CHAPTER

05

Pricing your courses

Your site charges learners in one of two ways: a price on each course, or one monthly membership that opens every course you mark Members only. This chapter walks through both, how to switch between them, how to change a membership price fairly, and what your learners see and pay. By the end you will have chosen how your site charges and set your prices.

WHERE	TIME NEEDED	BEFORE YOU START	PLAN
Manage → Membership offer, and each course's **Details** tab	About 10 minutes, plus a minute per course	Payments activated (see Setting up payments) and at least one course built	Every plan

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One site, one way of charging

Every site charges learners **one way at a time**. You choose which on **Manage → Membership offer**, in the first card on the page, **How you charge**. There are two options:

- **Price each course**: "Each course is free or has its own price, and learners buy the ones they want." This is how every new site starts.
- **One monthly membership**: "Learners pay one monthly price and open every course you mark Members only, including ones you publish later. Free courses stay free for anyone. Nothing is sold on its own."

Free courses are allowed either way. You can switch at any time, and nobody loses anything they have already paid for. The menu calls the page **Membership offer**, and the page itself is headed **Membership**, even while your site prices each course: the switch between the two ways lives there because it decides whether a membership exists at all.

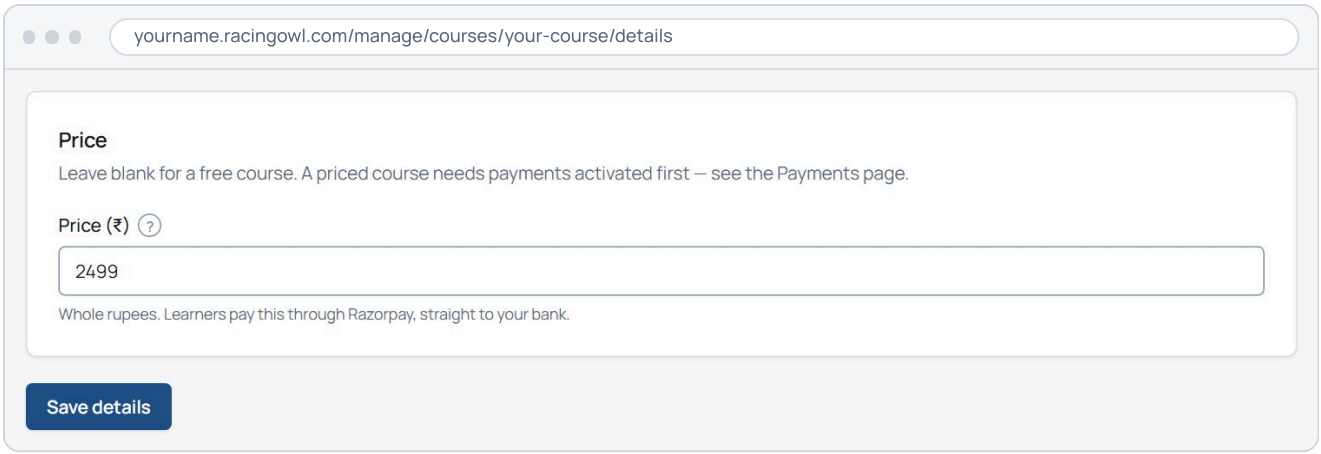
Whichever way you choose, the money behaves the same. A learner pays through Razorpay, and the payment goes straight to your own bank account. Razorpay's fee on each payment and the GST on that fee, currently 2% plus GST (2.36% in all), come off before the money reaches you. RacingOwl does not take a cut of your sales. What you pay RacingOwl is your monthly plan, which is separate and is covered in Choosing your RacingOwl plan.

Your site charges by…	A course can be…	What the learner does
Price each course	Free (no price), or priced	Enrols free, or buys that one course and keeps it
One monthly membership	Free, or Members only	Enrols free, or joins the membership to open every Members only course

Option A: price each course

This is the default. Each learner pays once for a specific course and has it for good. No membership is offered, and the **Membership** link does not appear in your site's menu.

