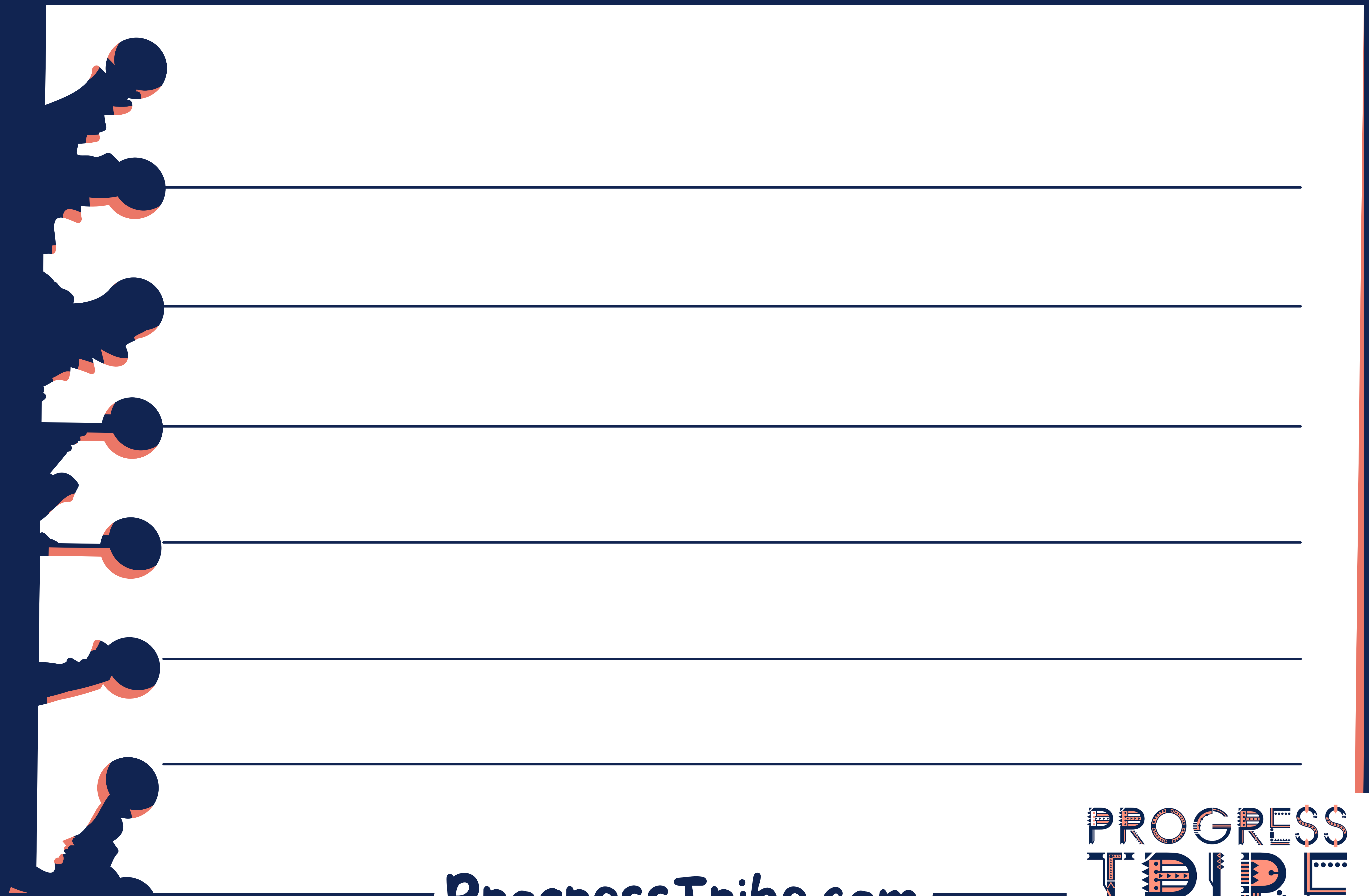
Tip: Ask yourself, how much would you have paid for someone to guide you through your experience and help you avoid all the mistakes and pitfalls that you encountered on your way to your results/transformation?



