

How to Price Your First Online Course

For the Philippine Market • WyzCore Edition 2026

THE 3-TIER PRICING MODEL

ENTRY OFFER

PHP 297 to PHP 997

Best for:

Mini-courses, templates, checklists, workshops

When to use:

High volume, low commitment. Great for a first launch or as a tripwire product.

e.g. 1-hour masterclass, template bundle, workshop recording

CORE OFFER

PHP 2,500 to PHP 7,500

Best for:

Full online courses with a clear, measurable outcome

When to use:

Your main product. This is the transformation Filipino buyers are willing to pay for.

e.g. 6-module course, certification program, skills bootcamp

PREMIUM OFFER

PHP 15,000 to PHP 50,000+

Best for:

Coaching programs, 1-on-1 packages, mastermind groups

When to use:

Direct access to you. Small cohorts or private coaching. Your expertise, not just content.

e.g. 3-month coaching program, group mastermind, VIP day

The Founding Price Formula

$$\text{Full Price} \div 2 = \text{Founding Price}$$

Offer to your first 5 to 10 buyers only. Close after 48 hours or when slots fill.

- Announce the slot count: "3 of 10 slots left"
- Close the founding window after 48 hours maximum
- DM warm contacts personally — do not just post a link

Example:

Core course full price PHP 3,997. Founding price PHP 1,997 for the first 10 buyers. Full price will start from Buyer 11.
10 founders x PHP 1,997 = PHP 19,970 launch revenue. Covers 20 months of Flex Starter before breakeven.

Breakeven Math for Every WyzCore Flex Plan

The month in which your platform pays for itself depends on your course price and plan. Use this table to choose the right tier.

Plan	Monthly Fee	Rev Share	Monthly Sales to Break Even	Courses at PHP 2,997
Flex Free	PHP 0	10%	PHP 0 (no monthly fee)	0 needed
Flex Starter	PHP 999	7%	PHP 33,300 / month	12 courses/month
Flex Growth	PHP 1,999	5%	PHP 39,980 / month	14 courses/month
Flex Unlimited	PHP 3,499	3%	PHP 49,886 / month	17 courses/month
Founding Creator ★	PHP 999	3%	PHP 14,271/ month	5 courses/month BEST VALUE

★ *Founding Creator = Flex Unlimited features at Flex Starter pricing + lowest rev share. 20 slots only. Never offered again at this rate.*

What You Keep on a PHP 2,997 Sale

Plan	Monthly Fee	Rev Share	You Keep Per Sale	Monthly Net at 10 Sales
Flex Free	PHP 0	10%	PHP 2,697	PHP 26,970
Flex Unlimited	PHP 3,499	3%	PHP 2,907	PHP 25,571
Founding Creator ★	PHP 999	3%	PHP 2,907	PHP 28,071 ← best

Philippine Market Benchmarks

- GCash checkout converts 2.5x to 3x better than card-only for Filipino buyers. Always enable GCash on WyzCore.
- Average first-course price in the Philippines: PHP 1,200 to PHP 2,400. Most coaches underprice by 40 to 60%.
- Warm launch (personal DMs to existing contacts) converts 3 to 8%. Cold ads convert 0.5 to 2%. Start with your network.

Ready to launch?

WyzCore Flex starts at PHP 0. GCash built-in.
Founding Creator: 20 slots.
PHP 999/month for life.

www.wyzlabsolutions.com/wyzcore.html