

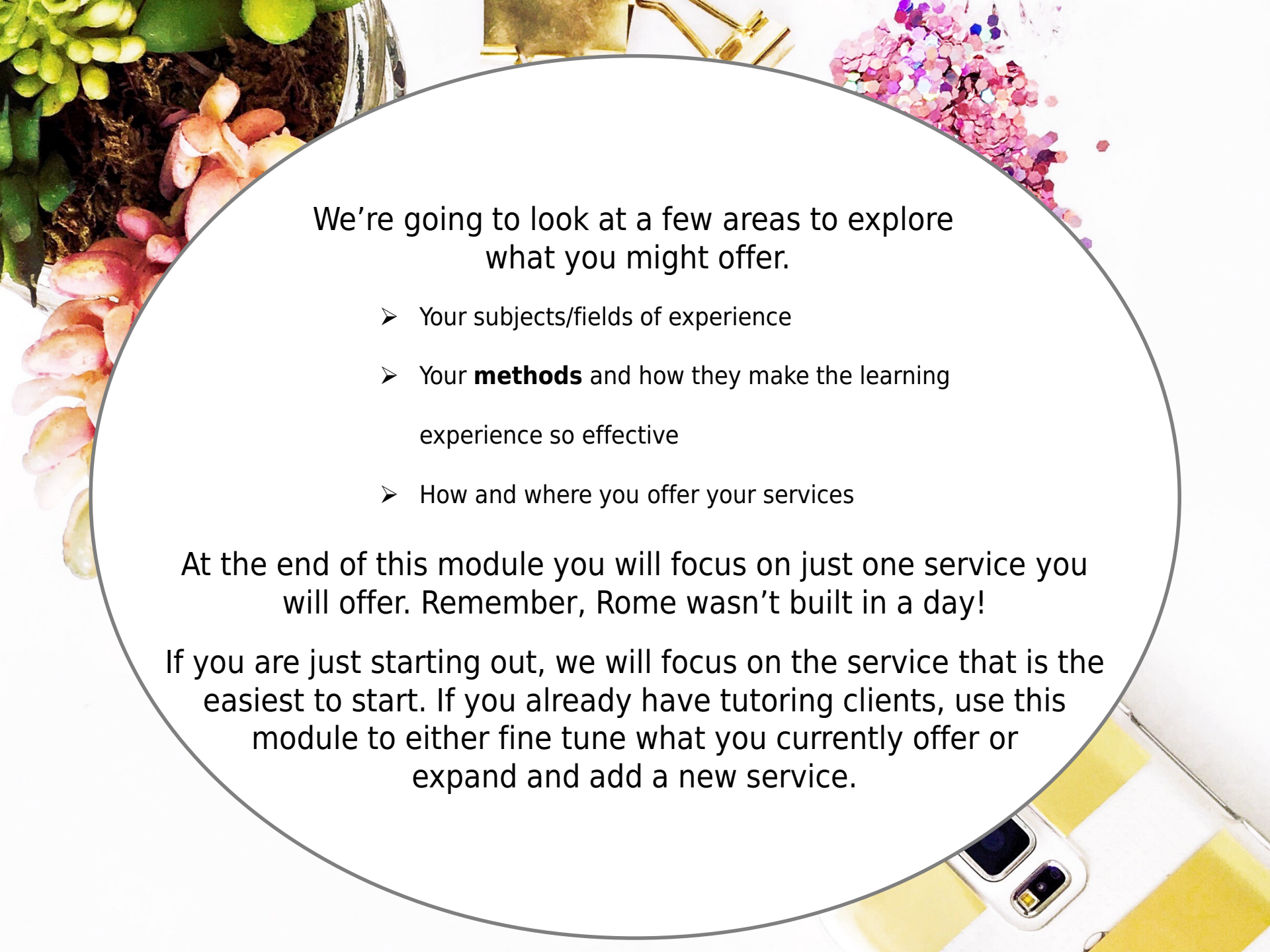
TUTOR SUCCESS ACADEMY

Module 2: Create Your Offerings

Welcome to Module 2!