1. **Open the course.** Go to **Manage → My courses**, open the course, and choose the **Details** tab.
2. **Find the Price card.** Scroll down to the card headed **Price**. It says: "Leave blank for a free course. A priced course needs payments activated first — see the Payments page."
3. **Type the price.** In **Price (₹)**, type the amount in whole rupees, for example **2499**. No commas, no ₹ sign. Leave the box empty for a free course.
4. **Save.** Press **Save details** at the foot of the form. A **Saved.** message appears beside the button.



The Price card on a course's Details tab, on a site that prices each course.

The price you type is what the learner pays. If you have added a GSTIN on the Payments page, GST is shown on their receipt as *included* in that price, so registering for GST never makes your courses 18% dearer. Without a GSTIN, the receipt carries no GST. Either way the receipt is raised in your name and emailed to the learner automatically; see Your dashboard and earnings.

IMPORTANT.
You can set a price at any time, even on a draft course, but nobody can buy it until payments are activated on **Manage → Payments**. A checkout on a site without payments activated is refused. Activate payments before you publish a priced course; see Setting up payments.

WHAT YOUR LEARNER SEES.
On a priced course, the button on the course page reads **Buy — ₹2,499** (with your price). Under it is a small **Have a discount code?** link. Pressing Buy opens the Razorpay payment window; once they pay, they are enrolled and emailed a receipt. A free course shows **Enrol — free** instead, and enrolling needs no payment at all. Anyone who is not signed in on your site is carried across to sign in first and brought straight back to the payment window.

Changing a course price later

Change the number on the Details tab and save. The new price applies to every purchase from then on. Anyone who has already bought the course keeps it, whatever the price becomes. There is no notice period for course prices, because nobody pays for a course more than once. To run a temporary lower price, use a discount rather than editing the price; see Discounts and coupons.

Option B: one monthly membership

With a membership, learners pay one monthly price and open every course you mark **Members only**, including courses you publish later, for as long as their membership stays active. Free courses stay free for anyone. Nothing is sold on its own.

Switching your site to the membership

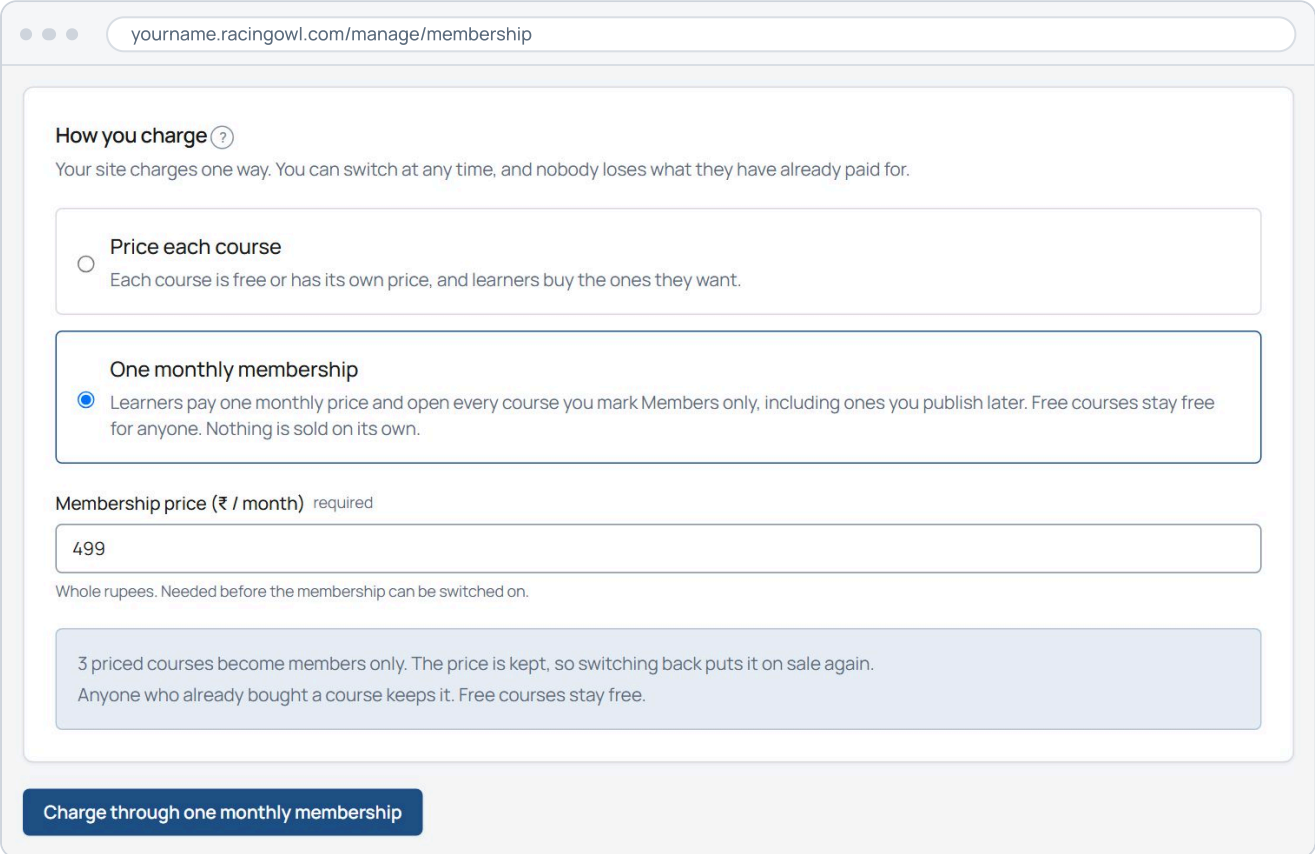
1. **Open the membership page.** Go to **Manage → Membership offer**. The first card is **How you charge**.

