

# Workshop Suggested Pricing

Please keep these things in mind when proposing a pricing for your workshop or workshop series...

- Consider the amount of time participants will be with you in comparison to a regular scheduled class as well as the expertise you are bringing to the content you are presenting. Do you hold a higher level of certification, have you completed specific training in the subject or have real life experience that supports your knowledge? On average, studios charge \$15-\$20 for a group 60min class. We suggest that at minimum a 2hr workshop base price should be set between \$35-\$40 with pricing raised for longer hours or higher levels of expertise.
- Kula adds a \$5 administrative fee on top of the base price to each individual ticket sold under \$100 and a \$10 admin fee to ticket prices over \$100. This administrative fee ensures that we have a team member (Workshop Coordinator) working to help you develop and promote your offering. You can expect our workshop coordinator to create a Mindbody listing for sales, create a Facebook event and event's page on the Kula website, create a flyer for in-studio promotion, schedule dedicated Instagram posts and ensure that someone is on-site to assist you the day of your event.
- The commission split is 70/30; 70% to presenter and 30% to studio after credit card fees and admin fee have been subtracted from the total revenue generated. Please see the example below...

2 hr workshop- Base price	\$40
Admin. Fee	\$5
<b>Total Ticket Price</b>	<b>\$45 per person</b>

10 Registered	\$500 total revenue
Revenue minus Admin fee	\$450 (10 tickets x \$5 = \$50 subtracted from total revenue)
CC Fee of 3.5%	\$8 (assumes only 5 tickets were sold as Credit= \$200 x 4%)
<b>Total Profit</b>	<b>\$442</b>

## **Commision/Profit Share**

Studio 30%	\$132.60
Presenter 70%	\$309.40