In this module, “Create Your Offerings”, we are going to really tease out what you do best! You may be thinking “I teach K-2” or “I’m a writing teacher”, but in order to help your future families to be able to see that you offer what they are looking for, it helps to get specific. When we get to marketing and reaching your ideal clients, we want those families to look at what you offer and immediately say, “I need that for my child!”

Plus, maybe you **could** do a lot of things... but do you really want to? And is that what you are really **great** at? Remember, you get to build the business of your dreams, and working in your desired “zone of genius” is a great perk to working for yourself. 😊



We're going to look at a few areas to explore what you might offer.

- Your subjects/fields of experience
- Your **methods** and how they make the learning experience so effective
- How and where you offer your services

At the end of this module you will focus on just one service you will offer. Remember, Rome wasn't built in a day!

If you are just starting out, we will focus on the service that is the easiest to start. If you already have tutoring clients, use this module to either fine tune what you currently offer or expand and add a new service.



You're the expert!

Your parents are investing in their child's success through you. What areas of expertise and training do you bring?

Sometimes students are enrolled in tutoring simply for the extra one-on-one attention they will receive through personalized instruction. However, there are likely areas of instruction that you are really great at or have additional training in that would help you be truly effective with your students.

Let's break that down!

You're the expert!

What are the different skillsets that you could teach? Use the grid on the following page as a “parking lot” to hold all the different subjects/skills you could teach perhaps a little better than someone else. Instead of “math” or “reading”, try to be a little more specific. You’ll see some examples in the grid below:

multisensory reading and spelling (Orton-Gillingham)	multiplication & division- mastering facts and problem solving	early literacy (phonics, phonemic awareness, sight words)	writing- structured sentence and paragraph development	writing- structured academic essays and research papers for teens
sight word mastery	multisensory math grades K-2	Greek & Latin Roots	classic Literature	testing prep
emergent literacy- getting ready for kindergarten	ELL support	Homeschool transition- helping students get ready to transition into traditional school	Literacy support for students with Autism	Analyzing & annotating text

Note: The skills above would likely NOT all be coming from the same person... These examples are just to get you thinking!

You're the expert!

Now it's your turn! Use the grid in your workbook to brainstorm all the different skills you bring to the table.

If you are more of a general academic tutor, your boxes will likely have several different kinds entries. If you are a specialized tutor, like an Orton-Gillingham specialist, then your boxes may be filled in with the different skills you address in those kinds of tutoring sessions.

This is a good time to get out your workbook... ;-)

You're the expert!

Look at the grid you just filled out.

- ☐ What are you really GREAT at? Mark those boxes with a ☆ .
Our goal is that, as a tutor, we are able to offer a little more expertise than what the student is receiving at school. Sometimes this comes from the way we work, but often it comes from additional trainings and certifications that make us more of an expert in our field.
- ☐ What do you really LOVE to do? Mark those boxes with a ♥ .

Those boxes that have a heart and a star...those are your **ideal** areas to focus on!


When you look at the kinds of tutoring services to offer, anything that includes these will make a great impact on your students and will be the most enjoyable for you.

You're the expert!


For example, a teacher could be really great at helping kids get ready for standardized testing. She knows how to help the kids break down complicated questions, use elimination strategies, and even has a knack for creating fun, engaging ways to practice.

But she HATES it.

Building a business should be great for your students **and** for you. While you may have to tutor subjects you don't love (but you're skilled at) for a while as you build up your client base, you eventually want to focus on your zones of genius.




Who needs your help?



It's time to look at your student profile. You are not the best fit for every student, and not every student is the best fit for the services you offer. When a parent is investing their time and money to help their child through you, it is important to know if it will be an ideal match.

Let's look at these a little more closely...





Who needs your help?

What age/grade of students are the best fit for your services?

This could be specific to each type of service you offer. Likely, you have expertise or training that would help a specific age range.

What exactly are they struggling with? How do their challenges show in in their lives at school and at home? Be specific.

