



HOW TO MONETIZE PRIVATE LESSONS

Private lessons provide great opportunities for athletes in skill-based and individual sports, including those participating in non-revenue sports such as diving, golf, gymnastics, tennis, and more.

Private Lessons can range anywhere from \$25 to over \$100 an hour depending on the sport, demand, and ultimately, how an athlete determines their personal value (see breakdown of potential earnings on right).

Multiply that by 8 weeks, it's realistic that athletes could earn anywhere from \$1,000 to \$16,000 over a summer or offseason break.

MARKET AND COMMUNICATE

- + Let your network know that you are teaching private lessons. Tap into your personal social media channels, share the message with community groups, and ask previous clubs and teams you've played for to pass along information to current participants.
- + Continue communication with clients and let them know if there is a change in time or date of a lesson due to weather or something else. By setting clear communication with your client, chances are they'll be clear at communicating with you too.

SET A SCHEDULE AND SET RATES

- + It's important to maintain consistent times and a consistent rate. By having consistent time slots, athletes can maximize revenue by having multiple recurring lessons.
- + Have times that fit into your schedule to allow for time management and room for other commitments.
- + You'll have confidence in charging that rate for any client by setting a consistent rate.

ACQUIRE A LOCATION AND EQUIPMENT

- + Check to see if you need to reserve a location like a park tennis court, or pay a fee at a club for court, field, or ice time. If there is a venue fee, be sure to take this into consideration in the rate you charge. The same goes for any equipment that would need to be rented or provided.

EARNING POTENTIAL

TOTAL HOURS	\$25 COST/HR	\$50 COST/HR	\$100 COST/HR
5	\$125	\$250	\$500
10	\$250	\$500	\$1,000
15	\$375	\$750	\$1,500
20	\$500	\$1,000	\$2,000



“ Now with NIL, I can promote my name. Being local and in my hometown, a lot of people know my name from high school. It's easier for me to be able to promote [lessons and camps] with my name and my image. ”

Kendall Lee, Memphis Softball

