CREATOR TOOLKIT

Price your course with confidence

A simple guide to The eLearning Group Course Pricing Calculator

Pricing is one of the hardest parts of selling a course. Price too low and you undervalue your expertise and struggle to cover your costs. Price too high without showing your value and learners walk away.

This guide and the calculator take you through six short steps to a fair price: one that covers your costs, gives you a profit and reflects the value you give your learners. It takes about 15 to 30 minutes.

> **GUIDANCE, NOT ADVICE**
>
> This guide and the calculator are general guidance to help you think about your price. They are not financial, tax, legal or business advice, and they do not recommend that you charge any particular price. You can set any price you choose, and you are responsible for your own pricing decisions. Market prices come from courses publicly listed in October 2026 and may have changed, and your results are only as accurate as the figures you enter. For VAT or tax questions, please speak to a qualified accountant. To the fullest extent permitted by law, The eLearning Group accepts no liability for any loss arising from decisions made using this guide or the calculator.

> **BEFORE YOU START**
>
> **You will need:**
>
> - your course plan: how many paid modules, and whether each is about 15 or 30 minutes
> - which of our plans you are on: DIY, Guided support or Hands-on help
> - anything you have paid to make the course, such as images or voiceover
> - optional: the prices of 3 to 5 courses similar to yours
>
> **Find the calculator: theelearninggroup.co.uk/course-pricing-calculator**

Price for value, not to be the cheapest

Learners are not only paying for information, much of which they could find for free. They are paying for a course that saves them time, is easy to follow and gets them a result. On our platform, your course already gives them:

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- **Bitesize learning.** Focused 15 to 30 minute modules that fit into a working day, so learners don't have to make up lost time afterwards.
- **Blended, accessible design.** Varied formats that work for different learning styles and neurodivergent learners.
- **Real people behind it.** A supportive team behind the platform, for you and your learners.
- **A simple experience.** Clear course pages and a secure checkout.

Competing on price alone is a race to the bottom. The calculator helps you price for the value you add instead.

Who these prices are for

The calculator works out a price for **individual learners**: one person buying your course for themselves.

- **Selling to an organisation?** Use your price per learner as your benchmark when you talk to them. When we manage a group of 10 or more learners from one organisation, we charge you a per-user licence fee, and you set what you charge your client on top. Talk to us before you quote.
- **Course designed by us as a SCORM file?** You can also license the files to organisations to use on their own learning systems.

The six steps

Work through the steps in order. The calculator updates as you go, and your live summary shows your recommended range at every step.

Step 1 Your course about 2 minutes

WHAT YOU DO

- Add your course name and choose the closest topic category.
- Choose your typical module length: about 15 or about 30 minutes.
- Enter how many modules you will charge for, and tick the box if you will offer a free taster module.
- Say who builds the course: you in the course builder, or us, in the course builder or as a SCORM course.

WHY IT MATTERS

Your category and module length set the market price the calculator starts from. Who builds the course decides whether there is a design fee to cover.

> **Tip:** A free taster can win buyers, but it only pays for itself if it leads learners to paid modules. A taster on its own is a cost with no income.

Step 2 Your costs about 3 minutes

WHAT YOU DO

- Choose your plan with us.
- Leave "I'm not VAT-registered" ticked unless you are VAT-registered. If you are not, you can't claim back the VAT on our fees, so the calculator adds it.

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- If several courses share your plan, enter how many so the cost is split fairly.
- Add any other costs. You can also add the hours you will spend building the course and what your time is worth.

WHY IT MATTERS

These are the costs your sales need to cover in your first 12 months. The calculator also allows for the fees taken from every sale: our transaction fee and Stripe's card fee (about 1.5% + 20p for a standard UK card).

Tip: Adding your own time is optional, but it shows you whether the course pays you fairly for the work you put in.

