



STUDIO GROW

Mastermind

Grow Your Studio. Live Your Dream.
Build Your Legacy.

The Pricing Lab

WORKBOOK

Welcome to The Pricing Lab

Before we start to market, it's time to ensure your pricing is set up to sell.

This week I'll be focused on helping you put into place:

- 1** Irresistible Introductory Packages you can use all throughout the year
- 2** Membership, Drop-In and Package pricing that is aligned to sell
- 3** Pricing adjustments for capacity

I've built an extra special spreadsheet and pre-populated some standard Studio Grow formulas. In our training, I'll be taking you through this spreadsheet. But we'll also have pricing calls to assist you personally with your pricing. If you're unsure whether you should keep current clients at their existing rates or you know that the spreadsheet is just a little bit off for your studio, I'll be here to assist you in getting the pricing that's perfect for your studio.

Resources

Pricing Spreadsheet

[VIEW NOW](#)

Pricing FAQs

[VIEW NOW](#)

Pricing Sheet Templates

[VIEW NOW](#)

Introductory Offers

Ready to fill your studio up with new clients? Then it's time to start building Introductory Offers that get new clients excited and ready to try something new.

There's a fine line between an offer that's "enticing enough to catch someone's attention" and just plain cheap. And, we'll be exploring what that line is for you. You may include some irregular, very-low ticket offers if the Intentional Intake is in place, but you'll likely choose a primary Introductory Offer that will run for much of the year and enhance that with mini promotions. I am hopeful all of you will take a leap and consider a high-ticket package.

Types of Introductory Packages

Session-Based

This offer is framed around the number of sessions a client will take. It's especially common for private studios and works exceptionally well for BOGO Offers (like Buy 3 Sessions Get 1 On Us) or offers that include more than one type of service (like 1 Private + 3 Group Sessions).

Time-Based

This offer is based on the amount of time a client will be using the package and is most common in group and small group studios. Offers like 7 Days for \$X or a Free First Week are common time-based examples.

High-Ticket

This offer is priced above your standard memberships, is results-focused and typically includes 3 parts:

- **Movement:** Typically 3-4 Sessions Weekly and Unlimited Online Sessions
- **Accountability:** Once Weekly 15-Minute Accountability Session
- **Nutrition:** A nutritionist-written meal plan that coincides with the length of the session.

Any Introductory Package can include an Upsell or Order Bump.

Order Bumps are additional low-cost items that are easy to add during the checkout process. We love things like:

- Unlimited virtual sessions
- Digital downloads such as meal plans, sleep guides, or at-home movement plans
- Equipment such as Toesox or mats

Upsells are higher-cost add-ons that will enhance or round-out a client's experience. Common upsells may be:

- Alternate services such as adding privates to a group Intro Pack or adding a massage
- Additional sessions or time such as adding a second week to the Introductory Package
- Nutrition or health coaching services

Types of Offers

An offer is what gets someone excited about your Introductory Package. This is what makes it **better** than a drop-in, a package or any other option to begin with. It truly entices someone to say, “yup, I need to do this now.”

A classic example of an offer is Black Friday: the perfect combination of discount, urgency

(1 day only) and scarcity (limited numbers available). You can add any of these offers to any Introductory Package to make them more appealing and I’ll show you exactly how. It’s important to know that on their own, these sound, well, salesy to me. But as headlines in your marketing and as Calls to Action, they’ll read quite differently.

The Savings or Discount

Whether it’s a percentage off of your normal rate or a \$ amount off, discounts turn heads.

- Save \$100 on 3 Private Sessions
- 50% Off Your First Week
- Buy 3 Classes, Get 2 Free

The Scarcity

Sometimes the only thing you need to do is LIMIT the number of clients coming through your doors. Our client Wendy is the queen of that. Each week she has a single “beginner” class on Saturday afternoons that’s free of charge, but the catch...there’s only 8 spots. She begins ads each Monday and most weeks, by Tuesday, she’s completely full.

- Only 8 Spots in our FREE Beginner Class
- Limited to only 3 People
- I’ve got 2 extra spots in tomorrow’s class and I’m giving them to the first two people who DM me! **This is a great way to get clients through the door at slow times over social media.

The Value

Value is all about showing what a typical person WILL PAY and then sharing your offer.

- 3 Privates are typically valued at \$365, but for first time guests we offer a special Introductory Package for only \$199.
**Consider using your Drop-In/ Casual Rate here.
- Our standard first month is \$149, but if you're here for the first time I'm inviting you to grab our 30 Day Intro Pass for only \$79.

The Urgent Time Frame

There's a good chance many of you have done an "urgent" sale: Anniversaries, Black Friday and other holidays offer some great chances for these. I'd like you to step outside of your box on how, when, and where you can offer these. You won't want to do them so often you feel like a promo machine, but rather sprinkle them in, especially when you know you'll be slow, to keep clients rolling through the door.

- For one day only...**[INSERT YOUR OFFER]**
- Tomorrow only...**[INSERT YOUR OFFER]**
- From Tuesday to Thursday we'll be offering **[INSERT YOUR OFFER]**
- You can get so specific as to offer time frames and urgent numbers like: We'll be opening up the doors to our Christmas Tree Sale tomorrow at 9 AM and are expecting to sell out within 30 minutes. So if you want to nab the biggest sale/promotion of the year, be sure to be ready.

