

Paying for it out of the teaching

You know you need the website, the photographs, the help. You can't afford them. There's a way through that involves no debt and one Saturday.

YOGA PROS

Handout 17 • goes with the Learning Hub article of the same name



◆ HANDOUT 17

Inside this handout

A page for doing the arithmetic. What you need, what it costs, and the one thing you'd run once to cover it.

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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

- When you've agreed you need something and stopped at the price
- Before taking on debt for anything to do with teaching
- If 'I can't afford it' has been the answer for over a year
- When weighing a spend against a term's takings

◆ THE PRACTICE

The arithmetic

01 Resources, or resourceful

Most people stop at 'I haven't got the resources'. The difference isn't more money. It's finding a route.

02 Round one pays for the thing

Ten people, £50, one Saturday afternoon. That's £500 and the website is paid for.

03 The thing pays for round two

Now people find you. Fifteen at £50 is £750, into being findable properly.

04 And round two pays for round three

Twenty at £50 is £1,000. Not a penny of your own money has gone in. It cost three hours.

05 Be honest about what returns

A website that brings people in works. A logo doesn't. Start with whatever puts people in the room.

◆ YOUR PAGE

Write it *down*

The thing I've been putting off:

What I could run once to cover it:

The date I'm running it:

What round three buys:

What it costs:

People × fee =

What round two buys:

What I will NOT spend on:

◆ BEFORE YOU FINISH

☐

Written down the thing and its price

☐

Done the people × fee sum on paper

☐

Put a date on the one thing

☐

Decided what the next round buys before spending

☐

Checked the spend actually returns something

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- What an hour of your teaching actually costs
- Who is this actually for?

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