

FREE KIT FOR TENNIS COACHES



Price it right.

The tennis coach's pricing and policies kit. Set prices that cover your costs, sell lesson packs that stick, and use ready-to-copy policies for rain, cancellations and makeups.

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simple worksheet to find
your real cost per lesson

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lesson types priced:
private, semi-private,
group and high
performance

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policies to copy:
cancellations, rain,
makeups, payments and
trials

What does one hour on court **really** cost you?

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

$$\frac{\text{Court + coach + admin and fees + balls}}{\text{Players on court}} = \text{Cost per player}$$

Cost for one hour on court	Example	Yours
Court hire · or a fair share of your club's court costs	\$25	
Coach pay · what you pay the coach, or what your own hour is worth	\$50	
Admin and payment fees · bookings, messages, card fees, insurance	\$10	
Balls and equipment · spread across the hours you coach	\$3	
Total cost per hour	\$88	

\$88

Private lesson floor. One player pays the whole hour. Anything below this and you're paying to coach.

\$14.67

Cost per player for a **group of 6**. Add your margin on top, for example 30%, and you get about **\$19 per player**.

Don't forget the hidden hours. Planning, messages, chasing payments and travel all take time. If you spend 10 unpaid hours a week on admin, either build it into your price or cut the admin. All figures here are examples. Use your own costs and currency.

Four lesson types, four ways to charge

Each type of lesson has a different cost and a different value to the player. Price them so each one stands on its own.

PER LESSON OR PACK

Private lessons

Your highest rate per hour, because the player gets all of you.

- ✓ Charge **more at peak times** (after school, weekends) and less for quiet daytime slots.
- ✓ Set rates by **coach experience**, so newer coaches fill their diary too.
- ✓ Offer **5 and 10 lesson packs**, paid upfront.

PER PLAYER

Semi-private lessons

2–4 players share the hour, so each pays less but you earn more.

- ✓ A common approach: each player pays **about 55–65%** of your private rate.
- ✓ Invoice **each family separately**, so no parent has to chase another.
- ✓ If one player cancels, the lesson goes ahead **at the same price**.

PER BLOCK OR MONTHLY

Group lessons

Your best value for players and your best return per court hour.

- ✓ Sell by the **block or as a monthly subscription**, not one lesson at a time.
- ✓ Set a **maximum per court** for each stage, and charge the same whether it's full or not.
- ✓ Price **holiday camps and clinics** per day, with a discount for the full week.

MONTHLY PROGRAMME

High performance

Sell a programme, not hours. Players are paying for a plan and your attention.

- ✓ Charge one **monthly fee** that includes a set number of hours.
- ✓ Include **skill tests, match feedback and goals** in the price, and show them.
- ✓ Add **privates or tournament coaching** as extras on top.

Check the per-hour sum. Six group players at \$19 bring in \$114 an hour. Three semi-private players at 60% of a \$90 private bring in \$162. Know which lessons pay best, and fill those slots first.

Get paid upfront and keep players committed

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

Option	Example	Why it works
5 lesson pack	5% off, use within 3 months	A low-risk first step after a trial lesson
10 lesson pack	10% off, use within 6 months	Rewards commitment and locks in the next few months
Monthly membership	Weekly group lesson, billed automatically each month	Staying is the default. No rebooking decision to make
Sibling discount	10% off the second child	Keeps whole families with you
Early rebooking	Small discount if booked before a set date	Fills next block early and shows you who's at risk
Off-peak pricing	Lower rate for weekday daytime slots	Fills empty courts with adults and home-schoolers

Three rules for discounts

- ✓ **Discount for commitment, never for desperation.** Reward players who pay ahead or bring a sibling, not anyone who asks.
- ✓ **Always set an expiry on packs.** Without one, you carry unused lessons for years and your diary can't plan around them.
- ✓ **Keep it simple.** Two or three options are easier to sell than ten. If a parent needs a calculator, it's too complicated.

Take payment at booking. The single biggest fix for unpaid lessons is asking for payment when the spot is booked, not after the lesson. Families expect it, and you stop chasing.

Clear rules mean fewer awkward conversations

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

Cancellations and no-shows

PRIVATES AND SEMI-PRIVATES

Please give at least **24 hours'** notice to cancel or move a private lesson. With notice, we'll move your lesson or give you a credit. Late cancellations and no-shows are charged in full, as the court and coach are booked for you. If we cancel, you'll always get a credit or a refund.

Wet weather and heat

ALL OUTDOOR LESSONS

We decide whether lessons go ahead by **2 hours** before start time and message every player straight away. If you don't hear from us, the lesson is on. Cancelled lessons get a **makeup credit**. For heat, lessons stop when the temperature reaches **your cut-off**. If rain starts during a lesson and we play at least **half** of it, it counts as played.

Makeup lessons

GROUP LESSONS

If you miss a group lesson and tell us before it starts, or we cancel it, you get one makeup credit. Book it into any **same-level** lesson with a spare spot, within **4 weeks**. Credits can't be swapped for cash. Missed without notice? Sadly, no makeup.

Payments

EVERYONE

Lessons are paid when you book. Memberships are billed automatically 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**, your spot is released to the waitlist.

Trial lessons

NEW PLAYERS

New players can book **one trial group lesson** for **trial price**. If you join within **7 days**, we'll take the trial price off your first block or pack.

What makes a policy work

Short

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

Fair both ways

If families lose a lesson for late notice, 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 you ever having the conversation on court.

DAY 0

Friendly reminder

"Hi **parent**, a quick reminder that **lesson fee** 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 hold **player's** spot. After that we'll offer it to the waitlist."

Put policies where families agree to them. Show your policies at booking, so families tick to 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 pay goes down. Small, regular rises with plenty of notice rarely cost you players.

When

At the start of a new block, season or year. Never in the middle of something families 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 and membership already bought at the old price.

Price change message

[COPY AND SEND](#)

Hi **parent**, thank you for being part of **programme**. From **date**, **lesson type** will be **new price**. This helps us cover rising court and coaching costs and keep investing in **one improvement, e.g. match play days**. Packs you've already bought keep their current price. As always, reply if you have any questions.

Show what families get for the money

- ✓ **Visible progress:** goals, skill tests and progress updates make the value obvious.
- ✓ **Easy admin:** online booking, makeups and one place for messages feel like a better service.
- ✓ **Extras:** match play days, video feedback or a free holiday clinic session.

Expect a few questions, not an exodus. Answer each one personally and briefly. Families who can see their child 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
- ☐ Work out your private lesson floor
- ☐ Work out cost per player for each group size

PRICES

Set your prices

- ☐ Set peak and off-peak private rates
- ☐ Set semi-private and group prices per player
- ☐ Set a monthly high-performance fee

PACKS

Get paid upfront

- ☐ Create 5 and 10 lesson packs with expiry dates
- ☐ Offer a monthly membership for group lessons
- ☐ Decide on sibling and rebooking discounts

POLICIES

Write your rules

- ☐ Cancellations, wet weather and heat
- ☐ Makeups, payments and trials
- ☐ Show them at booking, so families accept them

One last check: look at your diary for next week. Are your best-paying lessons in the busiest slots? If not, move them there first.

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 lesson type

Private, semi-private, group and high-performance lessons, each with its own pricing.

Packs and memberships

Lesson packs and recurring memberships, billed automatically.

Paid at booking

Families book and pay online from your own booking page.

Automatic reminders

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

Makeup credits

Cancel a session and players get a credit to rebook themselves.

Court hire too

Members and the public book and pay for courts online.

Get paid on time, every time

Outcoach brings bookings, payments, makeups and player progress for every kind of tennis lesson 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.