2. **Choose One monthly membership.** Select the **One monthly membership** option. The card changes to show you what the switch will do before you press anything (see "What switching does", below).

3. **Set a price if asked.** If your site has never had a membership price, a box appears in the same card: **Membership price (₹ / month)**. Type the monthly price in whole rupees, for example **499**. The hint says: "Whole rupees. Needed before the membership can be switched on." You cannot switch without one; the refusal reads "Set a membership price first."

4. **Read the warning.** A shaded note lists what changes, with real numbers from your site, for example "3 priced courses become members only. The price is kept, so switching back puts it on sale again." and "Anyone who already bought a course keeps it. Free courses stay free."

5. **Press the button.** It reads **Charge through one monthly membership**. While it works it says **Switching…**; then **Saved.** appears. The button stays greyed out until you have chosen the option you are not already on.



The How you charge card with One monthly membership chosen, showing the price box and the warning before the switch.

Once your site charges through the membership, two more cards appear below: **Membership price** and **Raise the price**. Your whole site is refreshed at once: every course page, your catalogue and the **Membership** link in your site's menu.

The Membership price card

This card holds the monthly price. It says: "A learner who subscribes opens every course you mark Members only — current ones and anything you publish later — for as long as their membership stays active. Free courses stay free for anyone."

Field	What to put in it
Price (₹ / month)	The monthly price in whole rupees. It cannot be left empty. The hint: "Whole rupees. Paid the same way a course purchase is — straight to your bank through Razorpay."

Press **Save membership price**. Use this box to **lower** the price, or to change it while nobody is paying yet: a lower price takes effect straight away (see "Lowering the price", below, for members on auto-renew). You cannot use it to **raise** the price while anybody is paying; that goes through the **Raise the price** panel, described below.

Marking each course Free or Members only

On a membership site, each course's **Details** tab has a card headed **Who can take it** in place of the Price card. It says: "Your site charges through one monthly membership, so nothing is sold on its own." Choose one:

- **Free** — anyone can take it.
- **Members only** — included in the membership.

Then press **Save details**. When you switched to the membership, every course that had a price became Members only automatically. Its old price is not thrown away: the card says "Its earlier price of ₹2,499 is kept: if your site goes back to pricing each course, it is on sale at that price again. Choosing Free clears it."

