

CLASS PRICING STRUCTURES

FLAT FEE PRICING STRUCTURE

The flat fee pricing structure for classes isn't as popular as it should be. I see many studio owners who have successfully implemented this pricing model, which is simple and works.

Now there are multiple variations of a flat fee pricing structure and this is dependent on whether you decide to create the prices based on age group, class duration or level. Let's look at a few examples.

STUDIO JAZZ HANDS – FLAT FEE STRUCTURE

They are based on class duration only.

30 minute class is \$12.00

45 minute class is \$15.00

1 hour class is \$17.00

1.5 hour class is \$20.00

They have this pricing model for all ages, across all styles and all streams (your studio may have a fun stream and a performance stream.

STUDIO POINTE – FLAT FEE STRUCTURE

They base their fees on duration and stream.

Fun Stream

30 minute class is \$14.00

45 minute class is \$15.00

1 hour class is \$18.00

1.5 hour class is \$22.00

PERFORMANCE STREAM

(perform at competitions etc)

30 minute class is \$15.00

45 minute class is \$16.00

1 hour class is \$20.00

1.5 hour class is \$24.00

With the flat fee structure you can also base the price on the age. If you're looking at implementing a flat fee structure my advice is to do it via duration only to keep things consistent across the board plus it's more effective during the point of invoicing and parents will not get confused.

TIERED PRICING MODEL

So let's have a look at a tiered pricing model. This studio bases their sliding scale on classes only. They only offer 45 and 60 minute classes that helps. I encouraged them to make their 30 minute classes 45 minutes and their 75 minute classes 60 minutes.

HIGH KICK DANCE STUDIO

1 x Class \$16.00

2 x Classes \$30.00 (-\$2)

3 x Classes \$44 (-\$4)

4 x Classes \$58 (-\$6)

5 x Classes \$72 (-\$8)

6 x Classes \$86 (-\$10)

7 x Classes + \$100 (-\$12)

This model is about discounting on the total price of the total amount of classes. As an example if they were to do 4 classes @ \$16 it would cost \$64. What we have done here is discount the class by an additional \$2 each additional class. Stay with me here! So you can see here 4 classes is discounted by \$6.

There are also hybrid versions of these pricing models. Some studios have a sliding scale for all their fun classes but flat fees for performance classes.