





LAST WEEK'S TRAINING RECAP

(Lesson #3)

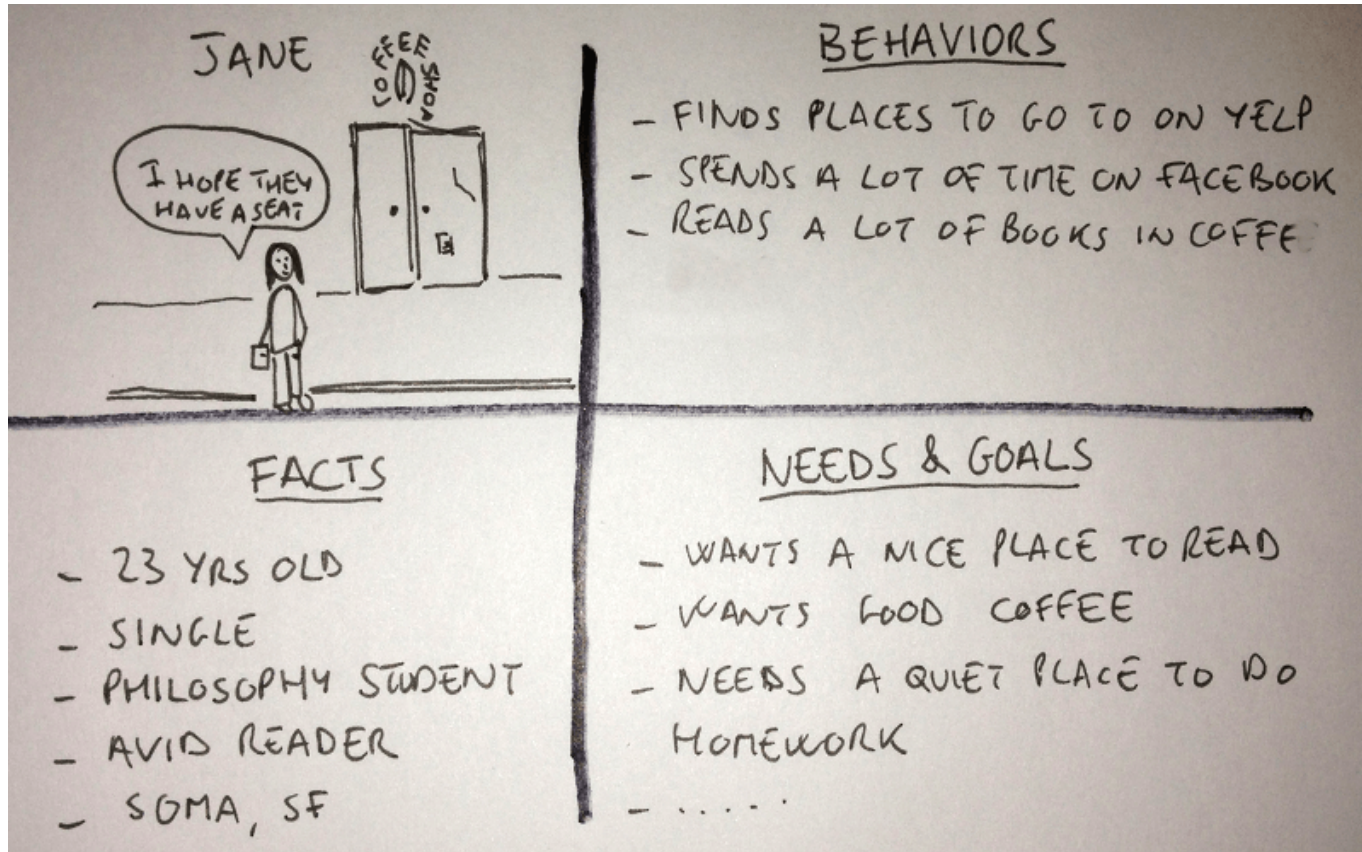


STUDENT'S MARKET PERSONA



STUDENT'S MARKET PERSONA

Luxr's Persona Development Framework





LESSON #4
e-Learning Pricing and Revenue Models

WHY SHOULD WE TALK ABOUT...