> **TIP.**
> Keep one short course **Free** as a taster. It lets a new learner try your teaching before paying for the membership, and a learner who enrols on it has joined your site, so you can write to them later from **Manage → Email learners**.

What a member gets

- Every Members only course on your site, including ones you publish after they joined, for as long as their membership is active.
- Each month they pay for covers 30 days. They pay again for the next month by hand, or let auto-renew do it for them.
- An email each time they pay, saying how long their membership now runs, with the receipt attached.
- Courses they bought separately before you switched stay theirs, membership or not.

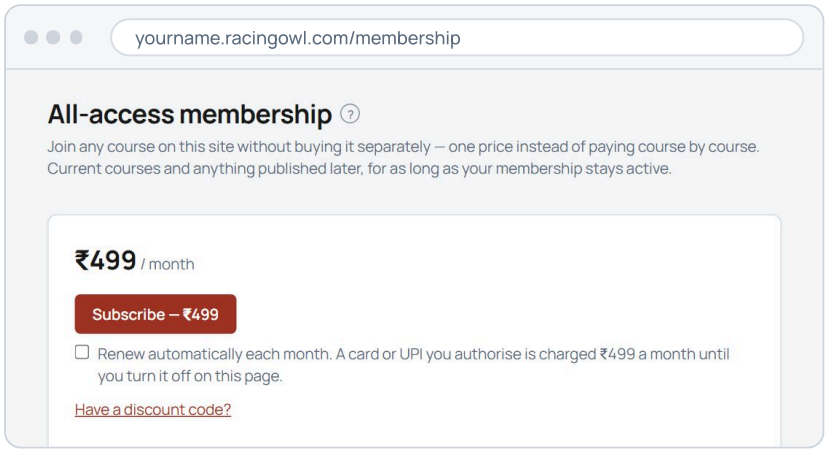
When a learner takes out a membership, you and any instructors on your site are emailed ("Asha took out a membership"), and again each time they renew ("Asha renewed their membership"); a month a discount code made free sends you nothing. Each payment appears on **Manage → Earnings** as a **Membership** payment. A course opened through a membership sends no separate enrolment email to anybody.

> **WHAT YOUR LEARNER SEES.**
> On a Members only course, a learner without a membership sees a **Members only** badge and a button reading **Join the membership to open this course**, which leads to your membership page. A member sees **Enrol — included in your membership** and is enrolled with one press, no payment. Your site's menu carries a **Membership** link to the page where they join.

The learner's membership page

Your membership page lives at `yourname.racingowl.com/membership` and is headed **All-access membership**. Its description explains that it is "one price instead of paying course by course", so nobody mistakes it for a charge on top of course prices. It shows:

- The price per month, in large type. A member on an older, held price sees their own price, with a note saying until when it is held and what renewing costs after that.
- For someone who is not a member: a **Subscribe — ₹499** button (with your price), a tick box, **Renew automatically each month**, and a **Have a discount code?** link.
- For a learner who already owns a course on your site: "Courses you have already bought stay yours, membership or not."
- For a member: "You're a member, active until" and the date, with the auto-renew controls described below.



The learner's membership page before they join: the price, the Subscribe button, the auto-renew tick box and the discount code link.

Auto-renew

A membership runs month to month. A learner can pay each month by hand, or turn on auto-renew so the card or UPI they authorise is charged every month until they turn it off.

- **When joining.** Ticking **Renew automatically each month** and pressing Subscribe first asks whether to approve by **UPI** or by **Card** (the same small box a trainer sees in chapter 2), then opens Razorpay's authorisation window for that one instead of a single payment. The tick box explains: "A card or UPI you authorise is charged ₹499 a month until you turn it off on this page." The page may also ask for a **Mobile number for payment notices**: Razorpay sends a notice to it two days before each charge.
- **Later.** A current member can press **Turn on auto-renew** on the membership page; the UPI-or-card box asks first. Nothing is charged until their paid month ends.
- **While it is on.** The page says what will be charged and on which date, for example "Auto-renew is on: ₹499 will be charged on 14 November 2026, to the card or UPI you authorised."
- **A new card.** A card's approval ends when the card expires. Before then, **Use a new card** moves auto-renew to a new card or UPI. The bank approves it, ₹1 is taken and given straight back, and the current card keeps working until the new one is approved. The member is emailed 14 and 3 days before the card expires, and the page warns them in the last 30 days.
- **Turning it off.** **Turn off auto-renew** asks "Turn off auto-renew?" and explains that the month already paid for runs to its end.

