



Pricing and Payments

As an independent business, you're able to set your pricing and payment policies.

Your pricing strategy will vary based on the offering, delivery method, audience, geographic area, business costs and other factors. The best strategy is based on value, rather than competitive pricing. However, conduct preliminary research on comparable offerings, programs, and teachers serving a similar audience. Popular pricing suggestions, include:

- Hourly rate, session rate, monthly rate
- Package rate, membership, different levels of service, bundled offerings
- Discounted or promotional pricing strategies

Suggested Pricing

Class Pricing (in US)

Suggested Class Price - \$595

Discounted Pricing

Potential students may inquire about discounted pricing. Standard discounts to various groups may include seniors, military, and students.

It is your decision as to what discounts you would like to provide.

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 or consultation. If someone who paid in full cannot attend, it is recommended that you register them to attend your next scheduled class or consultation.

You'll need a way to accept payment. Here are some popular options:

- Personal check or cash
- Google Pay
- Apple Pay
- Venmo
- PayPal
- Square

Students appreciate a variety of payment methods. You may want to set up your preferred payment method(s) on your website, social media, or Shopify. You'll learn some helpful tips to build your website.

Business Note

This course not intended to help you with the financial or legal aspects of your business. Please research the best legal practices, business permits, and tax requirements according to your business model and your state/province business regulations. Comply with all government regulations as you would any other income earned business.

We recommend getting basic liability insurance.

As a teacher, you are teaching educational, wellness, and Ayurvedic classes. Each country, state/province, and city have their own specific laws and regulations. It's important to research and know the laws and regulations in your country, state/province, and city.