CHAPTER

06

Discounts and coupons

One feature covers both a plain sale price, with nothing to type, and a coupon code a learner types at checkout: a code is simply the same kind of discount with a word attached. This chapter goes through every field of the discount form, how RacingOwl decides which discount a learner gets, how to pause, edit and delete one, what a discount has cost you, and how to build a free trial. By the end you will be able to run a launch sale, hand a code to one group, and offer a free first month without surprises.

WHERE	TIME NEEDED	BEFORE YOU START	PLAN
Manage → Discounts	About 5 minutes per discount	At least one priced course, or a membership with a price (see Pricing your courses)	Every plan

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Sales and codes are one thing

A discount takes something off a price. There is only one question that makes it a "sale" or a "coupon":

- **No code:** the lower price simply shows on your course pages, with the old price struck through. Nobody types anything. This is a sale.
- **With a code:** full price shows until the learner types the code at checkout. This is a coupon. You decide who gets the code: a WhatsApp group, a newsletter, one class.

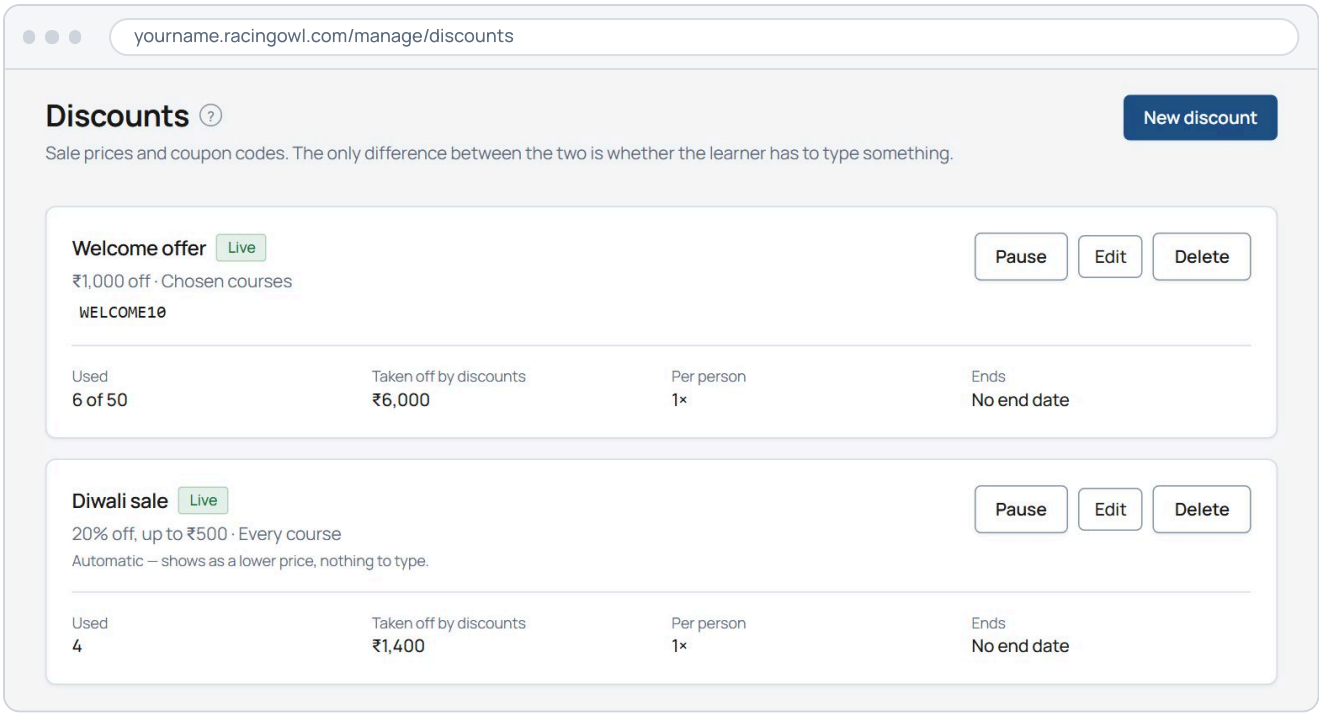
Everything else on the form works identically for both. Either way the reduction **comes out of your own revenue**: the money still goes straight to your bank, just less of it. RacingOwl does not fund any part of a discount.

