



**My Music
Resource**

CREATE. SHARE. INSPIRE.

How it Works



Create

Music Teachers create quality resources

Share

My Music Resource provides a platform to share these resources

Inspire

Music Teachers purchase & download resources to inspire their students

Setting Selling Prices

This document provides guidance on setting an appropriate selling price for your resources



All resources sold on My Music Resource are unique and it can be difficult for creators to decide how much to charge.

Remember that the value of a resource is essentially dependent upon the price that customers are willing to pay for it. Looking at prices of similar resources, either your own creations or from other creators, can help you to establish a selling price.

You should consider the cost of producing your resources, both financial and in terms of your time, and ensure that your selling price covers these costs and make allows you to make a profit. Remember that all resources sold through My Music Resource are digital (not physical) so can be sold numerous times without any additional work or cost. When selling physical products, it is advisable to cover your costs on every sale. With digital products, you can consider achieving your desired profit over multiple sales.

You should also bear in mind that digital resources sold through My Music Resource come with a **Studio Licence**. This allows customers who purchase your resources to copy and redistribute the licensed material to any number of their own students that they teach in any medium or format for the purpose of their teaching and/or their private study (but does not allow them to share the resources with any other teachers in their own studio or different studios).

To reflect the fact that customers are granted a Studio Licence when downloading resources from My Music Resource, we recommend that **the minimum price you should set for any resource is £3**.

Below is a table that shows some pricing guidelines for various types of music resources:

Type of Resource	Examples of Resources	Pricing Guidelines *
Single worksheet	Single activity sheet, single piece of music, certificate, flashcards	£3 to £5
Several worksheets	Multiple activity sheets, single piece plus audio file link & teaching notes, set of flashcards, recital package	£5 to £6
Set of resources for one lesson	Workbook, music game, bundle of 3-4 pieces	£6 to £10
Set of resources for multiple lessons	Multi-page practise book, multi-page workbook, collection of 5-8 pieces	£10 to £20
Large e-book, multi-week course	Large e-book, multi-week course	£15 to £30+

** Pricing guidelines are based on sales of downloadable PDF files with a studio licence.*

To assess whether you are charging a fair price for your work, think about the following:

- Is your resource a single sheet or multiple pages?
- Can your resource be used for just one lesson or for several lessons?
- Does your resource cover one specific musical concept or multiple musical concepts?
- What are similar products being sold for?
- What would customers be willing to pay for your resources?

You should regularly review your prices and amend them if you feel that they are too high or too low.

You can change your prices temporarily by putting them on sale or adding coupon codes and seeing whether this has a positive impact on your sales.

Continue to monitor your sales throughout the sale period to get an idea of how successful the sale has been.