Learning struggles show up in so many ways, both at school and at home. What does this look like in class participation? Assignment completion? Frustration? Homework struggles? By thinking about and being able to describe what those struggles look like, it will be easier for parents to identify their own child's struggles and see how you can help. Remember, parents are often not using the education "lingo" we use, so thinking in these terms will help you communicate with families who are considering working with you.

Do you work with students who have a diagnosis? If so, which ones are you/are you not qualified to serve?

Remember, anyone can be an effective tutor if they are clear on what they have to offer! However, if a child has a diagnosis, you need to make sure you have the training to provide effective interventions and support. For example, you may have training to work with students with Dyslexia, but you may not have training in supporting students with Autism. This is also important to know if you will be sharing your services with school and testing personnel.

So how do you do what you do?

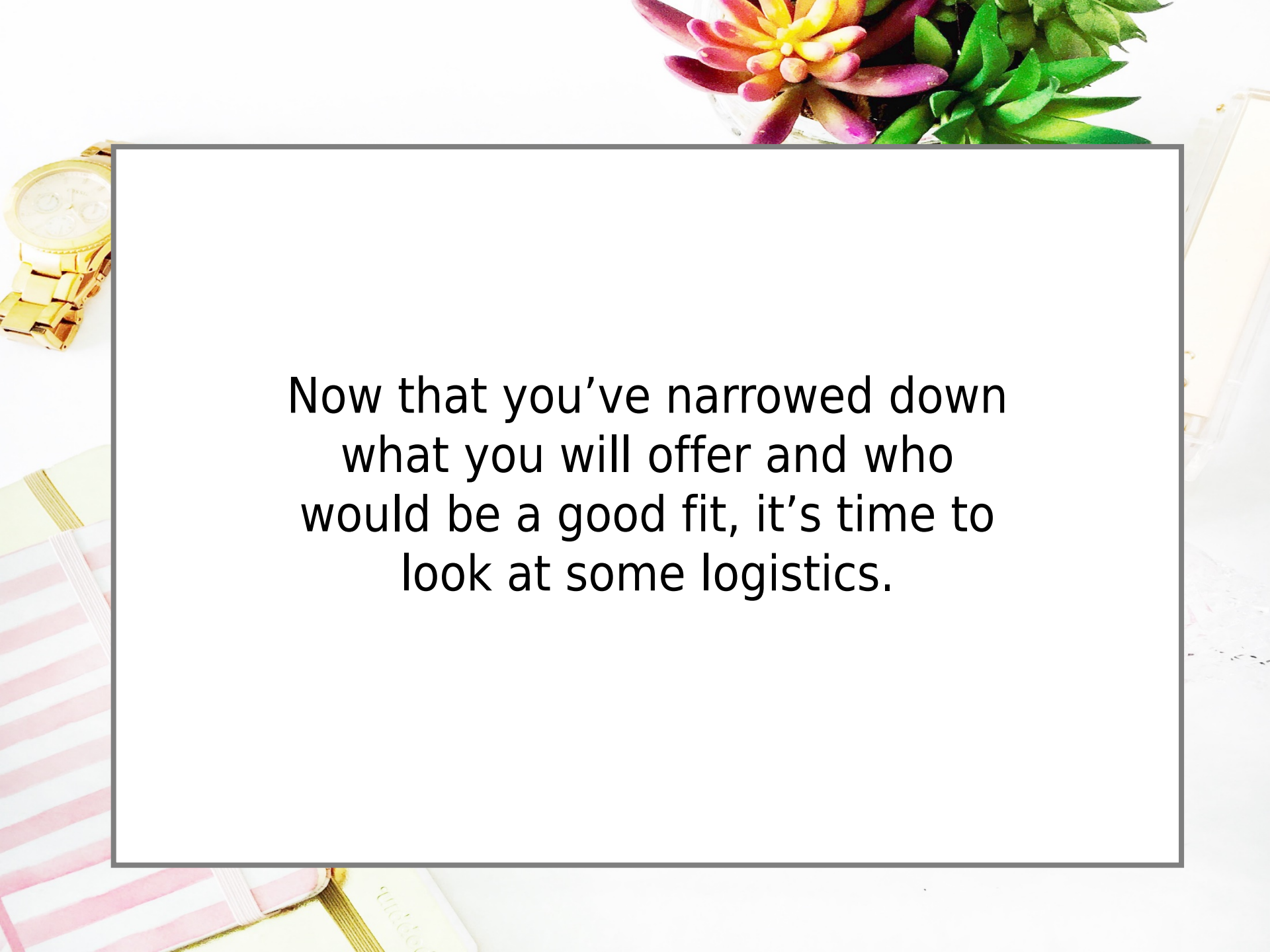
This is your “secret sauce”.

