

TUTORING BUSINESS WORKBOOK

FAST TRACK

Follow the steps in this workbook in the time frame described to successfully launch your tutoring business in ONLY 10-DAYS!

PRO TIP: Don't be a perfectionist. Keep moving and get these tasks done on the timeframes we provide. No more excuses it is time to launch your business! :)

DAY 1 - 2:

LESSON # 1: BUILD ANTICIPATION

- ☐ Post in Facebook.
- ☐ Round up emails from friends, family, colleagues, past parents, etc. in excel spreadsheet.
- ☐ Send out an email using pre-made template. (At least 100+)
- ☐ Any other ideas to get the word out! Instagram, Twitter, Linkedin post, etc.

DAY 3 - 4:

LESSON # 2: PREP WORK

1.1 - DISCOVER YOUR NICHE

Figure out what grade range and subject you are going to tutor. Be specific... but not too specific. Fill in the gaps below.

Examples Include: Middle School Math or High School Math or SAT & ACT Prep or Reading for Elementary School.

_____ [Grade Range] _____ [Subject(s)]

1.2 - WHAT PROBLEM ARE YOU SOLVING

(Optional) Fill out the form below asking yourself what the customer has, feels, average day, and status is like before and after your brand.

Your goal is to make the average day and status the biggest gap possible.

	BEFORE YOUR BRAND	AFTER YOUR BRAND
What do they have?		
What are they feeling?		
What's an average day like?		
What is their status?		

Positioning Statement: I help [Niche Here] [Status Change] [Average Day Change] [Features & Benefits Change / Haves / Feels]!

1.3 - DEVELOP YOUR VALUE LADDER

This doesn't need to be perfect yet! We will be referring back to each of these steps in the future. We just want you to have a general idea of your marketing funnel before proceeding.

Lead Capture or Bait: _____

Trip Wire: _____

Core Offer: _____

Upsell (optional): _____

1.4 - GET TESTIMONIALS

- ☐ Reach out to 3 - 8 families with the goal of getting at least 2 videos or written testimonials via phone or email.
- ☐ Keep in contact with them to ensure you get your testimonials by the deadline we have provided.
- ☐ When you get your testimonials take screenshots OR, if video, upload to YouTube. Save them in a safe place.

DAY 4 - 5:

LESSON # 3: CREATE YOUR FREE OFFER

- ☐ (If applicable) Create a checklist or another useful resource that solves an immediate problem for your niche audience, as discovered in lesson #2.
- ☐ Do another Facebook post sharing a little bit more about what you are up to.

- ☐ Share the second email to your audience, giving a little bit more of an idea of what you are up to. (Use the template we have provided you with)
- ☐ Any other ideas to get the word out! Instagram, Twitter, Linked In post, etc.

DAY 5 - 8:

LESSON # 4: CREATE YOUR WEBSITE

- ☐ Set up your Clickfunnels Account via the link we have provided by starting your free 14-day trial.

4.1 - LOGO, ICONS, PHONE NUMBER

- ☐ Create Your Domain Name.
- ☐ Point domain names in right direction with right URLs.
- ☐ Create a basic logo using the free logo generator software.
- ☐ Create some credible icons using canva.
- ☐ Create your bio & get headshot.
- ☐ Create a business phone number through Google Voice.

4.2 - HOME PAGE

- ☐ Add logo, credible icons, phone number, bio, testimonials, etc.
- ☐ Add additional words if you are tutoring multiple subjects.
- ☐ Review for spelling, grammar, etc. on mobile & desktop view.
- ☐ Make headshot image SEO friendly.
- ☐ Edit Facebook social media share & SEO image and text.
- ☐ Create a new social media share image for your home page with you on it.
- ☐ Adjust the footer with your information.
- ☐ Join ClickFunnels Facebook Group

4.3 - THANK YOU PAGE

- ☐ Add your phone number.

- ☐ Upload your credible icons.
- ☐ Create your share link through share link generator and link out in button.
- ☐ Edit footer.

4.4 - VIDEOS

- ☐ Create a "Welcome Video". Have someone take a short video of you (4-min or less) in front of your smartphone. Share...
 - ☐ 1) why you are doing what you are doing
 - ☐ 2) how you are going to help initially for free
 - ☐ 3) what action they need to take.
- ☐ Create your thank you video showing excitement and asking to share

4.5 - THANK YOU EMAIL + TEXT MESSAGING

- ☐ Create a new Gmail with companyname@gmail.com
- ☐ Add our Google Sheet to your gmail.
- ☐ Create a Zapier Account
- ☐ Connect Google Sheet, Click Funnels, and Gmail to Zapier.
- ☐ Create auto email after opt in
- ☐ Sync Google sheet after opt in
- ☐ Create auto text to you after opt in.
- ☐ Create delay + auto text reminder # 2 after opt in.
- ☐ Fill out form and test with a friend email or phone number.

DAY 9 - 10:

LESSON # 5: LAUNCH BUSINESS!

- ☐ Do a final test and review of your website! No spelling errors, fill it out to make sure notifications come through, etc.

FACEBOOK LIVE:

Fill in the blanks as you learn about the facebook live process from the video.

Copy Before You Start: _____

Our Recommended Copy: Breaking news everyone! I have officially launched a tutoring company to help students eliminate stress and develop confidence. Listen to my story via this Facebook Live where I share some vulnerable information I haven't shared publicly before. Click here to learn more about my company and get my free launching gift! Thanks everyone!

Pattern Interrupt (3-5 seconds): _____

The Introduction / The Hook: _____

What particular occurrence do you want to focus YOUR story on? _____

How do you want to start your story? _____

What was your inner or external struggle? Get vulnerable. _____

How did you triumph? Share the success. _____

How will you connect your story to your offering without giving it away? _____

What is your call to action to increase engagement? _____

STEP TO COMPLETE:

- ☐ Do a practice Facebook live in the facebook group.
- ☐ Do REAL Facebook live!
- ☐ Send a final email to your list sharing a link to website & Facebook like as shown in template.

- ☐ Any other ideas to get the word out! Instagram, Twitter, LinkedIn post, etc.
- ☐ Enroll in 30-day challenge via Facebook messenger.
- ☐ Create a bitly with ?facebook live to track performance.
- ☐ Create a bitly with ?email1 to track performance.

ONGOING TASKS...

30-DAY CHALLENGE TASKS

(Please check back soon)

LESSON # 6: THE SALES PROCESS

(Please check back soon)

- ☐ The Consultation / Sales Call
- ☐ Setting Up Your First Tutoring Session
- ☐ Your Strategy Session
- ☐ Post Tutoring Session

LESSON # 7: BONUS RESOURCES

(Please check back soon)

- ☐ Summer Tutoring Program Resources
- ☐ Engagement Reports
- ☐ Your Free CRM
- ☐ Email Integration
- ☐ Google Voice - Free Business Number
- ☐ Forming Your LLC
- ☐ Opening Your Business Bank Account
- ☐ Liability Insurance
- ☐ Quickbooks Online
- ☐ Taxes 101 For Business

