



FREE KIT FOR GOLF COACHES

Price it right.

The golf coach's pricing and policies kit. Price lessons, packs, clinics and junior programs so every hour on the tee pays, and copy ready-made policies for weather, no-shows and packs.

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simple worksheet to find your real cost per coaching hour

4

formats priced: private lessons, packs, clinics and junior programs

5

policies to copy: weather, no-shows, packs, payments and first lessons

What does one coaching hour really cost you?

Most coaches set prices by checking what the pro down the road charges. Start with your own costs instead. Then you know the lowest price that still pays.

$$\frac{\text{Bay or range} + \text{your time} + \text{admin and fees} + \text{gear and balls}}{\text{Golfers in the session}} = \text{Cost per golfer}$$

COST FOR ONE COACHING HOUR	EXAMPLE	YOURS
Bay or range fee · a fair share of bay hire, range balls or club fee	\$25	
Your time · what you need to earn for the hour	\$60	
Admin and payment fees · bookings, messages, card fees	\$6	
Gear and insurance · launch monitor, video, training aids, cover	\$9	
Total cost per coaching hour	\$100	

\$100

Private lesson floor. One coach, one golfer, one hour. Anything below this and you're paying to coach.

\$20

Cost per golfer for a clinic of 5. Add your margin on top, for example 30%, and you get about **\$26 per golfer**, the lowest you should ever charge for that clinic.

Know your peak hours. Evenings and weekend mornings are limited. Those hours are worth more, so price them higher or save them for packs. All figures are examples. Use your own costs and currency.

Four formats, four ways to charge

Each format has a different cost and a different value to the golfer. Price them so each one does its job.

PER LESSON OR PACK

Private lessons

Your core income, and where most golfers start.

- Sell packs of 5 or 10, with a small saving per lesson.
- Price 30 and 60-minute lessons, not just one length.
- Charge more for peak times and playing lessons.

PER PACK, UPFRONT

Starter packs

The front door for new golfers.

- Bundle 3 lessons for beginners, paid upfront.
- Include a swing video review in every pack.
- Build in the step to a full pack.

PER HEAD

Clinics and short-game schools

Small groups that fill quieter hours.

- Set a minimum and maximum, like 4 to 8 golfers.
- Price per golfer per session, or as a 4-week course.
- Take payment in full at booking.

PER TERM OR SEASON

Junior programs

The pathway for kids, and often their parents.

- Bill per term, with a sibling discount.
- Keep groups small, like 1:6, and price for it.
- Add a squad or pathway level for teens.

Check the per-hour sum. A private lesson at \$100 earns \$100 an hour. A clinic of 6 at \$35 earns \$210 in the same bay in the same hour. Know which formats pay best, and give them your best times.

Get paid upfront and keep golfers committed

When golfers pay ahead, they turn up more and stay longer. You get steady cash flow and less chasing.

OPTION	EXAMPLE	WHY IT WORKS
Lesson pack	5 lessons, paid before the first one	Golfers commit to a plan, not a single fix
Monthly plan	2 lessons a month, billed monthly	Lessons roll on without a new decision
Starter pack	3 beginner lessons at a set price	Builds the next step into the first purchase
Clinic course	4 weekly short-game sessions	Fills quieter hours and builds a group
Family discount	A small discount for a second golfer	Keeps partners and kids with you
Simulator add-on	Practice time at a member rate	More practice, faster progress

Three rules for discounts

Take payment at booking.

The single biggest fix for no-shows. Golfers expect it, and you stop chasing.

Discount for commitment.

Reward golfers who buy packs or plans, never just anyone who asks.

Always set an expiry.

Packs without one turn into lessons owed years later that you can't plan around.

Keep it simple. Two or three options are easier to sell than ten. If a golfer needs a calculator, it's too complicated.

Clear rules mean fewer awkward conversations

Copy these into your booking page and welcome message. Change the words in teal to suit you.

Cancellations and no-shows

PRIVATE LESSONS

Please give at least **24 hours** notice to cancel or move a lesson. Lessons cancelled with less notice, or missed, are charged in full.

Weather

EVERYONE

If it's unsafe or too wet to coach, we'll let you know by **7 am** on the day. Your lesson moves to the **simulator** at the same time, or you get a **lesson credit** to use within **30 days**.