Do you have a specific approach you use that keeps kids engaged? Use multisensory strategies? Do you try to make learning fun or more personalized?

Do you use any special curriculum, method, or materials that have proven to get better results?

You will use these in either your meetings with prospective families or in your marketing. It's helpful to have a good understanding of how you do things so you can communicate it clearly.





Now that you've narrowed down
what you will offer and who
would be a good fit, it's time to
look at some logistics.

Nailing Down the Specifics

One-on-one tutoring is the most common arrangement, especially in the beginning. Where will you meet with your students?

- | | | |
|--------------------------------------|----------------------------------|--|
| <input type="checkbox"/> your house | <input type="checkbox"/> library | <input type="checkbox"/> community center/church |
| <input type="checkbox"/> their house | <input type="checkbox"/> school | <input type="checkbox"/> co-working space |

Things to think about:

- If you are choosing to work from your home, make sure you can create a space that is optimal for learning. Minimizing distractions is crucial for success! If you are meeting at a child's home, it is important to share guidelines with the parent so they can provide an area that is optimal for focus.
- Libraries and schools do not always allow tutors-for-profit to tutor there. Check on this! Also, visit the library during the times you are thinking of tutoring. Sometimes a library that is quiet on the weekends is bustling with activity after school, or there may be other tutors working at the same time, so there's not a spot for you to sit!

Nailing Down the Specifics

There are other ways to offer your services, but they are not as common (especially if you are just starting out):

- ☐ Online tutoring
- ☐ Tutoring on-site at schools
- ☐ Teaching a class through a homeschool co-op
- ☐ Teaching groups and clubs (homeschool, after-school, and summer)
- ☐ Parent workshops & training

All of these are **awesome** ways to expand your business reach, they just take a little more time and effort. You have to learn how to use an online platform, meet specific requirements to work in schools, or be connected to homeschool groups who hire teachers instead of parents.

If this is something you are interested in, post in the FB group and we can help get you started!

And now the elephant
in the room...

*Setting
Your
Prices*



Cost + Duration

In this module, we are going to look into factors that will influence how much you charge. In Module 5 “Cash Flow” we will go through several different ways to determine your specific pricing.

One advanced way of doing this is to “reverse engineer” your income, looking at how much you need and how many hours you need to work. You will have a few different templates you can use to determine your prices.

For now, though, let’s take a look “behind the scenes” at some factors that affect how we view our pricing.

Cost + Duration

First, how long will a tutoring session be? Make sure that you build in time to chat with parents briefly (and to go the bathroom, have a snack, get ready for the next student), and that you factor those things into your schedule. Will sessions be back to back? If they are back to back, is there a place for the family who is coming next to wait? Do you need travel time between?

How long do you need to get through the sequence of your lesson and how often do you need to meet? What is ideal and what is the minimum?

One of the most challenging things to do when you own a business is to determine your prices. This can be heavily influenced by your community and the average family income of the families you serve. It is important to consider a few things when setting your prices, but remember these can change...you're not locked in forever!