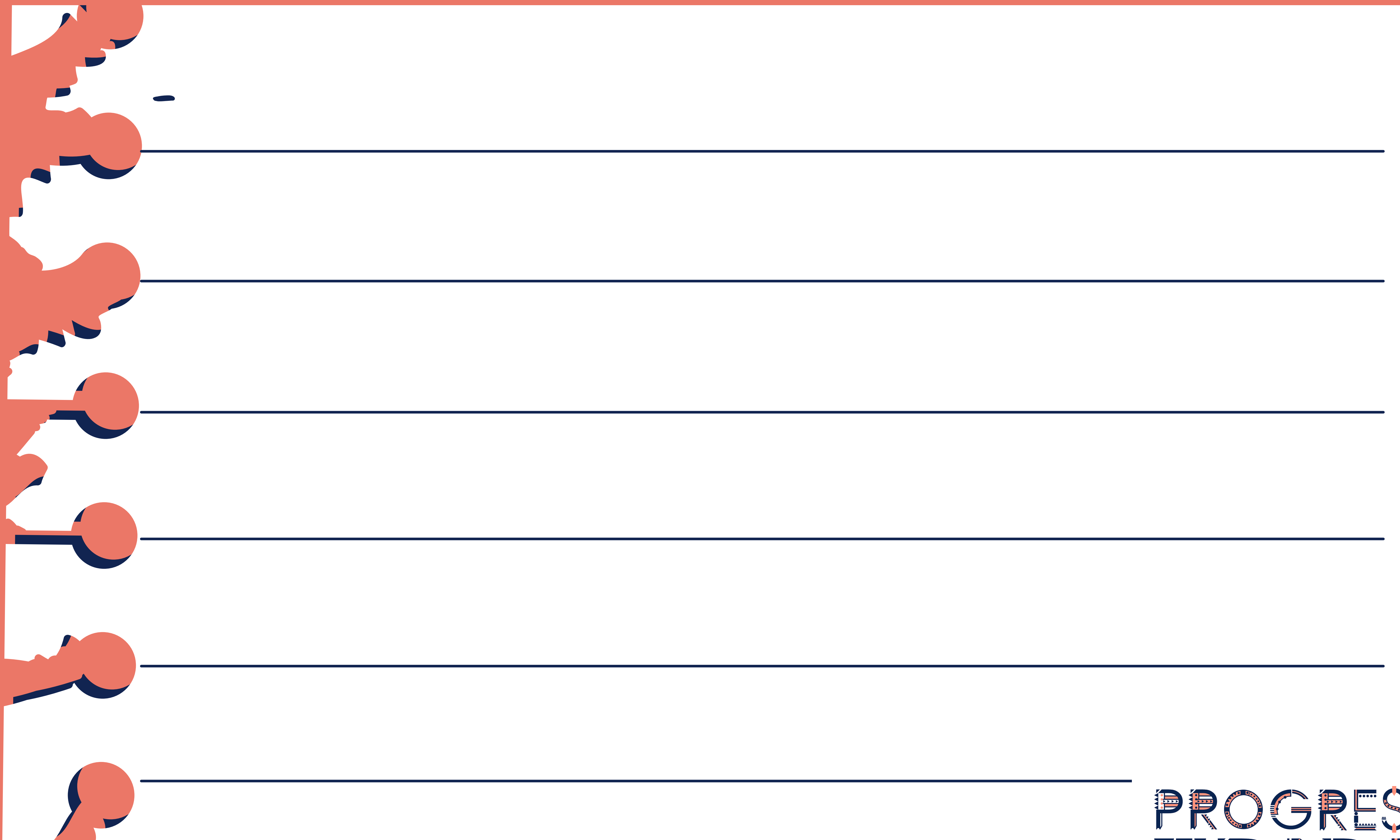
C. If someone learns and applies your course material, how valuable will their outcome be? Can you put it in writing as though you were explaining it to a potential client?

*Tip: Does your course have a specific outcome you promised that is quantifiable?
Such as: "You will be able to lose at least 30 pounds with my meal plan"*

The more specific and valuable your promise, the more you can charge. Also think about the value of time you are saving them as well.