Lesson packs

EVERYONE

Packs are paid upfront and are valid for **6 months** from your first lesson. Packs are personal and can't be shared, unless agreed for **family members**.

Payments

EVERYONE

Lessons and packs are paid at booking. Monthly plans are billed on the **1st of each month**. If a payment fails, we'll send a reminder with a pay link. If it's still unpaid after **7 days**, bookings are paused until it's settled.

First lessons

NEW GOLFERS

Your first lesson costs **first lesson price**. If you buy a pack within **7 days**, we'll take the first lesson price off your pack.

What makes a policy work

Short

A golfer should understand it in one read. If it needs a paragraph of exceptions, simplify it.

Fair both ways

If golfers lose a lesson for a no-show, they get a credit when you cancel for weather.

Applied every time

One exception becomes the new rule. Let your booking system enforce it, not you.

How to chase a late payment, kindly

Most late payments are forgotten, not refused. A friendly, automatic schedule gets them paid without an awkward chat.

DAY 0

Friendly reminder

"Hi **name**, a quick reminder that your lesson pack is due. You can pay here: **link**. Thanks!"

DAY 3

Second nudge

"Just checking you saw this. Here's the link again. Reply if anything's wrong and we'll sort it."

DAY 7

Final notice

"We need payment by **date** to keep your bookings active. After that, bookings are paused."

Put policies where golfers agree to them. Show your policies at booking, so golfers accept them before they pay. Then there's nothing to argue about later.

How to put prices up and keep everyone

Your costs go up every year. If your prices don't, your margin shrinks. Small, regular rises with plenty of notice rarely cost you golfers.

When

At the start of a new season or month. Never in the middle of a pack golfers already paid for.

How much

Small and regular beats big and rare. A little each year is easier to accept than a big jump every few years.

Notice

Give 4–6 weeks. Honour every pack already bought at the old price.

Price change message

[COPY AND SEND](#)

Hi **name**, thanks for coaching with **me**. From **1 July**, **60-minute lessons** will be **new price**. This helps me invest in **a new launch monitor**. Packs you've already bought keep their current price. As always, reply if you have any questions.

Show golfers what they get for the money

Visible progress

Goals, swing videos and notes they can see in the app.

A real plan

A season goal and the steps to get there.

Easy admin

Booking, weather moves and payments handled in seconds.

Expect a few questions, not an exodus. Answer each one personally and briefly. Golfers who are improving rarely leave over a small, well-explained rise.

Set it up in one afternoon

Work through this list once, then review it every year when you set new prices.

COSTS

Know your numbers

- ☐ Fill in the cost worksheet on page 2
- ☐ Mark your peak hours
- ☐ Work out cost per golfer for clinics

PRICES

Set your prices

- ☐ Set 30 and 60-minute lesson prices
- ☐ Price packs and a starter pack
- ☐ Set clinic and junior prices

PACKS

Get paid upfront

- ☐ Sell packs with an expiry
- ☐ Add a monthly plan
- ☐ Add family discounts

POLICIES

Write your rules

- ☐ No-shows and weather
- ☐ Packs, payments and first lessons
- ☐ Show them at booking

One last check: look at your diary for next week. Are your peak hours full of the lessons that pay best? If not, move beginners and clinics to quieter times.

Prices, packs and policies that run themselves

Everything in this kit works on paper. It's far easier when your booking system enforces it for you. That's why we built Outcoach.

Every format

Private lessons, packs, clinics and junior programs, each with its own pricing.

Packs and plans

Lesson packs with expiry and monthly plans, billed automatically.

Paid at booking

Golfers book and pay online from your own booking page.

Automatic reminders

Overdue invoices get reminders with a pay link, without you chasing.

Weather credits tracked

Rained-out lessons become credits golfers rebook themselves.

Bays and simulators

Book bays and simulator time alongside your lessons.

Get paid on time, every time

Outcoach brings private lessons, packs, clinics, junior programs, simulator bookings and payments into one app, with AI that does the admin for you.

Start your free trial at outcoach.io

Questions? Email support@outcoach.io and a real person will get back to you.