Fees (from 1 November 2026)	Monthly plan	Our fee per sale
DIY	Free	8%
Guided support	£69 plus VAT (£63 a month if paid yearly)	5%
Hands-on help	£199 plus VAT (£182 a month if paid yearly)	2%
SCORM course design	£395 per 15-minute module or £545 per 30-minute module, plus VAT	One-off

Step 3 Your market about 4 minutes

WHAT YOU DO

- Score three things from 0 to 5: competition (how many similar courses learners can already buy), niche (how specialist your topic is) and demand (how sure you are that people want it).
- Check the typical market price the calculator shows for your category and module length.
- Optional: if you have checked 3 to 5 similar courses yourself, enter a typical price per module to use instead.

WHY IT MATTERS

A crowded market with general topics pushes prices down. A specialist topic with proven demand supports a higher price.

Tip: To check competitors, search your topic on course marketplaces and on Google. Note the price and length of the 3 to 5 courses most like yours, and work out a typical price for a module the length of yours.

Step 4 Your value about 5 minutes

WHAT YOU DO

- Score six things from 0 to 5, using the guide below.

WHY IT MATTERS

This is where your course earns its price. The higher your value score, the further up the market range your price can sit.

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Tip: Score honestly. A low score is not a failure. It shows you where a small change, such as adding a downloadable checklist, could add value and support a higher price.

Value factor	What 0 looks like	What 5 looks like
Time saved	Quick to learn elsewhere for free	Saves days of searching, trial and error, or a full-day course
Engagement and accessibility	Mostly reading	Mixed formats, captions and a clear structure
Outcomes and ROI	Nice to know	A clear payback, such as saving money, winning work or reducing risk
Your credibility	New to the topic	Recognised expert with qualifications, experience or results to show
Certificate and take-aways	Nothing to keep	A completion certificate plus tools such as templates or checklists
Build quality	Basic pages	A professionally designed SCORM course

Step 5 Your price about 6 minutes

WHAT YOU DO

- Enter how many learners you expect in your first 12 months. Be cautious: it is better to beat a low estimate than miss a high one.
- Choose the profit margin you would like: the share of your sales you keep as profit after all costs.
- Read your three figures (below), then set your price per module.
- If you sell your modules as a package, choose your package discount. This is entirely your choice.

WHY IT MATTERS

You will see three figures. Your recommended range is the market price adjusted by your score. Your minimum is the lowest price per module that covers your costs. Your margin price covers your costs and gives you the margin you chose. Once you set your price, the calculator shows the full course price, what you keep per learner, how many learners you need to cover your costs and your profit.

Tip: Your range is a guide, not a limit. You can set any price you choose, including above your range, as long as your course description shows your value clearly. If your minimum is above your range, you could also aim for more learners, lower your costs or add modules.

Step 6 Review your price about 2 minutes

WHAT YOU DO

- Note your review date: 3 months from today, or after 20 sales, whichever comes first.
- Copy or save your results. You can send them to us for a second opinion.

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WHY IT MATTERS

Your first price is a starting point, not a forever price. Real sales and feedback tell you more than any calculator.

WHEN YOU REVIEW, ASK YOURSELF

- **Is it selling well with good feedback?** Try raising your price by 10 to 20% for new learners.
- **Are few people buying?** Check people can find your course and that your description shows its value first. Change the price last.
- **Have your costs changed?** Run the calculator again with your new figures.
- **Have similar courses changed price?** Update your competitor price in step 3.

How the numbers work

- **Costs to cover:** 12 months of your plan (plus VAT if you are not VAT-registered, split across your courses), plus any design fees, other costs and, if you add it, your time.
- **What you keep per sale:** your price, less our transaction fee and Stripe's card fee.
- **Your minimum:** the price where what you keep from your expected learners exactly covers your costs.
- **Your margin price:** the price where, after all costs, the margin you chose is left as profit.
- **Your recommended range:** we start from the typical market price for your category and module length and adjust it by your total score out of 45. A score of 0 points to 60% of the market price, half marks to the market price itself and full marks to twice the market price. Your range runs 10% either side of that point. It is a guide only: you can set any price you choose.
- **One simple assumption:** each learner buys your full course. If you set a package discount, the calculator uses the package price.

