



FREE KIT FOR MUSIC SCHOOLS

Price it right.

The music school's pricing and policies kit. Price private lessons, group classes, ensembles and exam prep so every teaching hour pays, and copy ready-made policies for makeups, notice and payments.

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simple worksheet to find your real cost per teaching hour

4

formats priced: private lessons, group classes, ensembles and exam prep

5

policies to copy: makeups, teacher absence, notice, payments and trials

What does one hour of teaching really cost you?

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

$$\frac{\text{Room + teacher + admin and fees + materials}}{\text{Students in the hour}} = \text{Cost per student}$$

Cost for one teaching hour in one room	Example	Yours
Room · a fair share of rent, pianos and upkeep	\$15	
Teacher · what you pay them, or what your hour is worth	\$55	
Admin and payment fees · bookings, messages, card fees, insurance	\$6	
Materials · books, strings, reeds and instrument upkeep	\$4	
Total cost per teaching hour	\$80	

\$40

Floor for a 30-minute private lesson. Half an hour of an \$80 teaching hour. Anything below this and you're paying to teach.

\$13.33

Cost per student for a group class of 6 for one hour. Add your margin on top, for example 30%, and you get about **\$17.35** per student.

Group classes are where the margin is. One teacher, one room and six students share the cost of the hour. Use them for beginners, theory and ensembles, and keep private lessons for the one-on-one work. 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 student. Price them so each one does its job.

PER TERM, UPFRONT

Private lessons

Your core income, and where most students progress fastest.

- Offer **30, 45 and 60-minute** lessons, priced from your hourly floor.
- Bill **per term upfront**, not lesson by lesson.
- Price by teacher experience: a senior teacher can charge more.

PER TERM

Group classes

Your best return per teaching hour, and a friendly first step.

- Keep classes to **4–8 students** at the same grade.
- Use them for beginners, theory and group keyboard or guitar.
- Set a minimum number to run, so every class pays.

PER TERM OR SEASON

Bands and ensembles

Playing together is what keeps students coming back.

- Charge a **small term fee**, or include it for students who take private lessons.
- Collect payment at enrolment, so numbers are locked in.
- Finish every term with a performance families can come to.

PER COURSE OR EVENT

Exam prep and workshops

Extra value students and parents will pay for.

- Run **exam prep courses** in the weeks before exams.
- Charge per workshop for holiday programs and masterclasses.
- Charge recital or exam entry fees separately, and say so upfront.

Check the per-hour sum. Two 30-minute private lessons at \$40 earn \$80 an hour. A group class of 6 at \$22 earns \$132 in the same room in the same hour. Know which formats pay best, and give them your best rooms and times.

Get paid upfront and keep students committed

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

Option	Example	Why it works
Term in advance	10 weekly lessons, billed before term starts	Families commit to the whole term and show up
Monthly plan	The term split into monthly payments	Easier for families, still committed
Adult lesson pack	5 or 10 lessons, use within 4 months	Suits adults with busy, changing weeks
Sibling discount	A small discount for the second child	Keeps whole families with you
Instrument hire	Monthly hire with an option to buy	Removes the biggest cost of starting
Trial bundle	Trial lesson plus a discounted first term	Builds the next step into the first purchase

Three rules for discounts

Take payment at booking.

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

Discount for commitment.

Reward students who pay ahead or join, never just anyone who asks.

Always set an expiry.

Without one, you carry unused visits for years and can't plan around them.

Keep it simple. Two or three options are easier to sell than ten. If a student 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 your school.

Missed lessons and makeups

PRIVATE LESSONS

Please give at least **24 hours'** notice if your child can't make a lesson, and we'll give you a makeup credit. You can use up to **2 makeups per term**, booked from open times in the app before the term ends. Lessons missed without notice are not made up.

Teacher absence

ALL LESSONS AND CLASSES

If a teacher is unwell, we'll tell you as early as we can and either arrange **a cover teacher** or give you a **makeup credit**. You will never pay for a lesson your child didn't get.

Enrolment and notice

EVERYONE

Enrolment rolls over from term to term so your child keeps their time. If you'd like to stop, please give **4 weeks'** notice before the end of term. Times are held for current students until **re-enrolment closes**.

Payments

EVERYONE

Term fees are due by **the first lesson of term**, or by monthly instalments 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 **14 days**, lessons are paused until it's settled.

Trial lessons

NEW STUDENTS

A trial lesson costs **trial price** and lasts **30 minutes**. If you enrol within **7 days**, we'll take the trial price off your first term.

What makes a policy work

Short

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

Fair both ways

If students lose a session for a no-show, they get a credit when you cancel.

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 at pick-up.

DAY 0

Friendly reminder

"Hi **parent**, a quick reminder that **term fees** are 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 students agree to them. Show your policies at booking, so students 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 students.

When

At the start of a new month, term or season. Never in the middle of a series students 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 **parent**, thank you for learning with **school**. From **next term**, **lesson type** will be **new price**. This helps us pay our teachers fairly and keep investing in **one improvement, e.g. a new piano**. Terms you've already paid for keep their current price. As always, reply if you have any questions.

Show students what they get for the money

Visible progress

Goals, practice and exam results parents can see in the app.

Easy admin

Makeups, reminders and payments handled in seconds.

More to play for

Recitals, ensembles and workshops every term.

Expect a few questions, not an exodus. Answer each one personally and briefly. Students who enjoy their games 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
- ☐ Work out your private lesson floor
- ☐ Work out cost per student for group classes

PRICES

Set your prices

- ☐ Set 30, 45 and 60-minute lesson prices
- ☐ Set group class and ensemble fees
- ☐ Set exam prep and workshop prices

TERMS

Get paid upfront

- ☐ Bill per term, with a monthly option
- ☐ Create adult lesson packs with expiry dates
- ☐ Build a trial bundle and sibling discount

POLICIES

Write your rules

- ☐ Makeups and teacher absence
- ☐ Notice, payments and trial lessons
- ☐ Show them at enrolment, so families accept them

One last check: look at your timetable for next week. Are your after-school slots full of the lessons that pay best? If not, move adults and groups 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, group classes, ensembles and workshops, each with its own pricing.

Term billing

Term invoices and monthly plans, billed automatically.

Paid at enrolment

Families enrol and pay online from your own booking page.

Automatic reminders

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

Makeups tracked

Makeup credits and bookings handled in the app.

Instrument hire too

Add hire, books and exam fees to any invoice.

Get paid on time, every time

Outcoach brings private lessons, group classes, ensembles, exams, recitals 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.