The Ahhhmazing Guarantee

Sometimes all it takes is a Guarantee. Guarantees can be broad or narrow, but the key is that a client knows they're going to have an amazing experience.

- We have not only won “Best Of Charlottesville” 7 times in the last 10 years, our teachers truly are the best educated and skilled practitioners in ALL of Central Virginia.
- Lose 20 Pounds and it's FREE. **Yup, this is kinda gross, but since it's classic, I had to put it in. FYI: It does work.
- This will be the best class you've taken in town, or I'll buy it for you.

The Exceptional Results

There's nothing better than sharing some incredible results and ensuring your clients can expect them.

- In 10 sessions you'll feel the difference, in 20 sessions you'll see the difference, and in 30 sessions you'll have a whole new body. *Thanks Joe Pilates.
- In the next 6 weeks you'll:
 - 💪 Build strength that you didn't know was possible
 - 🤸 Develop flexibility you thought you lost when you graduated high school
 - 🏆 And, feel like the best version of you.
- In the next 3 months, you'll get the body of Cindy Crawford and the energy of Mary F***** Poppins. *From our client Johdi Woodford and her program Cindy Meets Mary.

Pricing & Expiration Dates

Expiration dates are crucial to Introductory Packages and there are always lots of questions regarding expiration dates. Normally the shorter the expiration date, the lower the cost. So if I offer 7 classes in 7 days, I'm okay to charge quite a bit less than normal, but my expiration date will be plastered everywhere. See our FAQ document for some key language that you'll want to repeat so that you don't have someone asking for an extension.

The Studio Grow Introductory Offer Matrix

The Introductory Offer Matrix includes a few dozen offers that have a high possibility of working in your studio. Here's a few of them.

PRIVATE

SESSION	EXPIRATION DATE	HIGH TICKET	COST
3 Private Sessions	2 Weeks	6 Weeks of 3 Weekly Private Sessions	\$1800-2000
1 Private Session	1 Week	6 Weeks of 2 Weekly Private Sessions	\$1200-1500
3 Privates + 2 SG	2 Weeks	4 Weeks of 3 x Weekly Private Sessions	\$1200-1500
1 Private + 3 SG	2 Weeks	4 Weeks of 2 Weekly Private Sessions	\$900-1000
Free Core or Back Consultation		8 Weeks of 3 x Weekly Private Sessions	\$2300-2500
Buy 3 Sessions Get 1 Free	2 Weeks	8 Weeks of 2 Weekly Private Sessions	\$1600-\$1700

SMALL GROUP OR GROUP

SESSION	EXPIRATION DATE	TIME
3 Sessions for \$10	1 Week	7 Day
2 Sessions for \$20	1 Week	10 day
5 Sessions for \$25	1 Week	14 Day
5 Sessions for \$50	2 Weeks	21 Day
\$1 First Session		Two Weeks
2 for \$2	2 Weeks	One Month
Free First Session		
Free First Week		
Hybrid Combinations of Small Group and Group		
% Off		

NOTE 1: While I have costs here, including some very low cost options as short term promotions, I would recommend you typically consider both the expiration date & the number of sessions to determine the cost. The shorter the expiration date, the lower the cost.

NOTE 2: You can choose any number of sessions at any price point. While it's wonderful to occasionally have a very low cost option, the typical ratio would be 60-80% of your standard rate for an Intro Package.

NOTE 2: Changing from Weeks to Months to Days can actually switch your sales rate.

HIGH TICKET STANDARD PRICING MATRIX

	SESSION	COST
6 WEEK	Non-Client	\$500
	Client	\$300
	Referral	\$100 Discount for each person
	Payment Plan Option	6 Weekly Payments of \$99
3 WEEK	Non-Client	\$299
	Client	\$149-179
	Referral	\$50-75 Discount for each person
	Payment Plan Option	3 Weekly Payments of \$129

Let's create your Complete Introductory Offer

THE INTRODUCTORY PACKAGE	
THE OFFER	
ORDER BUMP	
UPSELL	

Crafting Your Membership Pricing

In our Spreadsheet, I've built a pricing template that's customized with some standard Studio Grow formulas.

Let me be clear: A formula is going to give you an idea of your pricing. Although it's a good start, it is not meant to be the final pricing.

This formula is all based on the Drop-In or Casual Rate. That's because this is your Anchor Pricing, the single most expensive item that you want to sell the least of. The greater the savings between this and your Membership Pricing, the easier your sale will be. In our training, I'll be taking you directly into this document so that you can see how I personally price for Classes,

Privates, Duets, Small Groups and Hybrid Packages.

If you are on a Reduced Capacity, I've included a simple pre-formulated spreadsheet that will give you an idea of an ideal price increase based on your specific reduced capacity.

With all this said, I've provided the **science** of pricing and that's a great starting point for you, but the real magic happens when we add **art** to the **science** of pricing. So don't hesitate to get the Pricing Call on your schedule and allow us to help put a special spin on your pricing.