

# The Business of Being an SIY Certified Teacher

## Pricing, Licensing and Referral Policies

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### Overview

Our mission is to enable 1 billion active practitioners in mindfulness and compassion, thus creating the conditions for world peace. You, our Certified Teachers, are a vital part of this mission! We want to support you to widely share the SIY program. To this end, there are several ways that we encourage SIY Certified Teachers to bring SIY into the world: by working with clients, holding public programs and invite-only programs, and by teaching pro bono for small nonprofits.

We see the below combination of program types as a menu of options that you can select from to help you reach your intended audience. The intention behind these various options is a desire to maximize flexibility for you while maintaining a strong SIY brand. The table below provides a summary of these options - more details about the program types, pricing, licensing fees, referrals and the annual certification fee follows below.

Program Type	Description	Audience	Size	Pricing	Licensing Fee
In-Company/ Client Programs	SIY Program (2-day or shorter variations) offered within an organization to their employees	Employees within an organization	Recommended size of 20-50 people  Half-days and keynotes can be larger	Per program with minimum pricing set at 50% of SIYLI's List Price (see <a href="#">below</a> )  For <a href="#">internal teachers</a> , there is a per person licensing fee	25% of Program Cost (not including travel expenses)
Public programs	2-Day SIY Program open to the public; dates approved by SIYLI	Open to the public	20+ people	Per ticket with set price range (see <a href="#">below</a> )	25% of Program Revenue (revenue is total ticket revenue minus taxes and processing fees)
Invite Only Programs	SIY Program offered to a small group (not publicly advertised)	Open to a selected group (You may market the program up to 1,000 contacts)	Up to 20 people	No set pricing	
Pro bono programs	We encourage you to teach pro bono to nonprofits and government organizations in order to bring the SIY program to a wider audience	Small non-profits (less than 500 employees)  You can also offer a pro bono program to any non-profit organization up to 3 times per year	Recommended size of 20-80 people  Half-days and keynotes can be larger	No set pricing (no or low-cost, but you can receive a stipend or honorarium)	None - and Annual Certified Fee is waived for the year the program is taught



## Public Programs

Public Programs (e.g. open enrollment, publicly advertised programs) are a great way to share SIY with a large range of people, bringing together a diverse audience. These programs are subject to pricing requirements (see below), and date confirmation from SIYLI. You can apply to teach a public program using [this form](#).

### Public Program Pricing

SIYLI designates "price bands" by country (regardless of language), based on standardized SIYLI pricing and adjusted to account for the country's GDP. Price bands are to ensure consistency of the SIYLI offering across regional markets. All public ticket prices must fall within the price band, including early bird pricing, general admission and late admission, though you are not required to charge either the minimum or maximum amount. For some amount of time, tickets called "General Admission" (or the local equivalent) must be sold at the specified general admission price as listed on the [public program pricing guide](#); this can be in addition to early bird pricing at a lower rate and/or late admission at higher pricing.

For example, in Germany, the price band ranges from €750 to €995 per ticket. All tickets tiers must fall within this band. The general admission price in Germany is €995; since the price band is €750 to €995, in addition to general admission tickets at €995, you can also publicly list on your page early bird tickets at €750 and almost early bird tickets at €800.

In addition, some number of discounted tickets is allowed and we will strongly encourage a minimum number of scholarship to make the program accessible to people who otherwise couldn't afford it.

### Marketing Public Programs

In order to help maintain the SIY brand, marketing for programs must adhere to SIYLI's brand guidelines and all language that references Google must be [submitted for approval](#). Please note you cannot use the Google logo.

Once you've sold 10 tickets to your program you can apply for SIYLI marketing support through [this form](#). If approved for [marketing support](#), your public program will appear on SIYLI's website, newsletter, social media, and SIYLI will send one geo-targeted email to our mailing list of over 40,000 people.

### Licensing Fee

Once your program is complete, you will need to pay SIYLI a percentage of the total program revenue. Total program revenue is the amount of revenue from ticket sales, minus any taxes and registration processing fees. For all teachers who were certified before 2018, the rate is 15% until the beginning of 2021. For all teachers certified in 2018 or later the fee is 25% of the total program revenue.

### Invite-Only Programs

Certified Teachers can also hold [Invite-Only programs](#). Invite-only programs cannot be publicly discoverable, can only be marketed to up to 1,000 people, and are for up to 20 people. Pricing is flexible.

> *You can learn more about Certified Teacher public programs and answers to common questions [here](#).*

## Client Programs

Bringing the SIY program to an organization is a great way to reach people that might not think to attend a mindfulness or emotional intelligence program in their free time, but are interested when it is brought to their employer. You may sell the SIY program in a two-day, one-day, half-day and keynote version to any organization that



is not a [current SIYLI client](#). For current SIYLI clients, you must contact SIYLI before approaching them to ensure that there is no conflict. SIYLI also shares a SIY Certified Teacher client list - we encourage you to collaborate with your fellow Certified Teachers when working with organizations that other Certified Teachers have worked with in the past, and to coordinate to share results of previous programs and best practices.

## Suggested Pricing for Client Programs

Standard SIYLI pricing for the United States:

- Two-Day SIY Program (standard program): \$30,000 USD
- One-Day SIY Program: \$20,000 USD
- Half-Day Intro Program: \$10,000 USD
- 60-90 Minute Intro Program (keynote): \$7,500 down to pro bono option as business development strategy

## Minimum Pricing for Client Programs

When selling to any client, Certified Teachers are able to offer a discount off these prices by 50%. We also adjust minimum pricing by Country based on GDP. Please see the [International Pricing Table](#) which lists a suggested price and minimum price by country for each program type. If the minimum price for your country is still too high for a given client, you can [submit this form](#) to request a lower price for a specific engagement.

