

Many language teachers struggle to set prices confidently and fill group classes consistently, often relying on guesswork or copying competitors' rates. In this practical workshop, you will learn a clear, strategic approach to pricing your group courses based on value, demand, class structure, and sustainable revenue goals. We will explore how to calculate fair and profitable prices, how group size impacts learning and earnings, and how to structure group offers that are attractive to learners while remaining financially viable for teachers. You will also learn simple, effective advertising techniques to promote your group classes without needing previous large audiences or complex marketing tools. By the end of the session, you will leave with a practical pricing model and ready-to-use strategies to confidently advertise and fill your next group class.