

FREE GUIDE

Tutor Success Road Map

How to laser-focus on the next steps
to propel your tutoring business forward



Tutor Success
Academy

Welcome!

When you started thinking about building a tutoring business, We're sure your heart started beating a little faster thinking about all the possibilities! Having a tutoring business allows you to make an impact on the lives of students in the most powerful way. AND you get to create a life that works for you- amazing, right?

Then you start thinking of all the "stuff" you need to figure out... Suddenly, it feels like just a little bit "too much", and you're not sure what to do next.

Thank goodness for the **Tutor Success Road Map!** We'll help you decide what things to focus on NOW to propel your business to the next level. Whew!

Building a business can feel overwhelming- until you focus on the right things!



Meet Emily & Jill!

We're the team behind Tutor Success Academy, and we had the vision to create a community **just for tutors** to learn, grown, and find community. Building a business requires a different set of skills- and we've got you covered!

Tutor Success Academy helps tutors start and expand tutoring businesses that make an impact, create life-changing income, and build a life you truly LOVE. Emily and Jill have both built successful tutoring businesses and want to share their experiences to make your journey easier no matter which stage you are in.

We created the community we wished had been there when we got started!

We Can't Do Everything



But we can do the right things!

You were so excited when you began to imagine starting a tutoring business! But then things start swirling around your head- "websites", "business cards", "social media", "contracts", "policies", "taxes", "sole proprietor vs. LLC", "renting an office"...

Do you need to do *All. The. Things?* Do you need to do all of them NOW? Successful business owners know which activities will "move the needle" on their business.

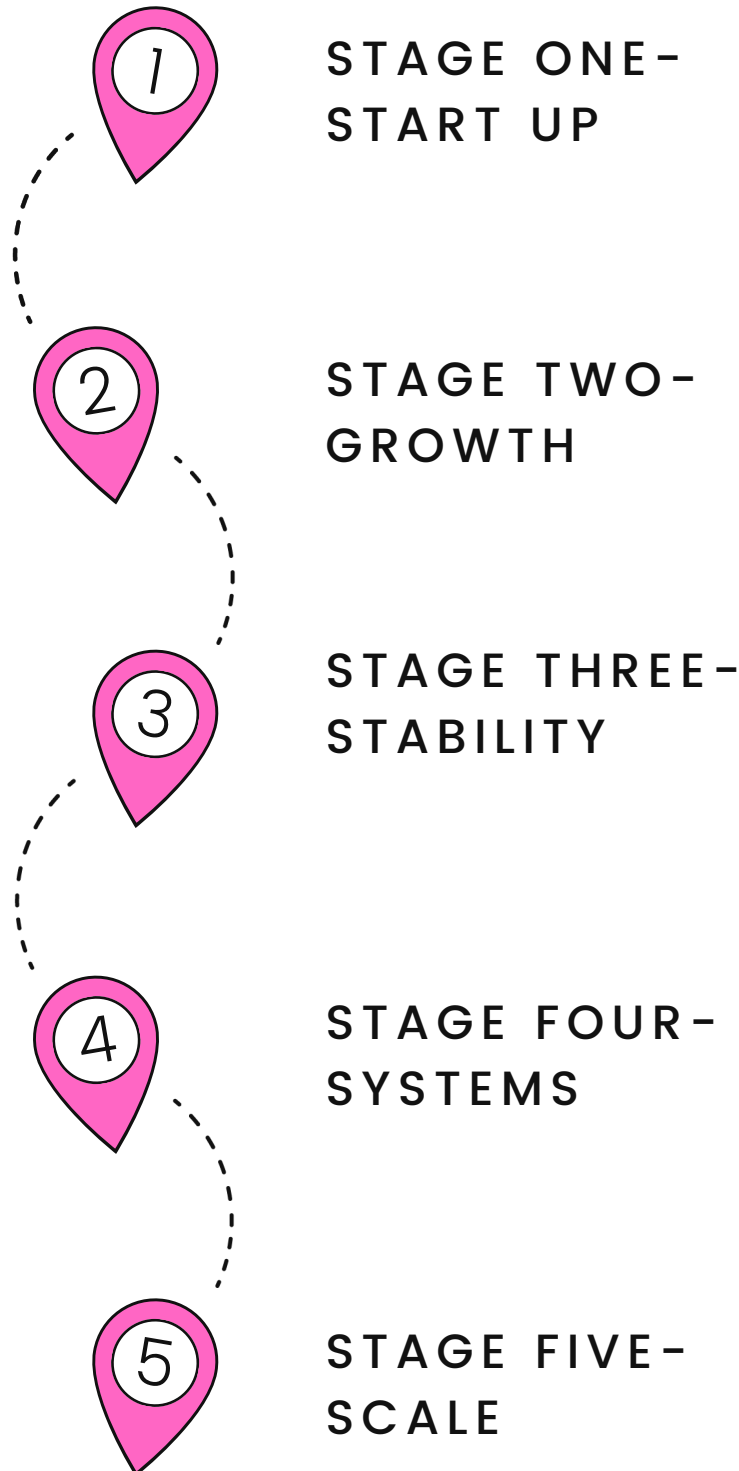
On the following pages, you will see the 5 stages of running a tutoring business. Each stage has the characteristics and challenges associated with that stage. Check off the checklist items that fit your business situation today.