## Teaching within Your Company

If you are an SIY Certified Teacher and an employee of a company, and would like to offer SIY at your company, you may do so at a licensing fee payable from your company to SIYLI:

- Two-Day SIY Program (standard program): \$150/person capped at \$5,000/program.
- One-Day or Half-Day Intro Program: \$150/person capped at \$5,000 USD per program.
- 60-90 Minute Intro Program (keynote): No licensing fee.

For internal teachers, the first 2-day program taught at your organization is free for up to 40 people to help you build the case for continuing SIY programs within your organization. If you are offering an in-company program in a geography where the minimum country price is lower than what the per-participant fee would be, please contact [ctsales@siyli.org](mailto:ctsales@siyli.org) to discuss, as we want to make the program as affordable for you as possible.

## Pro Bono Programs & Nonprofit Organizations

For nonprofits with less than 500 total employees, you are free to set any price, including only charging a price sufficient to cover your travel and expenses, or even as low as free of charge.

Additionally, you are able to offer three SIY programs a year to any nonprofit organization or local government agency of any size, priced at your discretion (i.e. as low as free of charge). The three programs can be any combination of the 2-day, 1-day, half-day or keynote program versions, and can be delivered to three separate non-profits, or all three programs at the same non-profit. We offer this additional flexibility as an encouragement for you to offer the program to nonprofits.

## Please keep these considerations in mind:

- The above pricing does not include travel expenses (e.g. hotel, airfare). You are encouraged to negotiate with your clients to reimburse you for your travel expenses in addition to the program fee.
- Suggested number of participants for the two-day is 25-50 people: twenty-five is big enough to create community while over fifty loses intimacy and can become difficult to manage.
- Co-Teachers: When teaching the 2-day or 1-day program to clients, you're strongly encouraged to invite another certified teacher to co-teach with you.



## Referral Commissions

You are also welcome to refer business to SIYLI! Why would you bring SIYLI a client? It's a big opportunity and you need sales support to close the deal and/or the company is large and you need support in teaching and/or client management. For example, you might choose to do this if you are working with a large client that is looking for a number of programs around the world that you would not be able to deliver yourself, or if your client is interested in a Train the Trainer program.

SIYLI will investigate all qualified leads that you provide. A qualified lead is typically a specific person at an organization that is familiar with SIY and has ability or influence to make the program happen. After reviewing the qualified lead we will determine whether or not we pursue it on a case by case basis. Either way, we will notify you of our decision. If you would like to send a referral, please email [ctsales@siyli.org](mailto:ctsales@siyli.org).

## Client Programs

If you provide SIYLI with a qualified sales lead which we decide to pursue and for which we do run an SIY program for them, you will receive a commission of 15% of the first year revenue generated by that client, and you will be considered for co-teaching the engagement. The client (purchasing organization) must sign a sales contract with SIYLI, and the referral commission begins on the date the contract is signed and ends one year later.

## Train the Trainer Programs

If you have a client that is interested in a Train the Trainer program, you can refer the client to SIYLI for a referral commission. SIYLI would contract directly with the client for the Train the Trainer program, and you would receive a 15% referral fee for the Train the Trainer program and first year of revenue following the completion of the program. You may also be hired to support the Train the Trainer program as a pod mentor and to co-teach with the new teachers afterward.

## Public Program Partners

We also welcome referrals for organizations that would want to partner with SIYLI to host an SIY Public Program. If you refer a Public Program Partner, you would receive 10% of SIYLI's revenue share once the program is complete. Referral fees apply to the first year after the contract is signed.

## License Fee

The licensing fee due to SIYLI is 25% of the contract price (not including reimbursement for travel expenses) for client programs, or 25% of the total program revenue for public programs. We will invoice you for this amount once we receive the above Program Information Sheet, and the amount will typically be due 30 days after the program date.

As stated above, if you are an employee of a company and would like to offer SIY to your company, the fee to SIYLI is \$150/participant for each program, capped at \$5,000 per program. SIYLI will invoice your company when the program is completed.

## Annual Certification Fee

SIY Certified Teachers pay a \$500 yearly certification fee to SIYLI. This certification fee gives you access to program updates, marketing materials and other teaching tools, and is required to remain active as an SIY Certified Teacher and listed on the SIYLI website. Revenue generated from this fee contributes to staff and resources that support the SIY Certified Teacher community.

This fee is due at the end of each year, with the following terms:

- We will send you an invoice at the end of each calendar year.



- The annual certification fee will be waived if you teach a pro bono 2-day SIY program (or programs) to a non-profit organization that reaches at least 30 people.
- For the year that teachers become certified, the annual fee is prorated for the calendar year:
  - If certified January-March: \$500
  - If certified in April-June: \$350
  - If certified in July-September: \$150
  - If certified in October or later: \$0
- If you owe the fee and have not paid it by January 31 of the following calendar year, then your certification will be deactivated; your profile will be removed from the SIYLI website and you will no longer be able to sell or teach SIY programs. Once deactivated, if in the future you would like to be re-certified to sell or teach SIY, you will need to apply to a future certification pane (which happens 1-2 times/year) and be approved before being able to sell or teach SIY again.