The Discounts page

Go to Manage → Discounts. The page is headed **Discounts**: "Sale prices and coupon codes. The only difference between the two is whether the learner has to type something." The **New discount** button is at the top right. On a site with no discounts yet, the page shows **No discounts yet** and a **Create your first discount** button, which opens the same form.

Each discount you have made is a card in the list, showing:

- Its **name** and a **status badge** (see the table below).
- A one-line summary of what comes off and what it applies to, for example "20% off, up to ₹500 · Every course" or "₹1,000 off · Chosen courses".
- The **code** in a box, ready to copy, or "Automatic — shows as a lower price, nothing to type." for a sale.
- The controls: **Pause** (or **Resume**), **Edit** and **Delete**.
- Four figures: **Used**, **Taken off by discounts**, **Per person** and **Ends**.



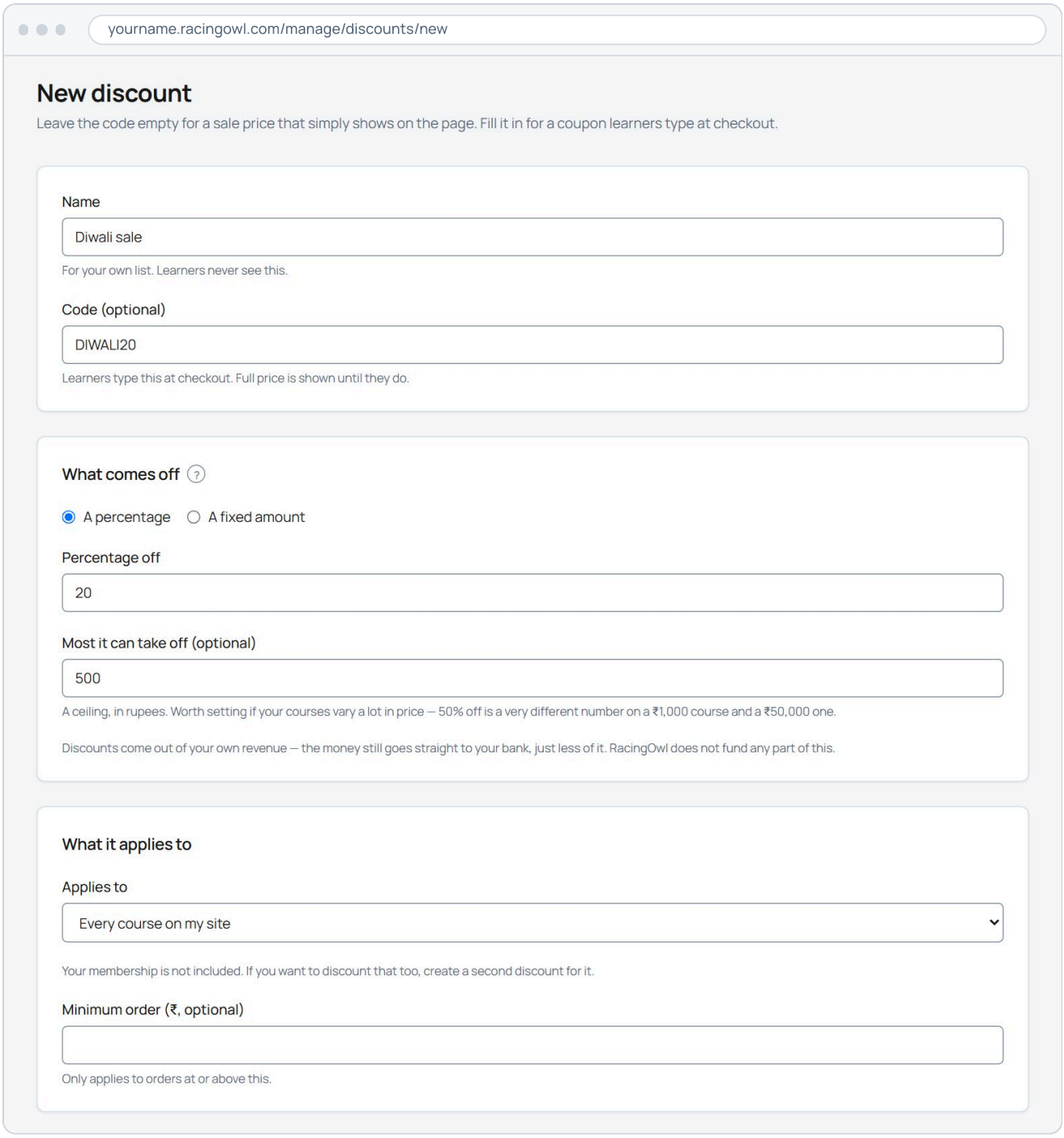
The Discounts list: one automatic sale and one code, each with its badge, controls and four figures.