Worked example: Sam's course

Sam is an example creator, not a real customer. Sam is an experienced customer service trainer with 4 paid modules of about 15 minutes, called "Handling Difficult Customer Conversations", plus a free taster module. Sam builds the course on the Guided support plan and isn't VAT-registered.

STEPS 1 AND 2: COURSE AND COSTS

Item	Sam's figures
Category and module length	Customer Service, 15 minutes
Paid modules	4 (plus a free taster)
Plan for 12 months, including VAT	£994
Other costs (images and a short voiceover)	£60
Sam's own build time	20 hours at £25 an hour = £500
Costs to cover in 12 months	**£1,554**

STEPS 3 AND 4: SCORES

Market: competition 2 (many customer service courses exist), niche 3 (difficult conversations is a focused topic), demand 4 (clients already ask Sam for this).

Value: time saved 4, engagement and accessibility 3, outcomes and ROI 4, credibility 3, certificate and take-aways 4, build quality 3 (course builder with video and quizzes).

Total: 30 out of 45, which puts Sam in the Standard band.

STEP 5: SAM'S PRICE

Sam expects 40 learners in the first 12 months and would like a 20% profit margin.

Result	Per module
Typical market price for a 15-minute Customer Service module	£16
Recommended range	£19 to £23
Sam's minimum to cover costs at 40 learners	£11.60
Price for a 20% margin	£14.75
Sam's chosen price	£22

At Sam's price	Result
Full course price (4 modules, 10% package discount)	£79.20
Sam keeps per learner after fees	£73.85
Learners needed to cover costs	22
Profit at 40 learners	**£1,400 (44% margin)**

Sam's minimum (£11.60) is well below the market range, so Sam can price for value rather than just covering costs. Sam chooses £22 per module because clients already pay for this training and every learner gets a certificate and a checklist to keep. With a 10% package discount, the full course is £79.20. Sam needs 22 learners to cover the year's costs, and every learner after that is profit. Sam puts the review date in the diary.

Need a hand?

Pricing can feel personal, and you don't have to do it alone. Copy your results from the calculator and send them to us at hello@theelearninggroup.co.uk. A real person will take a look and talk it through with you.

Guidance, not advice: this guide and the calculator are general guidance only. They are not financial, tax, legal or business advice. You set your own price and are responsible for your pricing decisions. For VAT or tax questions, please speak to a qualified accountant.

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Market prices by category

These are the starting prices the calculator uses. In October 2026 we checked 173 online courses sold to individual learners in the UK: marketplace list prices, independent experts selling their own courses and UK training providers. We converted each one to a price for a 15–minute and a 30–minute module, including VAT, and took the middle value for each category. Where we found only a few courses, we blended the category's price with the middle price across all categories.

Most of the courses we found came from UK training providers and course marketplaces. Independent experts often charge more, but they rarely publish course lengths, so they are under-represented here. That is why your value score can take your price up to twice the market price.

Category	15 minutes	30 minutes	Courses checked	Confidence
Business & Entrepreneurship	£14	£17	7	Medium
Communication Skills	£17	£21	10	High
Compliance & Regulation	£14	£18	8	High
Customer Service	£16	£20	11	High
Data Protection & GDPR	£14	£18	11	High
Digital & IT Skills	£17	£21	7	Medium
Environment & Sustainability	£21	£26	9	Medium
Equality, Diversity & Inclusion	£19	£23	7	Medium
Finance & Commercial	£14	£17	7	Medium
HR & People Management	£20	£24	11	High
Health & Safety	£17	£20	11	High
Law & Legal Practice	£26	£32	9	Low
Leadership & Management	£27	£34	10	High
Project Management	£14	£18	5	Low
Quality & Standards	£32	£39	4	Medium
Risk Management	£21	£26	11	High
Safeguarding	£14	£17	12	High
Sales & Marketing	£14	£18	9	Medium
Teaching, Training & Coaching	£19	£23	8	High
Wellbeing & Mental Health	£12	£15	6	Medium

Prices change and every course is different, so treat these as a starting point. Where confidence is low, checking 3 to 5 similar courses yourself will give you a better guide.

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