Pricing?
Good question



Benefits of Determining the Best Price for Your E-learning Development & Program



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Determine The E-learning Cost and Value for your Organization



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Determine The E-learning Cost and Value for your Organization



Achieve Maximum Value for your Students and Revenue for your efforts



Three Factors to Consider in Pricing Your E-learning Programs



1ST FACTOR:

PERCEIVED VALUE OF YOUR E-LEARNING PROGRAM



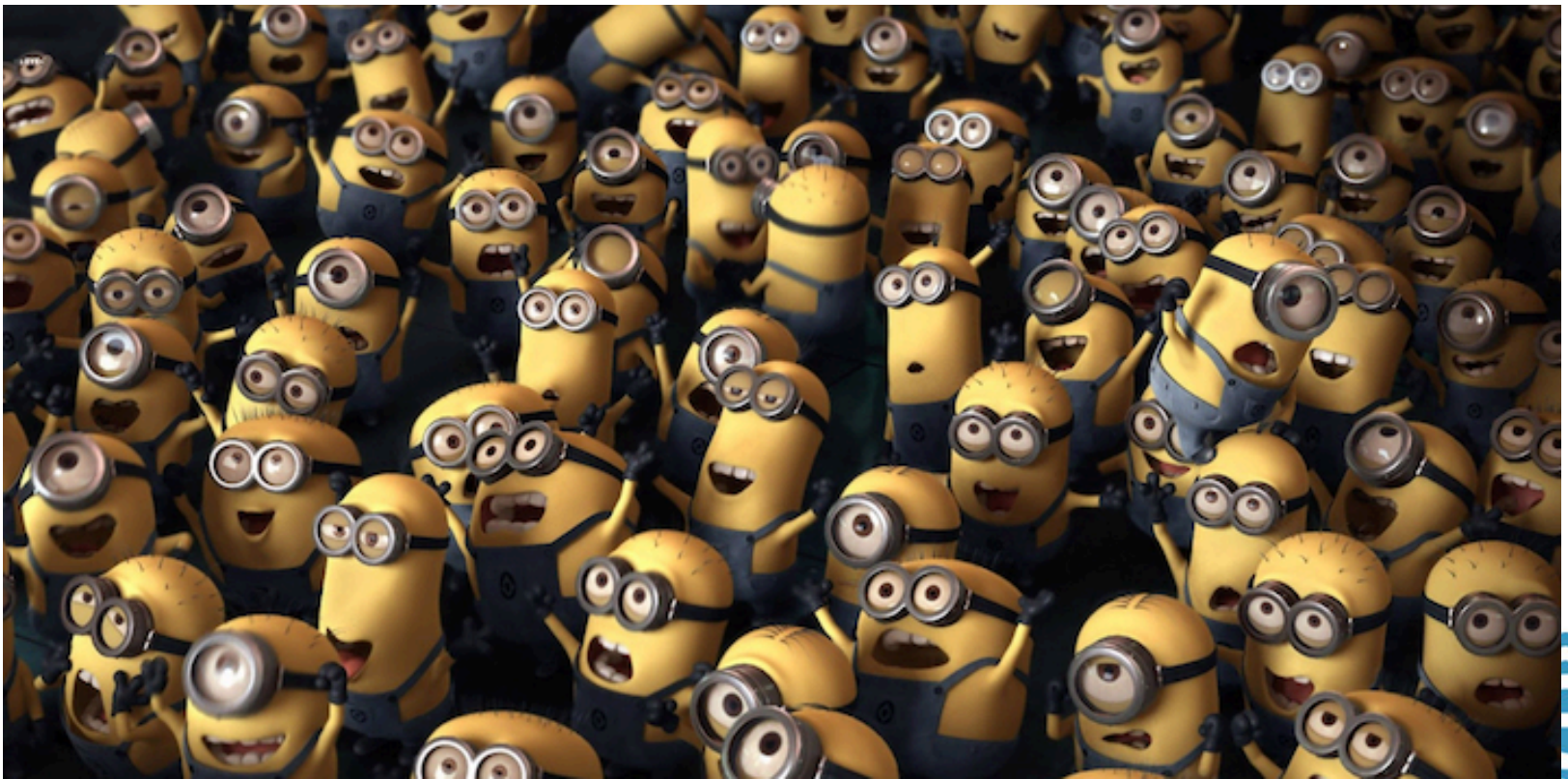
2ND FACTOR:

MAXIMIZE PROFIT MARGINS



3RD FACTOR:

**VOLUME OR NUMBER OF
STUDENTS WHO WILL REGISTER**



Additional Questions to Ask:



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What are your competitors charging for their e-learning program similar to your topic or niche.



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Does your e-learning program includes supplemental materials?

How often do you need to update your training materials?

How is your brand recognition?



FINAL TIP

“Price your e-learning program well. Set a price that your market can afford but at the same time, a price that will make all your efforts worth-while. Focus on sustainability, quality and value, the rest will follow.”



NEXT WEEK'S LESSON...

“E-Learning Course Creation Process”