Badge	What it means
Live	Switched on and inside its dates. Learners are getting it now.
Scheduled	Switched on, but its start date has not arrived yet.
Ended	Switched on, but its end date has passed. It no longer applies.
Off	Paused, or saved without **Switch this on** ticked. Nobody is offered it.

The badge says what the discount is *doing*, not just what you set. A discount you switched on whose end date passed last week says **Ended**, not Live.

Creating a discount

Press **New discount**. The page is headed **New discount**: "Leave the code empty for a sale price that simply shows on the page. Fill it in for a coupon learners type at checkout." The form has six cards, top to bottom. Fill them in order, then press **Create discount**. You are taken back to the list, where the new discount appears.



The New discount form, top half: the name and code, what comes off, and what it applies to.

1. Name and code

Field	What to put in it
Name	Required, up to 80 characters, for example Diwali sale. It is how you find the discount in your list. Choose a name you are happy for learners to read: when the discount applies, the course page shows it beside the saving ("Diwali sale — save ₹500"), and a code's confirmation names it too. If you leave it empty you are asked to "Give this a name you will recognise."

Field	What to put in it
Code (optional)	Leave empty for a sale. For a coupon, type the word learners will enter, for example `DIWALI50`. 3 to 32 characters: letters, numbers, hyphens and underscores, no spaces. Capitals do not matter: `diwali50` and `DIWALI50` are the same code, and you cannot use the same code twice on your site ("You already have a discount using the code DIWALI50."). The hint changes as you type: empty, it says "Leave empty and the lower price simply shows on the page — nothing to type."; filled in, "Learners type this at checkout. Full price is shown until they do."

> **TIP.**
> Make codes easy to read aloud and hard to mistype: `YOGA2026` rather than `y0ga_2O26`. A code gets said in a class, printed on a slide and pasted from WhatsApp, and every one of those is a chance for a typo.

2. What comes off

Choose **A percentage** or **A fixed amount**. The boxes under the choice change to match.

Field	What to put in it
Percentage off	A whole number from 1 to 100, for example `20`. The rupee amount is rounded down.
Most it can take off (optional)	A ceiling in rupees, only for a percentage. "Worth setting if your courses vary a lot in price — 50% off is a very different number on a ₹1,000 course and a ₹50,000 one." With a ceiling of ₹500, no single purchase is ever reduced by more than ₹500, whatever the percentage works out to.
Amount off (₹)	A fixed number of rupees off, for example `1000`. The same amount comes off whatever the price, and never more than the price itself.

A discount that takes the whole price off a course enrols the learner with no payment, and they still get a numbered ₹0 invoice naming the code (see "₹0 invoices", below). A price never goes below zero.

3. What it applies to

Choose from **Applies to**:

Option	What it covers
Every course on my site	Every priced course. **Not** your membership: the form says "Your membership is not included. If you want to discount that too, create a second discount for it."
Only the courses I choose	A list of your published paid courses appears, each with a tick box. Tick at least one ("Choose at least one course."). Free courses are not listed, because there is nothing to take off. If you have none, the form says "You have no published paid courses yet."
Everything in one collection	A **Collection** list appears. Choose one ("Choose which collection this applies to."). Courses you add to that collection later are covered too.
My membership	The monthly membership price. Greyed out, and labelled "My membership — not offered yet", until your membership has a price. See "Discounts on the membership", below.

