

## Money 101: Charging What You're Worth.

As instructors, many of us start teaching because we love the game and enjoy sharing it with others—but that doesn't mean we should undervalue the time, effort, and expertise we bring to the table.

Whether you're teaching full-time or on the side, pricing your services should reflect the value you deliver—not just the going rate in your area. It's about honoring your experience, your professionalism, and the outcomes your students get from learning with you.

We're taking the guesswork out of tuition fees. You'll work through a score-based model that lets you assign value to your qualifications—things like teaching experience, professional development, public speaking, event hosting, and more.

This isn't about inflating your price—it's about aligning it with your reality. The result? A rate you can say out loud with confidence.

# Notes ...



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## Money 101: Revenue Streams

A revenue model is how a business makes money. It is important because it gives an overview of the company's current and future potential to earn profits. A revenue stream is a source of income generated from the sale of products or services.

Select revenue streams below to help define your revenue model:

### Active Income

Income received from performing a service.

- ☐ **Lessons** can be given to individuals new to the game or players who already know how to play and want to build their skills.
- ☐ **Supervised play** is a service designed to serve new players who can benefit from having an instructor assist as needed.
- ☐ Host **events** like social games through Meetup or tournaments can be a lucrative revenue stream. This requires the event host to provide the space and activities that attract players who must pay a fee to participate.
- ☐ **Public speaking** is an untapped revenue stream for mah jongg instructors. It is a great way to build brand awareness, reach a bigger audience, and increase your revenue potential.
- ☐ **Retreats** provide a comfortable and friendly environment where people can learn how to play mah jongg and build their skills without constant disruptions from day-to-day life.
- ☐ Other: \_\_\_\_\_

### Passive Income

Income received after work is done.

- ☐ A **podcast** is a digital audio file made available online. Users can listen live online or download for offline listening. Podcasts are episodic with typically standalone content so listeners can pick and choose content based on their interests and consume content in any order.
- ☐ **Affiliate marketing** involves two partners: the merchant and the affiliate. The merchant is the business who sells the product or service. The merchant provides an affiliate link that is posted on the affiliate website or other platform. The affiliate promotes the merchant's product or service to their followers. When a follower purchases a product or service through the affiliate link, the affiliate receives a small commission on the sale.
- ☐ A **blog** is a website with informal diary-style content. Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page. To earn passive income, the blogger must have a loyal following and they promote either their own products or services or products or services of affiliate companies.
- ☐ An electronic book, or e-book, is a publication made available for purchase in digital form. They are typically 20,000 words or 80-100 pages and they are priced anywhere from \$0.99 to \$2.99. eBooks can be sold on the creator's website or other platform to reach a larger audience.
- ☐ The **YouTube** Partner Program gives creators enables revenue sharing from ads being served on published content. Creators must meet minimum eligibility requirements to join including 4,000 watch hours in the last 12 months and more than 1,000 subscribers.
- ☐ An **online course** is a way to learn from the comfort of their own home. Students are able to learn through education videos, audio files, and downloadable files. The most important thing for an online course is for it to be engaging and to deliver a clear outcome.
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_



## Money 101: Hourly Rate Based on Credentials and Notoriety

<b>Common Entry Level Rate: \$25 per hour</b>		<b>Adjusted Hourly Rate</b>
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Mark boxes with an 'X' to indicate your qualifications.

### Experience and Skill (\$7 each)

- ☐ **10+ years social play** \_\_\_\_\_  
*Demonstrates deep experience, pattern recognition, and instinctual play.*
- ☐ **5+ years teaching** \_\_\_\_\_  
*Shows skill in instruction, curriculum building, and adapting to various learning styles.*
- ☐ **5+ years competitive play** \_\_\_\_\_  
*Adds credibility for high-level strategic teaching and knowledge of formal rules and etiquette.*
- ☐ **Cross-Version Proficiency** \_\_\_\_\_  
*Demonstrates versatility and a broad understanding of mah jongg's global evolution.*

### Recognition & Leadership (\$7 each)

- ☐ **Active Guild Membership** \_\_\_\_\_  
*Signals professionalism, teaching standards, and peer recognition—building client trust and credibility.*
- ☐ **Mentor or Trainer of Other Instructors** \_\_\_\_\_  
*Demonstrates versatility and a broad understanding of Mah Jongg's global evolution.*
- ☐ **Tournament Organizer or Judge Experience** \_\_\_\_\_  
*Shows leadership and knowledge of advanced rules, game flow, and dispute resolution.*
- ☐ **Published Author or Broadcaster** \_\_\_\_\_  
*Establishes thought leadership and positions the instructor as a resource beyond the table.*
- ☐ **Featured Speaker or Workshop Leader** \_\_\_\_\_  
*Recognition as a subject-matter expert at events boosts visibility and positions the instructor as a leader in the field.*



### Credentials & Professional Growth (\$7 each)

- ☐ **Microcredentials**  
*Adds formal recognition of specific skills, such as rules mastery, or teaching knowledge.* \_\_\_\_\_
- ☐ **Certified in Adult Learning or Instructional Design**  
*Demonstrates ability to create engaging, structured lessons that promote retention, confidence, and skill-building in adult learners.* \_\_\_\_\_
- ☐ **Formal Education or Background in Instruction**  
*Adds depth and context to teaching, particularly with history, pedagogy, or design principles.* \_\_\_\_\_
- ☐ **Digital Course Creator**  
*Shows scalable teaching skills and authority in organizing structured learning.* \_\_\_\_\_
- ☐ **Creator of Educational Content or Tools**  
*Demonstrates initiative and the ability to provide value beyond standard lessons (e.g., worksheets, videos, kits).* \_\_\_\_\_

### Visibility & Community Impact (\$5 each)

- ☐ **Recognized Community Builder or Organizer**  
*Highlights initiative, leadership, and the ability to create lasting value for groups.* \_\_\_\_\_
- ☐ **Strong Social Media Presence or Online Community Leadership**  
*A visible, engaged platform can indicate reach, influence, and an ongoing stream of learners.* \_\_\_\_\_
- ☐ **Media Appearances**  
*Exposure in public media increases visibility and positions the instructor as a notable expert.* \_\_\_\_\_

### Results & Inclusivity (\$5 each)

- ☐ **Client Retention & Referral Track Record**  
*Consistent student loyalty and word-of-mouth referrals reflect satisfaction and trust.* \_\_\_\_\_
- ☐ **Experience with Diverse Learner Groups**  
*Teaching players with different needs (e.g., seniors, youth, neurodivergent learners) shows inclusivity and instructional range.* \_\_\_\_\_



This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. In the top right corner, there is a small, stylized black icon of a cat's face, specifically showing its eyes and whiskers. The overall appearance is that of a clean, unused piece of stationery or a notebook page.



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