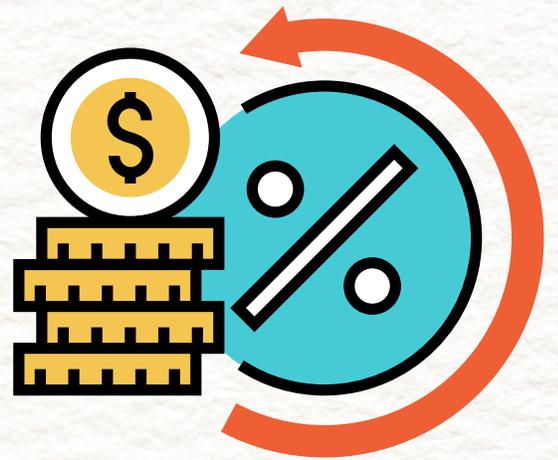


How to Raise Your Music Lesson Rates

with Katherine Emeneth





Why It's Hard...



- ✓ Confrontation
- ✓ Fear of losing students
- ✓ Don't feel worthy of charging more
- ✓ Feel like you have to have a "good reason" to charge more

Truths

Most music teachers undercharge because...

They want to have a cheaper rate than their competitors and think that will bring more students.

OR

They want to charge what's in their comfort zone.

OR

They don't know how much to charge and are winging it.

OR

They think their students' families are suffering.





What you need to realize...

People pay for feelings.

If something brings you good feelings, you'll probably keep paying for it no matter what the cost.

If your hair stylist went up by \$5 per cut, would you blink an eye?

If your favorite sushi place increased the price of your favorite sushi roll by \$3, would you seek sushi elsewhere?

If your dog's favorite groomer raised their price by \$5 a cut, would you bail?

Probably not.



Music Lessons are no different...





The emotional value of your
lessons is worth more to your
families than your rate
increase.





Think about your value...

- ✓ Emotional value
 - ✓ Musical expertise
 - ✓ Student support (emails, text messages)
 - ✓ Organizing recitals, field trips, guest artists
 - ✓ Student success: emotionally, performance, auditions
 - ✓ Going above and beyond
 - ✓ Creating community
- 



Check in...



If you want to raise rates but are having this ONE big problem, you need to do some foundation work first.

Student Retention





3 Ways to Raise Rates

1. By adding new students
 2. Price increase across the studio
 3. Planned annual incremental increases
- 



Adding New Students



Start new students at your new rate.





Raise Rates Across Studio...



- **How much?**
Can't be HUGE.
 - **When?**
Usually beginning of school year or January
 - **How much notice?**
At least 4-6 weeks
 - **How?**
In person or via email
- 



What to say...

2 Different Ways to Approach it:

With explanation
Without explanation





What to say...with explanation

Dear {Student's family},

As we're getting closer to the fall, it's time to review a few things before we begin regular lessons again. Please read the following carefully:

1. I'm attaching the **studio policy** for you to review. Please print out the last page, sign, and bring to your first lesson. A few highlights of the policy:
 - a. Payment is due by the second lesson of each month
 - b. Each student gets 2 missed lesson per semester rolled over to the next month.
2. **Tuition rate increase.** We all know that inflation has been a problem over the past several months and prices for goods and services are going up. Music lessons are no exception. I haven't raised my rates in 5 years and have been happy to grandfather current students in to the rate they've always paid. Any new students I enroll this school year will start lessons at a rate of \$70 per hour. For current students, I will raise the per hour rate by \$5 starting in August. Your new per lesson rate will be ____.
3. **Calendar.** I'm also attaching the calendar for the school year. Please make sure these dates make their way onto your family's calendar.

As always, please don't hesitate to reach out with any questions or concerns about anything! I look forward to another wonderful school year with everyone!

Best,

Dr. E





What to say...with explanation, variation

Dear {Student's family},

As we're getting closer to the fall, it's time to review a few things before we begin regular lessons again. Please read the following carefully:

1. I'm attaching the **studio policy** for you to review. Please print out the last page, sign, and bring to your first lesson. A few highlights of the policy:
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With this new increased rate, I will be offering the following:

[List any additional perks you may want to establish in your studio here.]

3. **Calendar.** I'm also attaching the calendar for the school year. Please make sure these dates make their way onto your family's calendar.

As always, please don't hesitate to reach out with any questions or concerns about anything! I look forward to another wonderful school year with everyone and appreciate your continued support of your child's music education!!

Best,

Dr. E





What to say...without explanation



Dear {Student's family},

As we're getting closer to the fall, it's time to review a few things before we begin regular lessons again. Please read the following carefully:

1. I'm attaching the **studio policy** for you to review. Please print out the last page, sign, and bring to your first lesson. A few highlights of the policy:
 - a. Payment is due by the second lesson of each month
 - b. Each student gets 2 missed lesson per semester rolled over to the next month.
2. **Tuition rate increase.** For this next school year, I will raise the per hour rate by \$5 starting in August. Your new per lesson rate will be _____.
3. **Calendar.** I'm also attaching the calendar for the school year. Please make sure these dates make their way onto your family's calendar.

As always, please don't hesitate to reach out with any questions or concerns about anything! I look forward to another wonderful school year with everyone and appreciate your continued support of your child's music education!

Best,

Dr. E





Another Option



Dear {Student's family},

As you know, I've worked to establish a community of young musicians that are excellent at their craft and are given many opportunities to learn. I appreciate your support of your child's music education.

Please accept this email as notification of an increase in lesson tuition beginning August 2022. The increase is a result of inflation and increased operating costs.

The following is some of the awesome events I'm planning for this next school year:

- Recitals
- Masterclasses
- Field trips

It's an honor to be part of your child's life! Thank you for your support of the Georgia Flute Academy.

Best,

Dr. E





If you get push back...

Before even worrying about pushback, do some math and figure out how many students at the new rate equal the amount of money and students you had at the old rate.

Let's say you taught 20 students at \$50 per lesson = \$1,000 a week

You want to increase your tuition by \$5.

20 students at \$55 per lesson = \$1,100

Even if you're losing 2 students, you're making the same amount of money. When you get 2 more students, start them at the new rate.



If you get push back...



Be a human.

If a family is legit financially unable to pay the new rate, you can choose to keep them at the old rate or stop teaching them.

Stand your ground.

Know your worth. If a family doesn't see the value you bring, it's not worth keeping them on. They can go elsewhere.



Planned Annual Incremental Increases



AUGUST							2022
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

Put it in the policy!

When you put a chart of exactly how much the tuition will increase per year, there are no surprises. Make a chart that lists the school year and how much the tuition will go up. It has to be incremental.



Conclusion



Raising your rates is a business move because you are a business owner.

Start noticing things other business owners do that are also in the service industry.

Keep providing value. Keep making great relationships. Keep earning that rate increase.





Thanks!



Send me an email to let me know what you thought and to let me know how it goes when you increase your rates!

hello@katherineemeneth.com