For anything except the membership, there is also **Minimum order (₹, optional)**: "Only applies to orders at or above this." Leave it empty unless you want, for example, "₹500 off courses of ₹3,000 or more".

Under the card is a reminder: "Discounts come out of your own revenue — the money still goes straight to your bank, just less of it. RacingOwl does not fund any part of this."

4. When and how often

Field	What to put in it
Starts (IST, optional)	A date and time in India time. "Leave empty to start as soon as you switch it on." A sale set for 9:00 starts at 9:00 am IST, wherever you or your learners are.
Ends (IST, optional)	"Leave empty to run until you pause it." The end must be after the start ("The end date has to be after the start date.").
Total number of uses (optional)	Across everyone, for example `50` for "first 50 buyers". "Leave empty for unlimited. This is your best protection if a code gets shared publicly."
Uses per person (optional)	How many times one learner can use it. It starts at `1`. Empty means unlimited. For a membership it means something different: see below.

The two limits work together: "first 50 buyers, one each" is a total of 50 and 1 per person.

5. Who can use it

Choose from **Audience**:

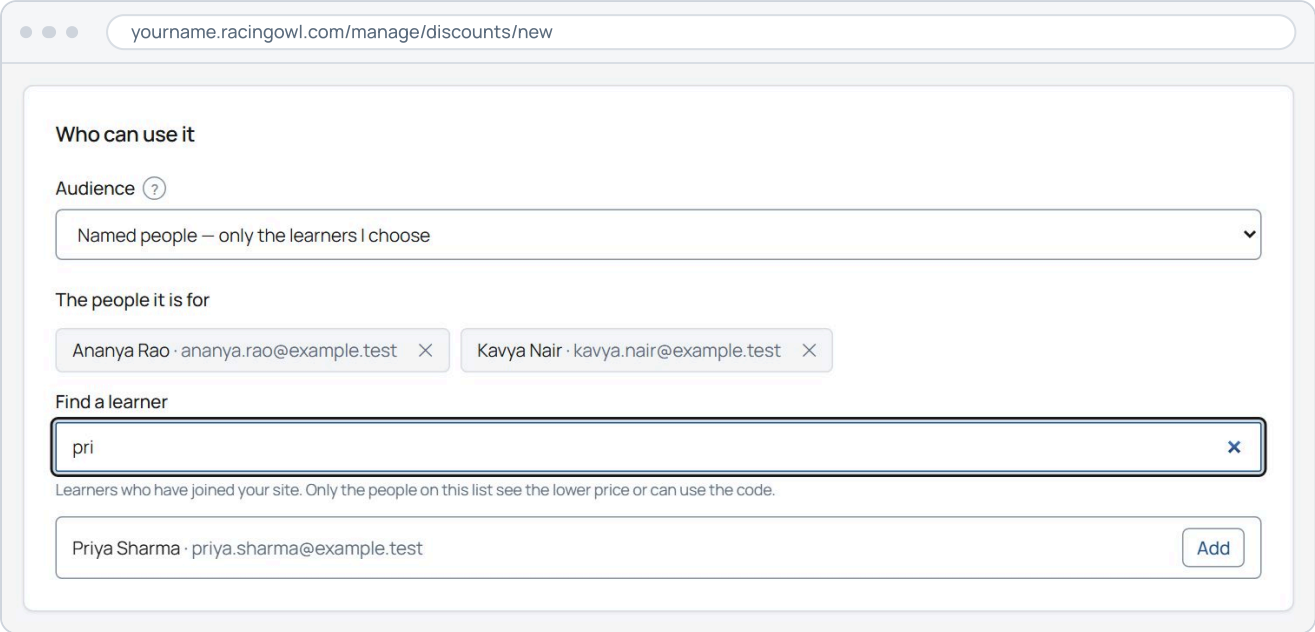
Option	Who qualifies
Everyone	Anybody who reaches checkout.
First-time buyers — nobody who has paid me before	Anyone who has never completed a paid purchase or paid membership on your site. Share it freely: existing customers cannot use it to re-buy at a lower price.
People with an active membership	Learners whose membership is paid up right now.
Named people — only the learners I choose	Only the learners you pick, one at a time. Nobody else sees the lower price or can use the code.

