price your course without flinching

Most course prices are a confidence number: whatever you could say without your voice cracking. This worksheet replaces that with a process. Fill it in with a pen, in order.

1 Write the outcome sentence

Nobody buys a course to own the videos. Name the ability they walk away with.

BY THE END, YOU'LL BE ABLE TO...

____

2 Price the alternative, not your hours

What does this outcome cost without you? Months of trial and error, one-on-one lessons at one-on-one rates, or the price of getting it wrong. Honest range, no value-stack math.

THE REALISTIC ALTERNATIVE COSTS ABOUT...

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3 Position between a book and one-on-one

Same outcome: a book is the cheap end, private one-on-one is the expensive end. A live group sits between. The more of you students get (feedback, small group, reviews), the closer to one-on-one you belong. Priced like a book means "this is content." It isn't.

MY DRAFT NUMBER...

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4 Check the resentment floor

At this price, with this many students, would you still be glad to show up in week four? If no, the number is below your floor. Resentment leaks into teaching, and students can feel it.

LOWEST NUMBER I'D STILL GLADLY TEACH AT...

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5 Say it out loud

Literally out loud. This is the whole test.

"The course is ______________ , it's _________ weeks, live, and you'll leave able to ______________________________ ."

Voice cracked? **Don't lower the number.** Either shrink the promise until the sentence is true, or raise the support (more feedback, smaller group, more of you) until it balances.

Raising it later, honestly: a lower first-run price is fine. Call it a founding price, real cap, real reason, goes up when the rough edges are gone. Fake urgency and resetting countdowns burn trust you don't get back. And no, there are no dollar amounts on this sheet: anyone handing you "$497" doesn't know your outcome, your students, or your market.