

# Pricing

## Your price guide to better prices

Good prices mean more enrollments, and more income. Bad prices are those prices that sit on or above a price break. For Community Classes and other events priced under \$100, here is your Price Guide to improve your prices.

When a price sits on a price break, you have two choices. You can lower the price if you think you will get more registrations. Or you can raise the price and increase the income from the same number of enrollments.

Bad Price	1) Move down to this price; OR	2) Move up to this price
\$20	\$19	\$24
\$21	\$19	\$24
\$22 or \$23	- -	\$24
\$25	\$24	\$29
\$26 - \$28	- -	\$29
\$30	\$29	\$34 or \$39
\$31	\$29	\$34 or \$39
\$32-\$33	- -	\$34 or \$39
\$35	\$34	\$39
\$36 - \$38	- -	\$39
\$40	\$39	\$44
\$41-\$43	- -	\$44 or \$48 or \$49
\$45	\$44	\$48 or \$49
\$46	- -	\$47, \$48, or \$49
\$50	\$49	\$59
\$51-\$58	- -	\$59
\$60	\$59	\$69
\$61 - \$68	- -	\$69
\$70	\$69	\$74, \$75, \$79
\$71-\$78	- -	\$74, \$75, \$79
\$80	\$79	\$85, \$89
\$81 - \$84	- -	\$85, \$89
\$86 - \$88	- -	\$89
\$90	\$89	\$97, \$98, \$99
\$91 - \$94	- -	\$97, \$98, \$99
\$95		\$99
\$96	- -	\$99
\$100	\$99	\$119, \$124, or \$125

# More on Pricing

## Pricing work-related and other higher dollar events

If you are offering courses or events for more than \$100, here is your Price Guide to higher registrations and income.

Bad Price	1) Lower to this price for more registrations	2) Raise slightly	3) Or raise up to the next big price break
\$100	\$99	\$119	\$124 or \$125
\$110 - \$118	- -	\$119	\$124 or \$125
\$126 - \$144	- -	- -	\$145, \$148, \$149
\$150	\$149	\$159	\$174 or \$175
\$151 - \$173	- -	\$174 or \$175	\$195, \$198, \$199
\$176 - \$194	- -	- -	\$195, \$198, \$199
\$200	\$195	\$225	\$245
\$205 - \$223	- -	\$225	\$245
\$226 - \$244	- -	- -	\$245, \$248, \$249
\$250	\$245, \$248, \$249	\$275	\$295
\$251 - \$294	- -	- -	\$295
\$300	\$295	\$345	\$395
\$310 - \$344	- -	\$345	\$395
\$350	\$345	- -	\$395
\$400	\$395	- -	\$495
\$410 - \$494	- -	- -	\$495
\$500	\$495	- -	\$595
\$600	\$595	- -	\$695
\$700	\$695	\$745	\$795
\$800	\$795	\$895	\$995
\$900	\$895	- -	\$995
\$1,000	\$995	\$1,095	\$1,245
\$1,100 - 1,244	- -	\$1,245	\$1,495
\$1,251 - \$1,294	- -	\$1,295	\$1,495
\$1,300 - \$1,394	- -	\$1,395	\$1,495
\$1,400	\$1,395	- -	\$1,495
\$1,500	\$1,495	\$1,595	\$1,995
\$1,600;1,700;1,800	- -	- -	\$1995
\$2,000	\$1,995	\$2,495	\$2,995
\$2,500	\$2,495	- -	\$2,995
\$3,000	\$2,995	\$3,995	\$4,995
\$4,000	\$3,995	- -	\$4995
\$5,000	\$4995	\$5,995	\$7,495