The check is made at the moment of paying, against the learner's RacingOwl account, so it cannot be got round by typing the code on another device.

Choosing named people. When you choose **Named people**, a panel headed **The people it is for** opens under the audience:

1. **Search.** In **Find a learner**, type at least two letters of a name or an email address. Up to twenty matching learners on your site appear. Pressing Enter here searches; it never submits the form.
2. **Add.** Press **Add** beside each person you want. They move into the chosen list above the search box, shown with their name and email.
3. **Remove.** Press the ✕ beside a chosen person to take them off.

Only learners who have joined your site and not left can be found. If you switch the audience away from Named people and back, your chosen list is kept. Saving with nobody chosen is refused: "Choose at least one learner." There is no bulk add; to give a whole class a code, a coded discount for **Everyone** with a total limit is usually simpler.



The Who can use it card with Named people chosen: two learners added, and the search box offering a third.

6. Switch this on

Tick **Switch this on** for the discount to work once saved. "Off, it stays saved but nobody is offered it. You can pause it again at any time from the list." Leave it unticked to prepare a discount in advance and check it before going live.

> **IMPORTANT.**
> A discount saved with the box unticked has no **Resume** button in the list. To switch it on later, press **Edit**, tick **Switch this on** and press **Save changes**. **Pause** and **Resume** are for discounts that have been live.

How RacingOwl decides the price

One set of rules prices every purchase, on the course page, in the code box, at checkout and on the membership page. Knowing them saves you from surprises.

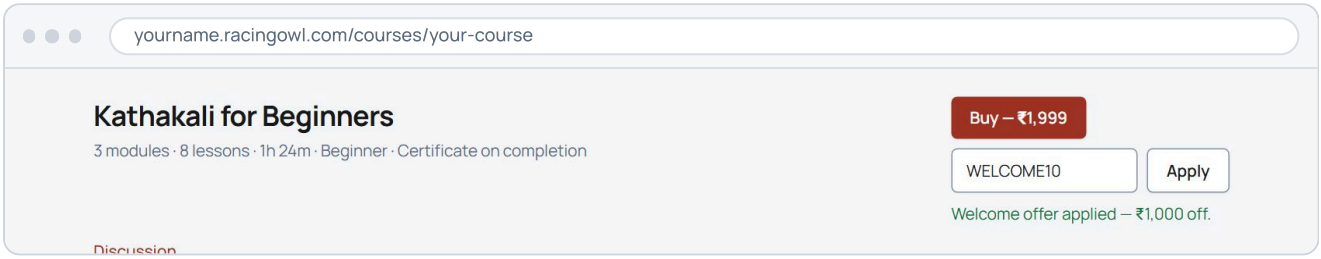
- **Discounts never stack.** If more than one discount could apply, the learner gets the one that takes the most off. That is all.
- **A tie goes to the sale.** If a sale and a typed code take the same off, the sale is used, so the learner keeps the code for another time.
- **A code only counts when typed.** A coded discount is never applied automatically.
- **Signed-out visitors see only "Everyone" sales.** A sale for first-time buyers, members or named people shows once the learner has signed in and qualifies.
- **Free courses take no discount.**

- **Dates and pauses are respected.** A discount before its start, after its end, or paused, quietly does not apply.

What your learner sees

A sale. On the course page, under the title, the old price appears struck through, followed by the discount's name and the saving, for example "₹2,999 Diwali sale — save ₹750". The Buy button shows the lower price.

A code. Under the **Buy** button (or **Subscribe** on the membership page) is a link, **Have a discount code?**. Pressing it shows a **Discount code** box and an **Apply** button. Applying shows the result without using the code up: "Diwali sale applied — ₹750 off.", and the button's price changes. A learner who is not signed in is told "Sign in to use a code — press Buy and you will be brought straight back here."



A course page as a learner sees it after applying a code: the confirmation line and the reduced price on the Buy button.

If a code cannot be used, the learner is told why, in plain words:

Situation	What the learner reads
The code does not exist on your site	"That code is not valid on this site."
Below your minimum order	"This offer needs a larger order than this one."
First-time buyers only, and they have paid you before	"This offer is for first-time purchases only."
Members only, and they are not a member	"This offer is for members only."
Named people, and they are not on your list	"This offer is not available on your account."
The total number of uses is reached	"This offer has been fully claimed."
They have used up their uses per person	"You have already used this offer." (or "…3 times.")
A sale on the page is already better	"The sale price already on this page is the better of the two, so it has been kept."