You may have check marks in a few stages, and that is okay! Building a business is rarely a straight line- but more like loops, rises, and dips. Look for clusters of check marks, and then read the steps you should focus on to set yourself up for success in the section "So what should you focus on?"

Let's get started!

Stages of a Tutoring Business

You may be in two stages at one time as you transition between two specific stages





Stage 1

Start-Up

You are ready or have just started to build the foundations of your business. You may just be starting out, or maybe tutoring is still just an idea.

How do you know if you are in the Start-Up stage?

CHARACTERISTICS

- Ready to get your first client or just starting to get clients
- No policies yet
- Unsure of the best ways to reach families and share about your services
- Decisions are made on an as-needed basis
- Still trying to decide basic details, such as what to charge, where you will meet, and if there is anything you need to be an "official" business
- You are excited about helping students and the potential to make a difference

CHALLENGES

- Feeling a bit lost about where to begin
- You may be "unknown" in your community as a tutor
- Uncertain about income and how much you really need
- Feeling uncertain about putting on the "business owner's hat" when you have only worn the 'teacher hat'



Stage 2

Growth

As you transition from Start-Up to Growth, you have a steadier caseload of students and have more established policies.

How do you know if you are in the Growth stage?

CHARACTERISTICS

- You have a steady group of students, but may be filling the last spots.
- No policies yet
- Unsure of the best ways to reach families and share about your services
- Decisions are made on an as-needed basis
- Still trying to decide basic details, such as what to charge, where you will meet, and if there is anything you need to be an "official" business
- You are excited about helping students and the potential to make a difference

CHALLENGES

- Feeling a bit lost about where to begin
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Stage 3

Stability

At the stability stage, you are fairly confident in your procedures and routines for your tutoring business. Everything is running like a well oiled machine.

How do you know if you are in the Stability stage?

CHARACTERISTICS

- Your client roster is full or almost-full
- You can easily fill openings or have a waiting list
- You probably have a clear idea of the students you serve best
- You are still a one-person operation
- You have policies set up for the main areas of your business, but they may need improving
- Your income is steady and covers your financial needs, both personal and professional

CHALLENGES

- You may be turning families away or don't like keeping students on a waiting list
- You are spending time on tasks that could be hired out, which gets in the way of you focusing on the "big picture" your business
- Old policies that worked well when you only had a few students don't seem to be working as well for having more students
- There is a limit on how much you can earn because you have a full schedule and cannot work any more
- Even though you feel successful, you may be feeling like you don't have the "work/life" balance because you are keeping up with so many things



Stage 4

Systems

As you continue to tutor, you may also begin to look for other ways to diversify your income. You may also spend more time in the community making stronger connections with referral partners.

