

Should I Post My Rates on My Website?

by Wendy Stevens, M.M., NCTM

Though this is an important question that any independent voice teacher should ask, the answer to this question is unfortunately not an easy “Yes” or “No.” Posting or not posting are both good ideas, so examining the pros and cons of each way is important in deciding how best to attract the students that you desire.

Pro #1: Posting your rates makes it easy for parents.

Parents are extremely busy these days and the easier it is to find information, the better it is for everyone. As a mom without much time for phone calls, personally I would prefer service providers to put their prices on their websites.

Con #1: Posting your rates makes you easy to dismiss.

When you post your tuition price on your website, you are giving prospective customers the opportunity to dismiss the idea of lessons with you based on price without first making certain that they know exactly what the wonderful benefits are of studying with you! Yes, you might have your offerings posted on your site, and even wonderful pictures of students have a great time learning (which I strongly recommend), but people skim.

If you post your rates, there is a big chance that their eyes will be immediately drawn to the price (You don’t blame them do you? You always want to know the price of things first too!) rather than noticing the benefits of study, what you offer, how in touch your studio seems, etc.

Even top quality families will frequently look at price before benefits. Remember that many families have no idea what a great voice teacher really is or what they are looking for, so the only language that we all speak is price!

Pro #2: Generation Y and Millennials expect to find everything online.

Generation Y and Millennial parents typically do not like to talk on the phone. They are used to texting, instant messaging, and to a lesser extent, emailing rather than calling to inquire about a service. They truly expect that everything they need to know about your studio can be found online. By posting your rates online, you appear

to be much more connected with the needs of Generation Y and Millennials.

Con #2: Posting your rates means you lose an important point of connection.

Posting your rates online means that you lose the opportunity to:

1. Demonstrate your warm and friendly disposition, sell them on your offerings, and communicate your contagious enthusiasm for teaching voice!
2. Explain the amazing “complete tuition package” they are getting instead of allowing them to think of the posted price as simply the price of the time you spend with their child.
3. Find out more about the needs of their child and tell them how your teaching can help them.

Pro #3: Posting rates online eliminates calls from families who will never be willing to pay your price.

If you have too many families inquiring about lessons, you’ll only want to talk to those who are willing to pay your rate.

Con #3: Posting rates online needlessly eliminates those that might be willing to pay your price.

On the other hand, there are many people who could be persuaded to pay your price if they heard more about your amazing studio, your personality, and opportunities.

Consider these things, it is still difficult to see whether posting or not posting is best. Here are some tips to help:

- Make sure that your website wording is concise, your many pictures are of students enjoying lessons, your bio photo is professional, and the benefits and results of studying with you are prominent.
- If you do choose not to post your prices, make contacting you extremely easy with a “sign up” button, a “contact me for more information” link, a “text me to learn more” call to action, etc. Then, follow up quickly with a phone call, text, or an email that is extremely friendly and interested in their needs.
- If you have a waiting list, then definitely post your rates online. You do not need to sell anyone on your services because you already have a list full of students who want to learn from you!
- If you do not post your rates online, do not get annoyed when “How much do you charge?” is the first question from a phone call or email. If your website is as its should be, then chances are, they think they know everything about your studio.

Instead, look at this as an opportunity to tell them about what your tuition includes first and then answer their question in the context of the wonderful benefits of studying with you. And if you have a further opportunity to meet them in a future interview, you can give them this free tuition brochure: www.ComposeCreate.com/brochure/

There is not right or wrong answer to the question “Should I post my rates on my website?” Additionally, as people and their expectations change, the answer to this question may become more or less clear in the future. However, making a wise decision will involve careful consideration of these points, honestly about the implications of your decision, and a willingness to adjust accordingly.

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