Cost + Duration

There is no “one way” to set your prices, and we can help you strategize your pricing in the FB group. Before you low-ball yourself into the lowest price you can handle, consider a few things:

- ☐ You are a highly educated professional. You invested money and time to have the skillset to be able to support your tutoring students.
- ☐ Do you have advanced degrees and certifications that directly impact your services? If so, you can charge more than someone without.
- ☐ Take into account not only the time you are meeting with your student, but the time planning (and commuting) as well. Often times tutors find out they are just making over minimum wage when they factor the hours that go into that one session!
- ☐ Remember that as a business owner, you have to pay taxes on the money you earn. This impacts how much you take home, so you need to charge an appropriate rate.

Cost + Duration

Do a little “market research” to determine what other tutoring services cost in your local area. Use this as **helpful information**, but not as a “rule”.

You don't know *why* they charge what they charge. They may charge lower because they think that's all they can charge (or feel bad about charging money), or they may charge higher because they have higher expenses due to renting office space.

It is helpful to have an idea of what different kinds of tutors charge, but ultimately you get to charge what is right for you and your business. I (Jill) have more than doubled my prices since starting a few years ago, and I have a full practice.

You also may decide you want to charge less so you can work with families in lower income populations. That is awesome! Just look carefully at your expenses to make sure you can afford to do so. Rather than do lower prices for everyone, you can offer reduced tuition and scholarships as well.

Cost + Duration

Market Research

Find 3 other tutors or tutoring companies in your area and find out how much they charge.

Company/ Tutor	Area of tutoring focus	Tutor qualifications	Factors that may influence their pricing*	How much do they charge?

* If they rent a space or have an office location, tutor from home, high level of degrees/certification...

Cost + Duration

Thinking About Your Offer

We are going to get a general sense of factors that may affect how much you charge for your services. In Module 5 we will look specifically at how to charge for your services and create an income that will help you meet your goals. For now, we are looking at pricing in a more general way.

Service:	
How long is a session?	
How long does it take for you to prepare?	
Factors that may influence your pricing (travel time, home office vs. office rental, higher certification level or specialty, etc.)	
How much do competitors typically charge for this service?	
GUT CHECK...How much do you WANT to charge?	
What challenges may keep you from feeling like you can charge that amount?	
What feels like a "safe" amount to charge?	

So here's what we've looked at:

- ❖ Your areas of expertise
- ❖ Profiles of students who would be the best fit for your services
- ❖ Your “secret sauce” approach to learning
- ❖ Where you'll tutor, how long/often, and what to consider when setting your fees



Let's Get to Work...

For the “Create Your Offerings” module, our goal for you is to give you some specific things to consider when setting up how you want to work. Once you’ve brainstormed and gotten everything out of your head, it’s time to focus on just **one offer**.

1. Go into Module 2 of your workbook (if you haven’t already gotten it out).
2. Complete the planning pages if you haven’t already done so.
3. Fill out the “Create Your First Offer” planning template. Your mind may be bursting with tons of ways you can support kids in your community (awesome!), but let’s focus on just one at a time. You can always print this page out again and again for other offerings you may want to do down the road!

Challenge Time!

Remember, a big part of what makes the Tutor Success Academy great is collaboration. Business owners who succeed, and are ***happy*** in their businesses, surround themselves with other people who are invested in their success. Plus, you will inspire others!

1. Hop on over to the Facebook Group. What questions do you have? Do you need advice from the group on some of the specifics of a service you want to offer? We're here for you!
2. Share your amazing **first offer**! We want to hear all about it! Give us the details in the FB group or snap a picture of your plan and upload it.

We will be using this information in upcoming modules on creating promotional materials and finding ideal clients, so the more you have done now, the better! 😊

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Want to Learn More?

Did this module get your brain going, and now you're hungry for more? Awesome! Successful business owners not only continue to learn about their craft, but we build our skills as entrepreneurs as well.

You Tube Videos/Podcasts/Blog:

<https://www.copyblogger.com/service-business-pricing/>

<https://fizzle.co/sparkline/7-pricing-strategies>

<https://www.business.com/articles/set-price-services/>

See you next week for Module 3: Websites, Brochures, & Business Cards