- **A failed charge.** If an automatic payment does not go through, the page tells the member that Razorpay will try again, and that if it cannot, the membership ends with the month already paid for. They can renew by hand after that.

An auto-renew is approved for the price the member was paying when they turned it on, and collects exactly that amount each month, never more. This matters whenever you change your price; see below.

Reminders

Three days before a paid month ends, a member who has not renewed is emailed a renewal reminder naming the price that applies to them. If your site has the WhatsApp alerts add-on and the member has verified a number, they get a WhatsApp reminder too (see WhatsApp alerts for your learners). A member with auto-renew on gets an email saying what will be charged and when, and no WhatsApp reminder, because the approved WhatsApp text says the membership is ending. You do not need to send anything yourself.

When a membership lapses

If a member's paid month ends and nothing new is paid, the unfinished courses they opened through the membership close **within the hour**. What happens, in detail:

What	After the membership ends
Unfinished Members only courses opened through the membership	Closed. Their progress is kept.
Courses they finished	Stay open, with their certificates.
Courses they bought on their own	Stay theirs.
Free courses	Stay open.
Paying again (online, a free month from a discount code, or a month you record as paid)	Reopens every closed course at once, where they left off.

> WHAT YOUR LEARNER SEES.
> On their My learning page, a closed course shows a **Membership ended** badge and **Rejoin to continue**. On the course page, a card says "Your membership has ended, so this course is closed for now" with how many lessons they had done, and the button at the top of the page reads **Rejoin to continue** and leads to your membership page. Nothing they finished or earned is lost.

If a member's auto-renew is on, courses are not closed early while Razorpay's monthly charge is due, because Razorpay's calendar month can land a day after a 30-day period.

> TIP.
> If some of your learners pay you in cash or by bank transfer, you can record the months they have paid so their courses stay open without RacingOwl asking them for money. That needs your site to charge through the membership. See "Recording a payment you took yourself" in Managing your learners.

Which one should you choose?

A site charges one way at a time, so pick the one that suits how you teach. You can switch whenever you like, and nobody loses what they have already paid for.

Choose Price each course when…

- You have one or two flagship, self-contained courses that stand on their own. A learner buying that specific thing usually pays more for it standalone than as one item in a bundle.
- Your catalogue is small or very uneven in depth. A single membership price would either overprice your shortest course or underprice your longest one.
- You want the flexibility to run course-specific launches and discounts.
- Your learners come for one exam, one skill or one certificate, and leave when they have it.

Choose One monthly membership when…

- You have, or plan to build, a real catalogue. "Just subscribe" is a much lower-friction decision than "which one course do I buy."
- You want predictable, recurring revenue: every new course you add makes the existing subscription more valuable without selling it again.
- You want learners exploring more of what you teach, which tends to mean better completion rates and word of mouth.
- You teach an ongoing practice (yoga, music, a language) where learners keep coming back month after month.

What switching does

The **How you charge** card shows you the real numbers before you press anything. Here is everything that happens, in each direction.

From Price each course to One monthly membership

- Each priced course becomes **Members only**, and its price is kept for if you ever switch back.
- Free courses stay free.
- Anyone who already bought a course keeps it.
- No course can be bought on its own any more. A learner who is not a member sees **Join the membership to open this course**.

From One monthly membership back to Price each course

- The membership is no longer offered. Nobody new can join, and the membership page tells visitors your site does not currently offer one.
- Members who are paying keep every course until their paid month ends. After that, the courses the membership opened close, as for any lapsed membership.

