



# Pricing and payment recommendations

For Chopra Meditation teachers

As an independent business, you'll set your own pricing and determine your own payment policies. Let's look at suggestions for both.

## Pricing background

Pricing strategies vary widely based on factors such as instructional offerings, delivery method, audience, geographic region, and overhead costs. We recommend that you base your pricing mostly on the value of your service, but it's a good idea to research comparable offerings that serve a similar audience.

You may choose to offer a pricing structure based on a full course or per-session rate. You might also incentivize students to purchase more sessions by offering package rates, membership options, or bundles. You may even offer different levels of service at different price points.

Keep in mind that depending on where you live, what your business structure is, and how much you are earning, you may be required to pay taxes on your earnings as a meditation teacher. We recommend contacting an accountant for detailed guidance on this.

## Suggested class pricing

We recommend charging \$250 USD for the full course, which includes all 4 classes.

Potential students may inquire about discounted pricing options. It's up to you to decide whether you offer discounts or not. If you decide to offer discounts, some common ones include those for seniors, students, military personnel, children, and teens.

## Payment policies

It's important to establish a payment and cancellation policy. We recommend that you receive payment in full at least two weeks before your scheduled class. But if someone is unable to attend a class they've paid for, they should be able to attend the next scheduled class.

Many payment methods are available to your students, but it's often simplest to only accept a few. You might ask students to prepay through your website using a credit card or PayPal, or you might have them pay by card in person using Square or Stripe. They might even pay through an app such as Venmo, Cash App, or Zelle. Other easy payment options include Google Pay, Apple Pay, Velo, and Shopify.