How do you know if you are in the Systems stage?

CHARACTERISTICS

- You are a bottleneck in your business because everything must be completed by you
- Ready to get your first client or just starting to get clients
- No policies yet
- Unsure of the best ways to reach families and share about your services
- Decisions are made on an as-needed basis
- Still trying to decide basic details, such as what to charge, where you will meet, and if there is anything you need to be an "official" business
- You are ready to start leveraging your time through offerings that earn more \$ for your time, creating offers that can reach more people and be multiplied, or through hiring

CHALLENGES

- Feeling a bit lost about where to begin
- You may be "unknown" in your community as a tutor
- Uncertain about income and how much you really need
- Feeling uncertain about putting on the "business owner's hat" when you have only worn the 'teacher hat'



Stage 5

Scale

You are still building the foundations of your business. You may just be starting out, maybe tutoring is still just an idea, or you may have started a tutoring business- but kind of "stumbled" into it.

How do you know if you are in the Scale stage?

CHARACTERISTICS

- Hiring a team (or need to)
- Well established in the community
- Systems set up not just for you, but to keep the team running smoothly and in communication with each other
- You have the desire to make more of an impact than you can do alone.
- You're ready to invest money and time towards activities that expand your business

CHALLENGES

- Learning to manage a team
- Prioritizing which opportunities to pursue
- Letting go and entrusting others on your team- you don't have to be the one to do it all
- You are so busy with a full practice, you may find it hard to set aside time to grow the business
- It's hard to step away from a full-tutoring roster, but you **MUST** if you are going to have the time to run the business and manage a team or expand your income opportunities.

So what should you focus on?



Stage 1



Start Up

FOCUS Finding Clients and Building Relationships

Who can send students your way?

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Ideas

- Guidance Counselors Neighbors Friends
- Referral Partners Teachers Family

How are you going to collect money from families?

- _____ *Ideas* _____
- Cash PayPal
 - Check Square

What else do you need to establish before you can start seeing students?

Talk to people!

Stage 2



Growth

FOCUS

Strengthen Policies and Basic Business Outreach Structures, Ongoing Outreach, Establish Online Presence If Needed

What Policies Do I Need to Establish?

What Policies Do I Need to Improve?

Policy

What Needs Improving?

Ideas

Onboarding

Payments

Scheduling

Parent Communication

Data Collection

What are some **NEW** ways that you can connect with families?

Do I Need to Work on My Online Presence?

Do you have:

Y N A Website

Y N Clear Action Steps on Website

Y N A Social Media Business Page

Y N Consistent Postings on Social Media Page

Pick one area that you marked "no" and build up that part of your online presence.

Stage 3



Stability

FOCUS

Start to Solidify Business
Procedures, Work Flow, Ongoing
Presence Online/In Community

Business Procedures

What's working well?

What could be improved?

Workflow

How do you chunk your business tasks to stay ahead?

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Outreach

Where are you spending or could you spend your time doing outreach?

Online

In Community

Stage 4 Systems

FOCUS Get Tasks Automated, Opportunities to Leverage Time, Diversify Income Streams

Automated Tasks

What do I do repeatedly?

How can I automate the process?

Leveraging Time & Diversifying Income Streams

How can I earn more for the amount of time that I put in?

Ideas

- Groups
- Assessments
- Educational Workshops
- Parent Workshops
- Online Courses

Stage 5



Scale

FOCUS

Strong Leadership, Advanced Systems, Increase/Diversify Revenue Streams, Community Involvement

Leadership Qualities

Strong Qualities

Qualities to Strengthen

Systems and Procedures

Which systems can stay in place with a team?

Which systems need to change with a growing team?

Diversify Revenue Streams

Community Involvement

[Click here to get your free guide "Am I Ready to Hire?"](#)