- Every learner auto-renew stops (at Razorpay within the hour), and each learner who had set one up is emailed that auto-renew for their membership has stopped, explaining that their month runs to its end and courses can then be bought one by one.
- Courses with a kept price go on sale again at that price.
- A Members only course with no price is not on sale. Learners see a greyed-out **Not on sale yet** button until you set a price or make it free. On its Details tab you see "Not on sale. This course was Members only, and your site now prices each course. Set a price to sell it, or leave the price blank and save to make it free."
- Your membership price is kept, so switching back later does not ask for it again.

The warning you see before switching back reads, for example: "3 members are paying now. They keep every course until their paid month ends; auto-renew stops, and each of them is emailed." and "1 members-only course has no price and will not be on sale until you set one or make it free." The button reads **Price each course**.

> **IMPORTANT.**
> Discounts are separate from how you charge. A discount set to **Every course on my site** does not include the membership, so give the membership its own discount. See Discounts and coupons.

Changing the membership price

Lowering the price

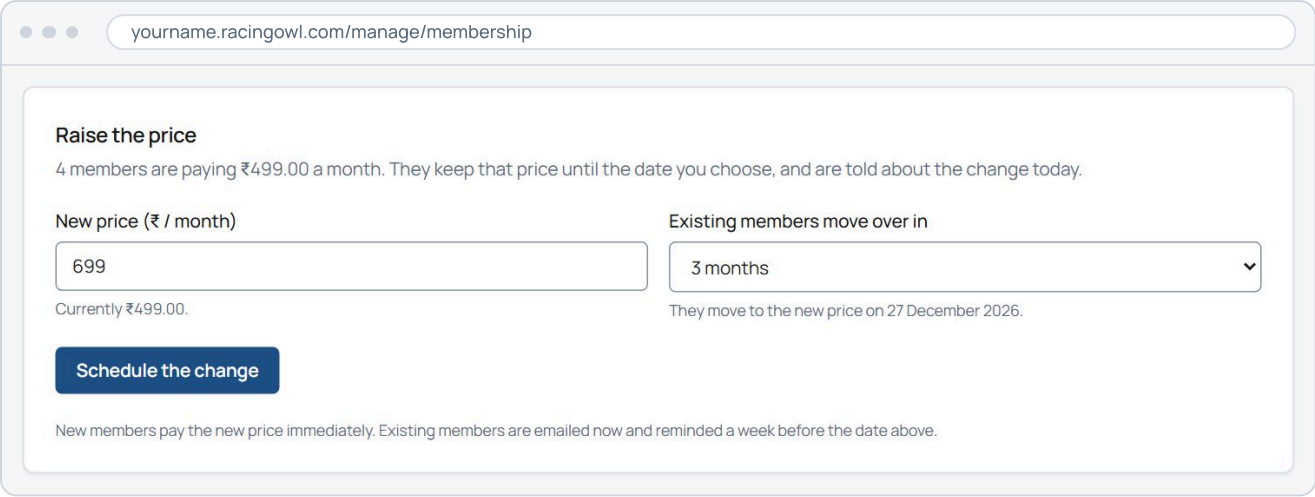
Type the lower price in **Price (₹ / month)** on the **Membership price** card and press **Save membership price**. It takes effect straight away for new members and for members who renew by hand. A member whose auto-renew is already on goes on being charged the amount they approved, because an authorisation cannot be moved to a new amount. To pay the lower price, they turn auto-renew off and on again on their membership page. It is kind to tell them so in an email from **Manage → Email learners**.

Raising the price, with notice

If anybody is paying, typing a higher number in the ordinary price box is refused with: "You have members paying the current price. Schedule the increase instead, so they get notice of it." This protects your members from a surprise, and it protects you from unhappy reviews. The **Raise the price** panel is the fair way to do it.

1. **Read the panel's first line.** It says how many members are paying and at what price, for example "12 members are paying ₹499 a month. They keep that price until the date you choose, and are told about the change today." If nobody is paying yet, it says so, and you can simply edit the price above instead.
2. **Type the new price.** In **New price (₹ / month)**, type the new monthly price in whole rupees. It must be higher than the current price; a lower figure is refused with "This is not an increase. A lower price takes effect for everybody straight away — change it in the price field instead."
3. **Choose the notice period.** In **Existing members move over in**, pick from 1 month to 12 months (3 months is chosen to start with). The hint under it shows the exact date, for example "They move to the new price on 15 January 2027." That date is the promise your members will be told.

