

Build Confidence and Purpose with Pilates

Episode 3 · Pricing template · Tania Huddart

Most people choose a price by looking at the studio down the road. This template starts somewhere else: with what your studio costs to run and what you need to live. Then you work backwards to a price.

Take it one step at a time. Pencil is fine. You can come back and change things as you learn more.

Figures are examples. Use your own currency and local costs.

Step 1. Your monthly costs

Write down everything it costs to run your studio each month. Be honest and thorough. Costs you forget don't go away.

Costs that stay about the same	Amount
Rent or mortgage	
Utilities: power, internet, phone	
Insurance	
Staff wages, if any	
Loan repayments	
Costs that change month to month	Amount
Buying and maintaining equipment	
Cleaning and laundry	
Marketing	
Ongoing training for you	
Anything else	
Total monthly costs	

Step 2. Your income goal

Think about what the business needs and what you need. Your own pay belongs in here. It is not what's left over at the end.

Amount
Your pay: what you need to live on
Profit for the business: to save, put back in, or grow
Total income goal = monthly costs + your pay + profit

Step 3. Share out every dollar

A simple guide for where the money that comes in should go. Adjust it to fit your life, but always leave something for savings and for putting back into the studio.

Share	Goes to	Your amount
50%	Running costs: rent, utilities, insurance, wages (including teachers' pay)	
30%	Your pay	
10%	Back into the studio: equipment, training, marketing	
10%	Savings: emergencies, growing, money set aside for tax	

Step 4. How many spots you have

How many classes can you realistically teach in a month, and how many people do you expect in each one?

Your numbers
Classes per week
Weeks per month
Classes per month (classes per week × weeks)
Average number of people in a class
Client spots per month (classes per month × average class size)

Step 5. Your class price

Divide your total income goal (step 2) by your client spots (step 4). That is the **least** you need to charge each person for each class.

Income goal ÷ client spots = lowest price per person per class

An example. Income goal of \$8,000 a month. Twelve classes a week, so 48 a month. Six people in an average class, so $48 \times 6 = 288$ spots. $\$8,000 \div 288 =$ about \$27.75. Round up to \$28–30 a class.

Your numbers

Income goal ÷ client spots

My class price, rounded up

Step 6. Your teachers' pay

A fair split is 40–50% of what a class brings in, paid to the teacher who teaches it. The other 50–60% stays with the studio, to cover your costs and your own pay.

To work it out: price × number of people = what the class brings in. Multiply that by 0.4 for the 40% end, and by 0.5 for the 50% end. Here are some examples.

Class	Price	People	Class brings in	Teacher gets (40–50%)	Studio keeps (50–60%)
Group class	\$25	7	\$175	\$70 – \$87.50	\$87.50 – \$105
Group class	\$28	6	\$168	\$67.20 – \$84	\$84 – \$100.80
Group class	\$30	4	\$120	\$48 – \$60	\$60 – \$72
Mat class	\$20	10	\$200	\$80 – \$100	\$100 – \$120
Reformer class	\$35	8	\$280	\$112 – \$140	\$140 – \$168
Private session	\$100	1	\$100	\$40 – \$50	\$50 – \$60
Workshop	\$62	15	\$930	\$372 – \$465	\$465 – \$558
Small group class	\$25	2	\$50	\$20 – \$25	\$25 – \$30

Look at the last row. When only two people come, 40–50% doesn't add up to much. That's why it helps to write down a **minimum**: the least a teacher will be paid for a class, however small.

Your teachers' pay

Your numbers

The percentage I will pay (between 40% and 50%)

The minimum a teacher gets for any class

If the studio cancels a class, is the teacher paid?

If a client cancels a private at the last minute, is the teacher paid?

Write this down and share it with your teachers before it ever comes up. When people understand how pay works, they trust it.

Step 7. Check your price

Before you settle on a number, read it against these questions.

- Does it reflect what you offer: your training, your equipment, how people feel in your studio?
- Is it realistic where you live? Look at what other studios charge.
- Does it support you as well as the business?
- Could bigger classes, packages or memberships work better than a higher price?
- Does it reflect the quality and the values of your studio?

My notes

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