If a learner presses Buy with a code that is refused, the checkout stops rather than charging them full price. They can clear the code and buy at the shown price if they choose.

Limits, held places and refunds

When a learner opens the payment window with a discount, their use is **held** for 30 minutes. This is what makes "first 50" mean 50: three people pressing Buy in the same second cannot take 53 places. If the learner pays, the held place becomes a use. If they close the window and walk away, the hold simply runs out after 30 minutes and the place is offered again. If the last place was taken while they hesitated, they are told "That offer has just been fully claimed."

A **full refund** gives the use back, both to the learner and to the total. A partial refund does not. See Your dashboard and earnings for refunds.

Pause, resume, edit and delete

Pause and Resume

Pause stops a live discount at once, with one press, and **Resume** brings it back. This is the button to reach for if a code has been posted somewhere public: there is no form to open. If a pause or resume is refused for any reason, the reason appears in red beside the button.

Edit

Edit opens the same form, headed with the discount's name: "Dates, limits and who it applies to can be changed freely. Changing the amount only affects purchases from now on — anyone who has already bought keeps what they paid." Make your changes and press **Save changes**; **Saved.** appears.

Two things to know when editing a live discount. Past purchases are never touched. And two learners a minute apart may see two different prices, so change the amount of a running sale only when you mean to.

Delete

Press **Delete**. The button changes to **Delete "Diwali sale"?**, with **Keep** beside it to back out. Confirm, and:

- A discount **nobody has used** is removed completely.
- A discount **that has been used** is archived instead: it leaves your list and stops applying, but the record stays behind every purchase that used it, so your receipts and reports stay true.

A deleted code is gone from the list. If you only want it to stop for now, pause it instead.

Usage and what a discount cost you

The four figures on each discount card tell you what the offer actually did:

Figure	What it counts
Used	How many purchases used it, counting anyone whose place is held right now. With a total limit, shown as "12 of 50".

Figure	What it counts
Taken off by discounts	The total rupees this discount has taken off list prices: the revenue you gave up.
Per person	Uses allowed per learner, for example "1×", or "Unlimited".
Ends	The end date, or "No end date".

On **Manage → Earnings**, every payment that used a code shows the code beside the course name, so you can see exactly who used which offer.

> TIP.
> Compare **Taken off by discounts** with the extra enrolments the offer brought. A discount that is not bringing new learners is just a pay cut. This is where you would notice.

Discounts on the membership

If your site charges through one monthly membership (see Pricing your courses), choose **My membership** under **Applies to**. The membership is always its own choice, so "50% off everything" can never silently halve your recurring income. If you want both courses and the membership discounted, make two discounts.

Three things work differently for the membership:

- **Uses per person means months.** The hint says: "For a membership this is how many MONTHS each person gets the lower price — '₹499/month for 3 months' is 3. Leave empty for every month, forever." The months need not be in a row: a learner's next three membership payments are reduced, and the fourth is full price.
- **Ends is not the same as months.** The form reminds you: "*Ends* is the last day somebody can start this offer. *Uses per person* is how many months each person then keeps the lower price."
- **No minimum order.** The box is hidden, because the membership has one price.

Discounts and auto-renew

A member's auto-renew is approved for the membership's own price and always charges that amount. A discount does not reduce an auto-renew charge. So:

- A code that takes **part** of the price off works only for a learner paying by hand. With the auto-renew box ticked, it is refused: "With auto-renew, a code can only make the first month free. To use a code that takes part of the price off, subscribe without auto-renew."
- A code that takes the **whole** price off works with auto-renew as a free first month (see the next section).
- A sale without a code on the membership is taken off only for a learner paying by hand. The membership page shows your full monthly price, so if you run a membership sale, tell learners about it, or better, give it a code.

Free trials

RacingOwl has no separate "free trial" button. A free trial is a discount set up in a particular way.

