

Online Course Pricing Strategy

Coaching, Tuition & Test-Prep

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Get a pricing strategy for an online course — pricing models (one-time, subscription, tiered, cohort), value-based vs market pricing, launch and discount tactics, and positioning — to price for both sales and profit. Describe the course below.

Purpose of this tool & output

Price a course to sell and profit

How the output is used

Use it to price a course to sell and profit — a pricing approach that matches value, market and your cost.

Important cautions

AI-generated strategy; test price points and validate against conversion.

Companion documents

- Online Course Plan
- Video Course Production Guide
- Course Platform Selection Guide
- LMS Setup Guide
- Live vs Recorded vs Hybrid Advisor
- Online Course Launch Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.