



ACCREDITED TRAINING PROFESSIONAL:

# INVEST IN YOUR TRAINING



*Any information in this document is for illustrative purposes only, and is not intended to serve as investment advice since the availability and effectiveness of any strategy is dependent upon your individual facts and circumstances.*



## OPTIMISE, GROW & THRIVE

We are excited to work with your Training business to help it optimize, grow and thrive.

We also recognise and respect the commitment from your side, and we aim to get you a return on your investment as quickly as possible.

Here are some helpful things to consider.



## RETURN OF INVESTMENT EXAMPLES

### SINGLE COURSE MEMBERSHIP

Foundation Course Average Price: £2,500

Cost of Membership: £490

Profit per Sale: £2,100.00

Return of Investment per Lead to Sale Conversion: 428%

### UNLIMITED COURSE MEMBERSHIP

Foundation Course Average Price: £2,500

Cost of Membership: £990

No. Of Sales (x)	01	02	03	04
Profit (£)	£1510	£4010	£6510	£9010
ROI (%)	152%	405%	658%	910%



# OPTIMAL APPROACH TO MEMBERSHIP

The best way to approach membership fees is to raise the funds by doing what you do best - teaching yoga.

SUCCESS EQUATION

**TEACHING = MEMBERSHIP FEES**

**Working Example(s)**

Create and run a 3 hour weekend workshop (even pre-training preparation). Let's look at a few possible scenarios.





## SCENARIO 1

$$\begin{array}{|c|} \hline 10 \\ \hline \text{ATTENDEES} \end{array} \times \begin{array}{|c|} \hline \text{£}50 \\ \hline \text{WORKSHOP FEE} \end{array} = \begin{array}{|c|} \hline \text{£}500 \\ \hline \text{TOTAL INCOME} \end{array}$$

Single Course Membership Fee Covered

## SCENARIO 2

$$\begin{array}{|c|} \hline 20 \\ \hline \text{ATTENDEES} \end{array} \times \begin{array}{|c|} \hline \text{£}50 \\ \hline \text{WORKSHOP FEE} \end{array} = \begin{array}{|c|} \hline \text{£}1,000 \\ \hline \text{TOTAL INCOME} \end{array}$$

Single Course Membership Fee Covered  
with £510 Gross Profit

Unlimited Course Membership Fee Covered



### SCENARIO 3


$$\begin{array}{|c|} \hline 10 \\ \hline \text{ATTENDEES} \\ \hline \end{array} \times \begin{array}{|c|} \hline \text{£100} \\ \hline \text{WORKSHOP FEE} \\ \hline \end{array} = \begin{array}{|c|} \hline \text{£1,000} \\ \hline \text{TOTAL INCOME} \\ \hline \end{array}$$

Single Course Membership Fee Covered  
with £510 Gross Profit

Unlimited Course Membership Fee Covered

### SCENARIO 4

$$\begin{array}{|c|} \hline 20 \\ \hline \text{ATTENDEES} \\ \hline \end{array} \times \begin{array}{|c|} \hline \text{£100} \\ \hline \text{WORKSHOP FEE} \\ \hline \end{array} = \begin{array}{|c|} \hline \text{£2,000} \\ \hline \text{TOTAL INCOME} \\ \hline \end{array}$$

Single Course Membership Fee Covered  
with £1,510 Gross Profit

Unlimited Course Membership Fee Covered  
with £1,010 Gross Profit

## SCENARIO 5

**10**

ATTENDEES



**£150**

WORKSHOP FEE

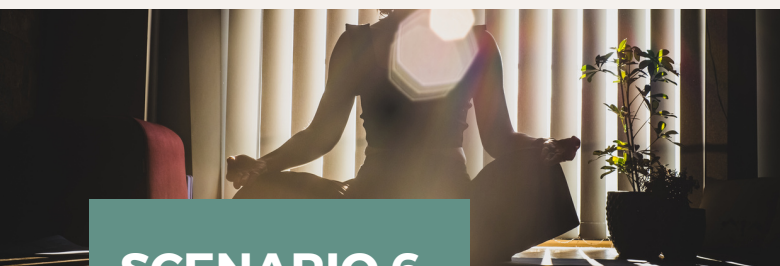


**£1,500**

TOTAL INCOME

**Single Course Membership Fee Covered  
with £1,010 Gross Profit**

**Unlimited Course Membership Fee Covered  
with £510 Gross Profit**



## SCENARIO 6

**20**

ATTENDEES



**£150**

WORKSHOP FEE



**£3,000**

TOTAL INCOME

**Single Course Membership Fee Covered  
with £2,510 Gross Profit**

**Unlimited Course Membership Fee Covered  
with £2,010 Gross Profit**

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