A free course for newcomers

1. **Create a discount** with **Percentage off** set to **100**.
2. **Apply it** to the course or courses you want to give away.
3. **Set Audience** to **First-time buyers — nobody who has paid me before**.
4. **Set Uses per person** to **1**, and a total if you want to cap the giveaway.
5. **Add a code** if you want only certain people to find it; leave it empty to show the course as free to every newcomer.

The learner is enrolled with no payment window, and still gets a numbered ₹0 invoice naming the code.

A free first month of the membership

Apply the discount to **My membership**, with **100** percent off, **First-time buyers** and **1** use per person. When you choose First-time buyers on a membership discount, the form shows this note: "Set the percentage to 100 and uses-per-person to 1, and this becomes a free trial: one free month for anyone who has never paid you. If they tick auto-renew when joining, the card or UPI they authorise is first charged when the free month ends; otherwise nothing charges them, and they are asked to pay for the next month."

The learner…	What happens
Uses the code without auto-renew	The button reads **Start free — nothing to pay**. The month is granted at once with no payment window and no card kept. "Nothing is charged now, and no card is kept. When this period ends you will be asked whether you want to carry on."
Uses the code with auto-renew ticked	The button reads **Start free — keep a card for next month**. They authorise a card or UPI; once it is authorised the free month starts, and the first charge comes when it ends. A free trial that keeps a card.
Is already a member and ticks auto-renew with the code	Refused: "You are already a member, so a free first month does not apply. Turn auto-renew on without a code."
Tries a second trial	Refused: they have already used their one use.

> **WHAT YOUR LEARNER SEES.**
> After typing the code and pressing **Apply**, the Subscribe button changes to one of the two Start free labels, with a line underneath saying exactly what will and will not be charged. Nothing is hidden from them.

₹0 invoices

A purchase that a discount makes completely free still produces a proper, numbered receipt from your site's series, for ₹0, naming the code (or, for a sale, the discount's name) that took the whole price off. The learner is emailed it with the course confirmation, or with "membership confirmed" for a free month (the email says the month came at no charge). For a free membership month, you are not emailed, because no money moved. These receipts appear with your others under **Receipts and credit notes** on Manage → Earnings. There is nothing to refund on a free purchase.

Good practice

- **Always set a total on a code.** A code that reaches a WhatsApp group is used by the whole group. The total is the only thing that stops it.
- **Set a ceiling on site-wide percentages.** 30% off everything is fine on ₹1,000 courses and painful on a ₹40,000 one.
- **Prefer an end date to "until I remember".** A sale with a real end date is more persuasive and cannot be forgotten.
- **Use First-time buyers for welcome offers,** so your loyal learners do not feel they paid too much.
- **Check it as a learner.** After creating a discount, open the course page in a private browser window to see the price a visitor sees.

Common questions

Q Can a learner use two codes on one purchase?

No. Discounts never stack. If several could apply, the learner gets the one that takes the most off.

Q I made a 50% sale on every course. Why is my membership still full price?

Every course on my site never includes the membership, on purpose. Make a second discount with **My membership** chosen.

Q A learner says the code did not work.

Ask them for the exact message under the code box; the table above says what each one means. Then check the discount's badge on your list: **Off**, **Scheduled** or **Ended** means it is not running. Check the audience, the total and the uses per person too.

Q My code was shared on a public group. What do I do?

Press **Pause** on it straight away. Then edit it to add a **Total number of uses**, or make a fresh code for the people it was meant for.

Q Can I discount a free course?

No. There is nothing to take off, and free courses are not offered in the course list.

Q If I change the percentage, do earlier buyers get money back?

No. Past purchases keep what they paid. The change affects purchases from now on.

Q Does RacingOwl pay for any of the discount?

No. A discount comes out of your own revenue. Razorpay's fee is worked out on what the learner actually paid.

Q Can I let a learner know about a sale automatically?

Not from the discount itself. Write to your learners from **Manage → Email learners**; see Managing your learners.

Q What is the "Have a code?" box on my own plan screen?

That is a different thing: a promotion code from RacingOwl that reduces what *you* pay for your plan. See Choosing your RacingOwl plan.

Related: Pricing your courses, Your dashboard and earnings, Managing your learners.

THE REST OF THE GUIDE

This is chapter 6 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.