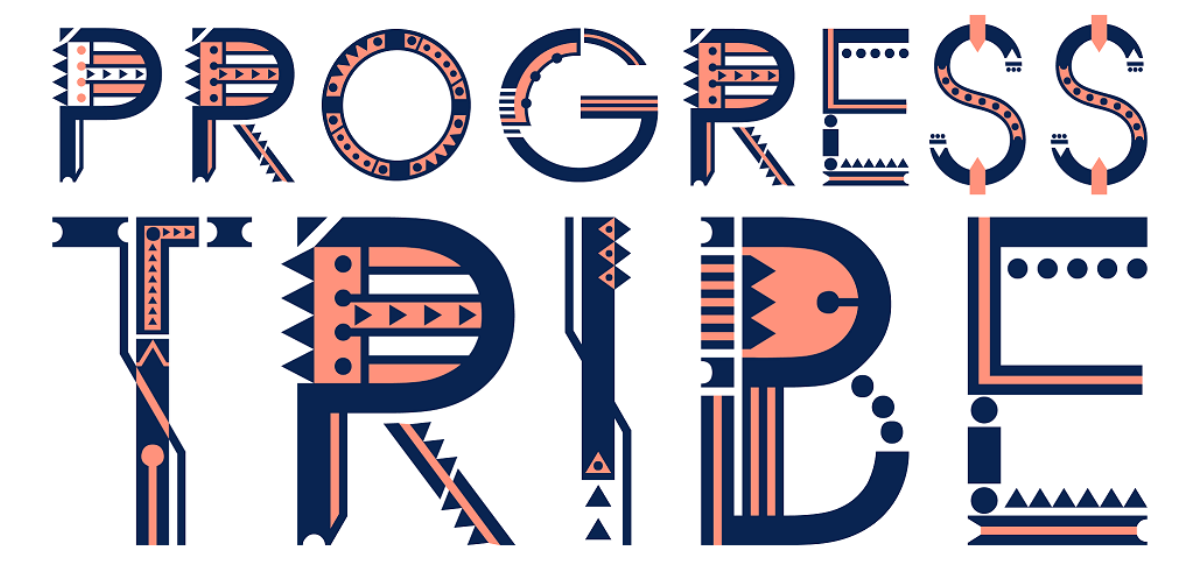


5 How is your course better than what is on the market right now? Is it more specific? Does it offer more access and help to the students? What is your unique selling point?



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6 Consider the math and your income goals.



Let's say for example that your goal is to make \$10,000

- Charge \$100 you need 100 customers to achieve that goal.
- Charge \$250 you need 40 customers to achieve that goal.
- Charge \$ 500 you need 20 customers to achieve that goal.
- Charge \$1000 you need 10 customers to achieve that goal.
- Charge \$2,000 you need just 5 customers to achieve that goal.

7 After analyzing all the information above, how much will you price your course at?

Tip - Think about having more than one way to pay, such as a pay in full option and a payment plan. The payment plan helps more people access your course.

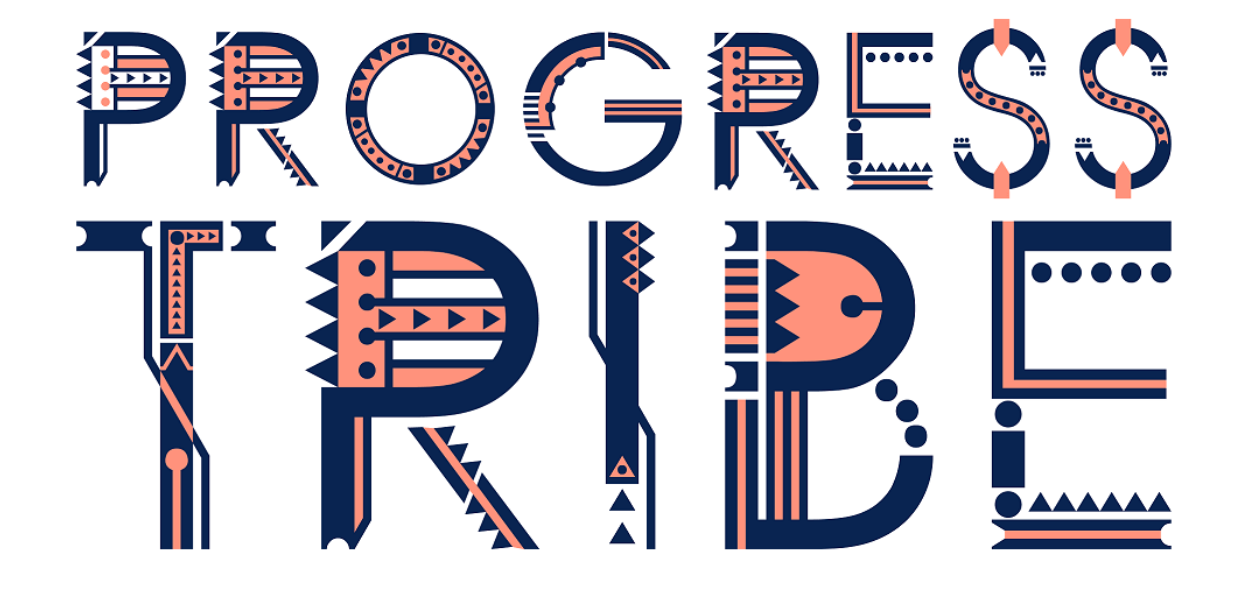
If you are offering a payment plan, how long and how much will each payment be?

Tip - I usually recommend between 3-6 payments but not more than 12 payments.

Conclusion:

The biggest takeaway is to believe in yourself and trust that you are worth a premium price.

As long as you deliver the results and you are dedicated to your student's success, that is all that matters. You will attract customers who highly value you and are ready and willing to learn from you! Remember you should always come from a place of being of service and creating an impact in your students lives.



P.S.

Are you ready to turn what you already know and are passionate about into a profitable online course that helps you impact people and also gives you more freedom in your life but would like some step by step help?

Get on our waiting list for our next launch of our Legacy Course Academy!

PLUS some extra BONUS guides just for registering!

Click Here: ProgressTribe.com/Waitlist

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