

5 DAY CHALLENGE

TURN YOUR EXISTING KNOWLEDGE INTO
AN ONLINE COURSE



WORKSHEET

PRICING YOUR COURSE

Day Four



LUXURY ACADEMY

LONDON

TODAYS VIDEO

<https://lux.ac/challenge-day04>

TODAYS TASK

Today's task is all about setting the correct price, rather than just plucking a price from the sky.

You need to choose the following:

1. Your need to earn amount
2. You like to earn amount

Once you have these figures you can then set realistic prices for your course. A realistic price is a price that will allow you to earn a comfortable living. There's no point in doing all this work if you don't profit from it. Right?

Start by putting together your monthly expenses using the worksheets I've designed for you below.

Dr. Paul

EXPENSES

RENT/MORTGAGE	
ELECTRICITY	
GAS	
HEAT	
FOOD	
SCHOOL FEES	
CREDIT CARDS	
LOANS	
CAR EXPENSES	
MOBILE PHONE	
INTERNET	
ENTERTAINMENT	

COST OF SALE

INTERNET	
EDITING SOFTWARE	
LMS SOFTWARE	
VIDEO HOSTING	
CREDIT CARDS	
CREDIT CARDS	
CREDIT CARDS	

If you do not know your exact cost of sale. Use the general figure of £250.00 (approx \$300)

NEED TO EARN AMOUNT

LIKE TO EARN AMOUNT

COST OF SALE AMOUNT

NEED TO EARN + COST OF SALE =

LIKE TO EARN + COST OF SALE =

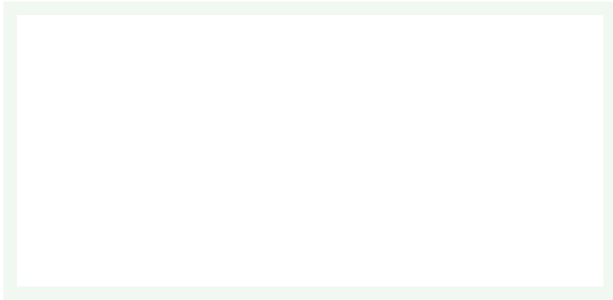
1 SALE PER WEEK COURSE PRICE (NEED TO EARN DIVIDED BY 4)

2 SALES PER WEEK COURSE PRICE (NEED TO EARN DIVIDED BY 8)

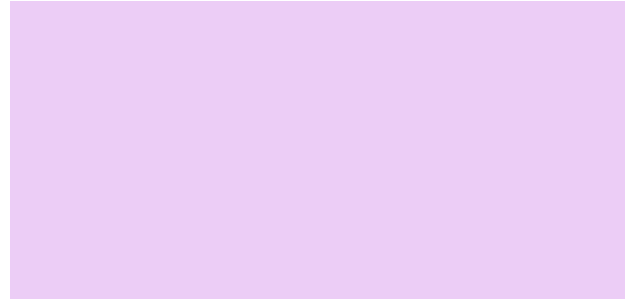
3 SALES PER WEEK COURSE PRICE (NEED TO EARN DIVIDED BY 12)

AT A GLANCE

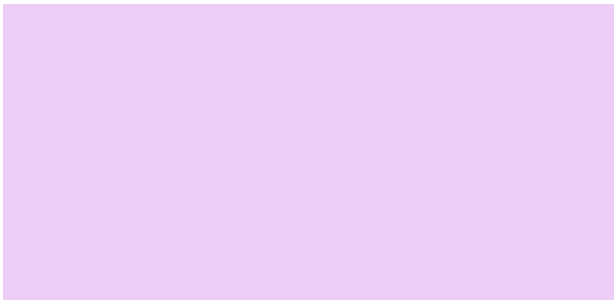
NEED TO EARN



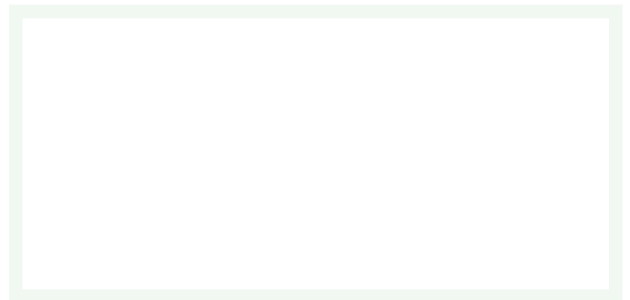
LIKE TO EARN



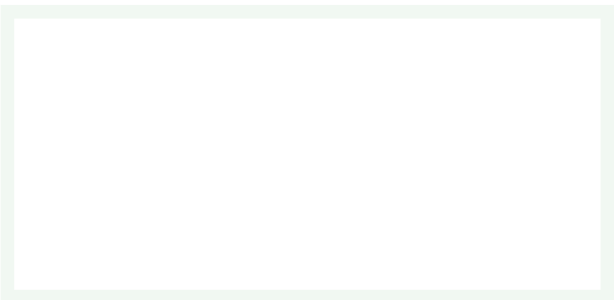
COURSE PRICE 1 SALE PW



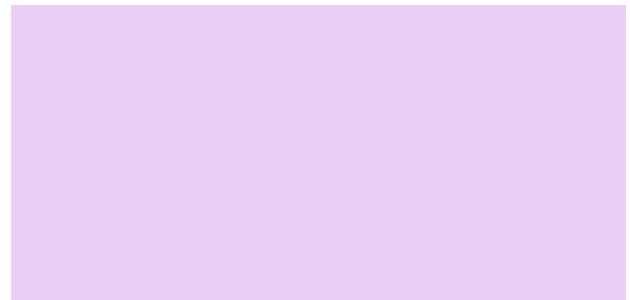
COURSE PRICE 2 SALES PW



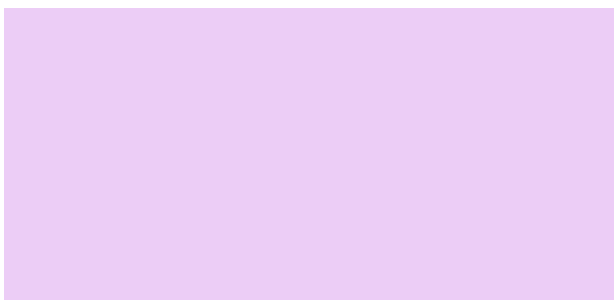
COURSE PRICE 3 SALES PW



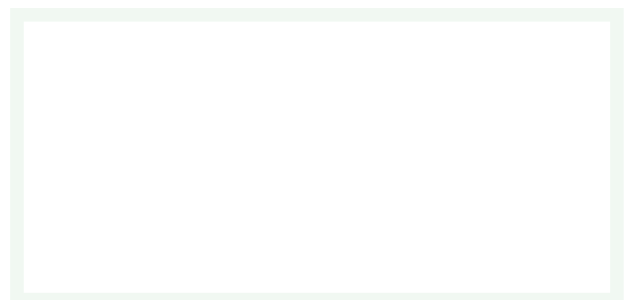
LIKE TO EARN COURSE PRICE



LIKE TO EARN COURSE PRICE



LIKE TO EARN COURSE PRICE



NOW DO THIS

1. Go to todays post in the Facebook Group
2. Put into the comments your course prices
3. Use the hastag #day4

Dr. Paul