4 **Schedule it.** Press **Schedule the change**. The note under the button repeats what happens: "New members pay the new price immediately. Existing members are emailed now and reminded a week before the date above."



The Raise the price panel, with a new price typed and the changeover date shown under the notice period.

What happens when you schedule a rise:

- **New learners** pay the new price from that moment, because they were never shown the old one. They are not emailed about a rise.
- **Existing members** (anyone whose paid month is running when you press the button) are emailed about the change and get a notification. They keep the old price until the date, and their membership page quotes them the old price, "held until" the date, and what renewing costs after that. A former member who had paid before you pressed the button is also quoted the old price if they come back before the date.
- **A week before the date**, existing members are reminded once, by email and notification.
- **On the date**, everybody moves to one price. Any member whose auto-renew was approved at the old price has it stopped, because an authorisation cannot be moved to a new amount. They are emailed that auto-renew has stopped, their paid month runs to its end, and they can turn auto-renew on again at the new price.

A change that is waiting

While a rise is scheduled, the panel is replaced by a card headed **A price change is scheduled**. It states the old price, the date and the new price, and how many members are still on the old price ("They have been told, and will be reminded a week before."). Only one change can wait at a time: trying to schedule another is refused with "A price change is already scheduled. Cancel it before scheduling another."

To undo it, press **Cancel this change**. That puts the old price back for everybody. Members are not emailed again, so if you cancel, it is kind to tell them yourself.

> **TIP.**
> Three months' notice is a good default for a monthly membership. It is long enough that nobody feels ambushed, and it gives members on auto-renew time to plan. Say why the price is going up in an email from **Manage → Email learners** on the same day; people accept a rise far more readily when they know what it pays for.

Common questions

Q Can I sell some courses individually and also have a membership?

No. A site charges one way at a time. On a membership site each course is Free or Members only, and nothing is sold on its own. If you need both, keep your flagship course priced and run the site per course, or put everything into the membership.

Q If I switch to the membership, do people who bought a course lose it?

No. Anyone who already bought a course keeps it for good, membership or not. Their membership page tells them so.

Q Can members pay yearly?

No. Billing is monthly only, and each paid month covers 30 days. A member who does not want to think about it each month can turn on auto-renew.

Q I lowered my membership price. Do current members pay less?

Yes, from their next payment, if they renew by hand. A member with auto-renew on goes on being charged the amount they approved until they turn auto-renew off and on again on their membership page.

Q Why can't I just type a higher membership price?

Because people are already paying the current price, and they deserve notice. Use **Raise the price**: new learners pay the new price at once, and existing members keep theirs until the date you choose.

Q A member says their course has closed.

Their membership has lapsed: their paid month ended and nothing new was paid. The course page shows **Rejoin to continue**. Once they pay again, every closed course reopens where they left off. If they paid you in cash, record the payment on **Manage → Learners** (see Managing your learners).

Q A course shows "Not on sale yet". What does that mean?

Your site went back to pricing each course, and that course was Members only with no price. Open its **Details** tab and either type a price or leave the price empty and save to make it free.

Q Can I give a member a refund for a month?

Yes, one month's payment at a time, from **Manage → Earnings**. See Your dashboard and earnings.

Q Does the membership cost me anything extra on RacingOwl?

No. Membership payments work exactly like course sales: straight to your bank through Razorpay, less Razorpay's fee on each payment. RacingOwl takes no cut.

Related: Setting up payments, Creating your first course, Discounts and coupons, Your dashboard and earnings, Managing your learners.

THE REST OF THE GUIDE

This is chapter 5 of 17 of the RacingOwl Trainer's Guide. The full guide, every other chapter as its own PDF, and the online version are at racingowl.com/trainer-guide. Stuck? Press **Ask RacingOwl** at the bottom right of any Manage page.