

A price you can say out loud

Decide the number away from the room. Decide the concessions before anyone asks. Then say it, and stop.

YOGA PROS

Handout 02 · goes with the Learning Hub article of the same name



◆ HANDOUT 02

Inside this handout

A page for setting a fee you can state plainly — the three inputs, the concession structure decided in advance, and the sentence rehearsed until the stop feels normal.

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◆ HOW TO USE IT

- Print it, or fill it in on a tablet. Paper works better than it should.
- Read the article first if you can. The handout is the practice; the article is the thinking behind it.
- There is no score and nothing to get right. It is a working page, not a test.

◆ WHEN TO USE THIS

- Before quoting for a new class, private client or venue
- When you've noticed the apology at the end of your own sentences
- Before a term where you know you'll be asked
- If your prices vary by who's asking, without you deciding they should

◆ THE PRACTICE

Setting it, and saying it

01 Away from the room

Set the number on a quiet morning with nobody in front of you. The decision and the delivery are two jobs; doing both at once is what makes the sentence collapse.

02 Input one · what it costs you

The real hourly figure once travel, planning and annual costs are in. Guesswork without it.

03 Input two · what the room can carry

Local rates, the venue, who comes. This gives you the range, not the answer.

04 Input three · what you need it to do

How many of these hours make a week that works. A number that only functions at fourteen students is a hope, not a price.

05 Decide the concessions now

Two places a term, a block rate, or nothing at all. All legitimate. Choose it before you're asked, so you're reporting an arrangement rather than improvising a discount.

06 Rehearse the stop

Say the sentence aloud six times, ending where it ends. The silence after is the exercise. If you haven't practised the stop, you'll fill it with an apology.

◆ YOUR PAGE

Write it *down*

What an hour actually costs me:

What I need it to do:

My concession structure, decided in advance:

What I'll say if someone pushes back:

What the room can carry:

My number:

The sentence, written out exactly as I'll say it:

◆ BEFORE YOU FINISH

☐ Number set away from the room, not in front of anyone

☐ All three inputs used

☐ Concession structure decided before being asked

☐ Sentence said aloud six times, stopping at the stop

☐ Used once without adding anything to the end

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Business collection · handout 02

RELATED READING ON THE LEARNING HUB

➤ What an hour of your teaching actually costs

➤ Raising it

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