

**WORKSHEET**

**Pricing Worksheet for Your Hybrid Fitness Business**

Things have changed since you put together your first pricing model. [Pricing in a hybrid fitness environment](https://www.mindbodyonline.com/en-au/business/education/guide/pricing-and-payroll-hybrid-fitness-environment)—which includes both in-person and virtual services—is increasingly complex.

**This worksheet outlines five steps to review and potentially revise your pricing. The goal? Stay profitable during COVID-19 and beyond.**

**Step 1: Outline your current pricing**

Write down your current pricing options and autopay memberships, including in-person, virtual, and any combination of the two.

***Double click on the chart below to open the Excel spreadsheet and replace the example data with your own.***



**Things to consider:**

* How many pricing options do you currently have?
  + The goal should be to keep pricing simple as possible. **For hybrid businesses, this might look like 3-4 options for in person, 3-4 options for virtual, and 2-3 for hybrid/full access.**

**Step 2: Review sales data**

**If you’re a Mindbody customer, use the** [**Sales by Service report**](https://support.mindbodyonline.com/s/article/203257133-Sales-by-Service-report?language=en_US)**.** Pull the report for the past two full months.

***Double click on the chart below to open the Excel spreadsheet and replace the example data with your own.***



**Things to consider:**

* Are your highest commitment pricing options your largest % of total sales?
* Are your drop-in prices high enough? A high percentage of drop-in sales (compared to higher-commitment pricing options) implies your drop-in needs to be increased.
* How can you simplify your pricing options?
  + Are there any under-performing pricing options that can be removed?
  + Do you have duplicate, outdated, or seasonal pricing options that can be made inactive?

**Step 3: Review attendance data**

**If you’re a Mindbody customer, use the** [**Attendance Analysis report**](https://support.mindbodyonline.com/s/article/203256873-Attendance-Analysis-report?language=en_US)**.** Pull the report for the past two full months. Filter based on individual service categories (e.g., in-person vs virtual).

***Double click on the chart below to open the Excel spreadsheet and replace the example data with your own.***

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**Things to consider:**

* Is the average number of classes attended per client higher than expected? Lower?
* **Is your unlimited autopay based on average attendance? This applies to both in-person and virtual.**
  + For example: If clients, on average, attend 5-6 virtual classes per month, you’ll optimise revenue if your unlimited autopay membership is based around that number.

**Step 4: Review your expenses and profit goals**

Now that you understand client attendance habits, combine the data with your expenses and profit goals to determine how your current pricing stacks up—and if updates need to be made.

**For simplicity’s sake, we’ll look at in-person and virtual individually.** Once reviewed, it will be easier to intelligently price any hybrid or all-access options.

**4.1 In-person expenses:**

***Double click on the chart below to open the Excel spreadsheet and replace the example data with your own.***

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**Things to consider:**

* Looking at in-person class costs, can you reduce spending? Can you contact vendors to see if you can negotiate better rates on your service? ​
* Do you need to make changes to instructor payroll? ​

**4.2 In-person pricing**

Now, add your cost per class to the spreadsheet below. If your net income per in-person class doesn’t align with your goals, use the sheet to experiment with possible pricing updates.

***Double click on the chart below to open the Excel spreadsheet and replace the example data with your own.***

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**4.3 Virtual expenses:**

***Double click on the chart below to open the Excel spreadsheet and replace the example data with your own.***

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**Things to consider:**

* Looking at virtual class costs, can you reduce spending? Is there a more cost and/or time-efficient software/hosting solution?

**4.4 Virtual pricing:**

Again, add your costs per class to the spreadsheet below. If your net income per virtual class doesn’t align with your goals, use the sheet to experiment with possible pricing updates.

***Double click on the chart below to open the Excel spreadsheet and replace the example data with your own.***

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**Things to consider:**

* When pricing virtual offerings—and more specifically, any video-on-demand memberships—consider your larger virtual strategy:
  + Are you using virtual to simply supplement in-person memberships?
  + Are you planning to use virtual to attract new local customers with the goal of converting them to in-person?
  + Are you looking to grow your brand outside of your local market-nationally, or even internationally?

**Step 5: Consider capacity**

In-person [capacity constraints](https://www.mindbodyonline.com/en-au/business/education/blog/managing-capacity-covid-19-your-fitness-business-while-protecting-revenue) will impact your net income per class unless pricing is adjusted. Virtual classes, on the other hand, have potentially unlimited capacity. Does it make more financial sense to prioritise virtual offerings?

**Things to consider:**

* How are your virtual classes performing, generally? Although you might *hope* for 100+ clients per virtual class, is that feasible? How can you realistically increase attendance with strategic marketing efforts? Better optimised pricing?
* Are there other ways to better utilise your space private or semi-private sessions, a retail shop, etc.? Are there other types of clients you can be providing targeted services for (school-aged children, seniors, etc.)?

**Need tailored pricing advice for your fitness business?**

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