What To Charge:

A Quick-Start Pricing Framework for Yoga Professionals

Not 'charge what you're worth.' Charge what you need — calibrated by what the market will bear and what your experience commands.

The Pricing Formula

What You Need × What the Market Bears × What Your Experience Commands

Pricing from only one of these leads to a number you can't defend — or can't live on.

FACTOR 1 **What You Need**	FACTOR 2 **What the Market Bears**	FACTOR 3 **What Your Experience Commands**
Calculate your actual monthly expenses — everything — then translate to an annual gross revenue target. Add self-employment tax (15.3%) and an income tax buffer. Divide by your real billable hours — not your teaching hours. **That number is your floor. Charging below it means you are subsidizing your students.**	Research actual rates for your specific services in your specific market. Online teaching is national. In-person is local. Ask colleagues, check postings, look at competitor sites. **The market range is your positioning guide — not a number to match uncritically.**	Your experience is years plus what you can point to: client outcomes, specialization, reputation. Credentials matter — but the market pays for results, not letters. Early career: market low. Established: mid-to-high. Expert: premium. **Outcomes move rates. Credentials alone do not.**

Five Questions to Find Your Number

1. What is your real monthly cost of living (including retirement, health insurance, emergency savings)?	$__________ / month
2. What is your true hourly floor — including taxes and only counting real billable hours?	$__________ / hour
3. What is the market rate range for your primary service in your area?	$________ – $________ / hour

4. Based on your years and documented outcomes, where do you sit in that range?	Low / Mid / High
5. Is your floor below, at, or above your experience-adjusted market rate?	Below / At / Above

If your floor is above your experience-adjusted rate: you have a service mix, volume, or time problem — not a willpower problem. Those are solvable.

Teaching at a studio? Run the real math.

Studio pay is not your rate. Divide your per-class pay by your total time — including commute, unpaid setup, and admin. Compare to your floor. Then factor in what the studio provides that you'd otherwise have to buy: space, students, visibility. Now decide.

Want to go deeper?

Download the full 10-page pricing guide — free.

Step-by-step worksheets for all three pricing factors, a full studio audit, a convergence table, and a raise-rate script for the conversation you're dreading.

www.thesunlightexperience.com/pricingguide