"The Fine Art of Woodturning"

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Making teaching and demonstrating into a viable business:

Putting together a quality program for a demonstration or a hands-on workshop requires a lot more time than what is spent at the site. It takes time to plan projects, get extra tools together, email and call to arrange details, buy airline tickets, prepare blanks and handouts, and take care of the numerous other details that are involved. There is also a cost for wood blanks if you are providing them. And then, every trip to a symposium or club involves travel days on either end. Making sure that you are covering all of the expenses with the fees that you charge is difficult.

Figure the cost of your time at a demonstration or workshop:

Total days spent practicing, preparing blanks, packing tools, teaching, traveling,	
and unpacking	
	Multiply by:
Average Billable hours per day (from the shop rate worksheet)	
	Equals:
Billable time missed by not being at work	
	Multiply by:
Shop rate	
	Equals:
Total Time Expense (what you could have made had you stayed in the shop and	
made stuff)	
Total Pay for teaching:	

How does it look?

Remember: If you pretend to pay someone, they will pretend to be working!