



FREE KIT FOR TRACK AND FIELD COACHES

Price it right.

The track and field coach's pricing and policies kit. Price squads, private sessions, camps and comps so every hour at the track pays, and copy ready-made policies for missed sessions, injuries and weather.

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simple worksheet to find your real cost per session

4

formats priced: squads, private sessions, camps and comp support

5

policies to copy: missed sessions, injuries, weather, payments and trials

What does one session at the track really cost you?

Most coaches set prices by checking what other squads charge. Start with your own costs instead. Then you know the lowest price that still pays.

$$\frac{\text{Track hire + coaches + admin and fees + equipment}}{\text{Athletes in the session}} = \text{Cost per athlete}$$

COST FOR ONE 90-MINUTE SQUAD SESSION	EXAMPLE	YOURS
Track hire · a fair share of track time and lights	\$60	
Coaches · lead coach plus an event group assistant	\$110	
Admin and payment fees · bookings, messages, card fees	\$8	
Equipment and insurance · timing gates, hurdles, implements, cover	\$12	
Total cost per session	\$190	

\$75

Private session floor. One coach, one athlete, an hour of track time. Anything below this and you're paying to coach.

\$11.90

Cost per athlete for a session of 16. Add your margin on top, for example 30%, and you get about **\$15.45 per athlete per session**, the lowest you should ever charge.

Event groups change your costs. Throws needs implements and a cage, hurdles needs setup time. Price groups for what they really cost. 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 athlete. Price them so each one does its job.

MONTHLY

Squad training

Your core income, and where most athletes train.

- Charge a monthly fee by sessions per week.
- Price event groups by what they really cost.
- Fill a group before opening another.

PER SESSION OR PACK

Private sessions

Technique work for athletes who want more.

- Sell packs of 5, with a small saving.
- Price video analysis sessions higher.
- Keep peak track times for squads.

PER DAY OR WEEK

Camps and testing days

Extra income, and a reason to keep training.

- Price holiday camps per day, with a full-week discount.
- Run testing days for non-squad athletes too.
- Take payment in full at booking.

PER EVENT

Comp support

Entries, travel and coaching on the day.

- Pass on entry fees at cost, collected before you enter.
- Charge a comp-day coaching fee for big meets.
- Collect travel costs upfront.

Check the per-hour sum. A private session at \$75 earns \$75 an hour. A squad session of 16 at \$16 earns \$256 at the same track in the same 90 minutes. Know which formats pay best, and give them your best track time.

Get paid upfront and keep athletes committed

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

OPTION	EXAMPLE	WHY IT WORKS
Monthly squad fee	3 sessions a week, billed monthly	Training rolls on with no restart decision
Season plan	The track season paid upfront	A saving for athletes who commit
Private pack	5 technique sessions, paid upfront	Commits to a plan, not a one-off fix
Multi-event discount	A second event group at a lower rate	Faster progress for multi-eventers
Sibling discount	A small discount for a second athlete	Keeps families with you
Trial week	A low-cost first week of sessions	Builds the next step into the first visit

Three rules for discounts

Take payment at booking.

The single biggest fix for unpaid fees. Athletes expect it, and you stop chasing.

Discount for commitment.

Reward athletes who pay for the season, never just anyone who asks.

Always set an expiry.

Private packs without one turn into sessions owed years later that you can't plan around.

Keep it simple. Two or three options are easier to sell than ten. If an athlete 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 squad.

Missed sessions

SQUAD

Squad fees cover your place in the group, not each session. Missed sessions aren't refunded, but you can swap into another group's session **once a month**.

Injuries and medical

EVERYONE

Tell your coach about any injury before training. We'll adjust your plan. If you're out for more than **4 weeks** with a **medical certificate**, we'll pause your squad fee.

Weather

EVERYONE

We'll let you know by **3 pm** if a session is off for storms or lightning. Heat sessions move to **early morning**. Cancelled private sessions become a **credit**.

Payments

EVERYONE

Squad fees 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 **14 days**, sessions are paused until it's settled. Please give **one month's** notice to stop.

Trial week

NEW ATHLETES

A trial week costs **trial price**. If you join within **7 days**, we'll take the trial price off your first month.

What makes a policy work

Short

An athlete should understand it in one read. If it needs a paragraph of exceptions, simplify it.

Fair both ways

If athletes lose a session to weather, give them a credit or a swap.

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 this month's squad fee is due. You can pay here: **link**. Thanks!"

DAY 7

Second nudge

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

DAY 14

Final notice

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

Put policies where athletes agree to them. Show your policies at booking, so athletes and parents 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 athletes.

When

At the start of a new season or block. Never in the middle of a block athletes already paid for.

How much

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

Notice

Give 4–6 weeks. Honour every pack and season plan already bought.

Price change message

[COPY AND SEND](#)

Hi **name**, thanks for training with **squad**. From **1 September**, the **3-session squad fee** will be **new price**. This helps us **add timing gates and a jumps coach**. Packs you've already bought keep their price. Reply if you have any questions.

Show athletes what they get for the money

Visible progress

Results, PBs and testing they can see in the app.

A real plan

Training blocks with goals for every event group.

Easy admin

Bookings, comp entries and payments handled in seconds.

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

• YOUR CHECKLIST

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
- ☐ Cost each event group
- ☐ Work out your private session floor

PRICES

Set your prices

- ☐ Set monthly squad fees
- ☐ Price private packs
- ☐ Set camp and testing day prices

PLANS

Get paid upfront

- ☐ Bill squad fees monthly
- ☐ Add a season plan
- ☐ Add sibling discounts

POLICIES

Write your rules

- ☐ Missed sessions and injuries
- ☐ Weather, payments and trials
- ☐ Show them at booking

One last check: look at your track time for next week. Are your best slots full of the groups that pay best? If not, move privates to quieter times.

Fees, 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

Squads, private sessions, camps and testing days, each with its own pricing.

Monthly squad fees

Rolling fees and season plans, billed automatically.

Paid at booking

Athletes book and pay online from your own booking page.

Automatic reminders

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

Private packs tracked

Sessions left on every pack, with expiry dates.

Comp entries

Add comp entries and travel to any invoice.

Get paid on time, every time

Outcoach brings squads, event groups, private sessions, results, comps 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.