



# The riches are in the *niches*.

You don't need to reinvent the wheel (or niche). In fact, you can get paid to find your niche!



Recognize an English for Special Purposes (niche) you think students would value and propose developing a 2-3 month course for your school.

I've developed many niche packages (including Legal English) for my school, and was paid for my teaching time and curriculum development. And I had a new package to add to my private lesson offerings!

## BUSINESS ENGLISH

Clients will pay more for business English and are often reimbursed by their companies.

★ *24-hour turnaround email correction*

## UNIVERSITY SUBJECTS

Did you study chemistry, biology or art history? Hundreds of university students in your city need English to pass exams in their 3rd or 4th years.

★ *Thesis / term paper copy-editing*

## TEST PREP

Millions of students around the world need test prep. Niche down further and focus on writing / speaking / listening sections of the test.

★ *Writing review outside of class, audio recording assessment*

## CONVERSATION

It's easy for these lessons to lose structure, so agree on a list of themes to discuss each week to give your students some goals and areas to study.

★ *Digital flash cards around the week's theme, post-lesson audio or video review*

## LEGAL ENGLISH

Teachers with a background in law are few and far between, making this a lucrative niche.

★ *Document review, 24-hour turnaround email correction*

## YOUNG LEARNERS

Do you enjoy working with kids? They're perfect candidates for group lessons.

## FIELD-SPECIFIC TEST PREP

Pilots, accountants, doctors & architects are only a few of the professions requiring English for professional level exams.

★ *Digital flashcards*

## INTERVIEW PREP

Students have an even greater urgency (and will pay more) to learn English while on the job hunt.

★ *CV & cover letter copyediting, LinkedIn copyediting, email correction*

## TOURISM

Who in your local area needs English to communicate with tourists? Shopkeepers, tour guides, waiters, travel agents? Put together a series of lessons in one field of English and seek out those who need it.

★ *Audio recording assessment, listening comprehension*

## MARKETING

Marketing agencies & local businesses need a native speaker to turn their "English" copy into... well, English. Companies trying to build a presence online need responsive social media reps, able to speak to the masses in colloquial English.

★ *24-Hour turnaround document review, Social Media monitoring*

## ONLINE TEACHING

While not technically a niche, online teaching is booming for busy executives who can't take more than hour out of their week or students who live outside the urban center.

★ *Digital flash cards, Google quizzes*



# People will pay extra for a bonus—it gives them more of what they want or need.

- ★ Academic paper review
- ★ Thesis copy editing
- ★ Digital Flash Cards
- ★ LinkedIn copy editing

- ★ C.V. & cover letter review
- ★ Audio recording assessment
- ★ 24-hour email copy editing

- ★ Weekly digital assignments with Google Forms
- ★ Thesis review
- ★ Test Prep writing review

- ★ Post-lesson audio or video recordings
- ★ Audio quizzes
- ★ “Flipped learning” add-ons



*Remember... your goal is not to give yourself a lot of extra work, but to increase the value of your lessons in a crowded marketplace. I don't offer everything under the sun, I offer 1-2 bonus options appropriate to the goals of the student.*

Some bonuses are simple add-ons that cost me no time at all (thanks to an organization system I've set up, stay tuned for **lesson #4**). It's up to you whether to charge for these, or simply add them to your main package to make it more desirable.

Some bonuses warrant a higher price tag—I send a post-lesson audio recording of student notes to one of my online students. They take 15 minutes for me to do (I'm already at my computer), so I charge my hourly rate + 25% for our lessons. She loves them.

Some of these are more than bonuses and can be charged accordingly. University students often want thesis-editing and local business need website copywriting without lessons. Make sure you keep your desired hourly rate in mind when pricing these offerings.

Imagine your goal is to earn \$20 per hour. You also want consistency in income.

By offering #1, the pay-per-lesson offer of \$25 and #2, a package deal of 8 x \$20, your student can either agree to the higher wage, or to the wage you want, with the guarantee of stability and consistency in your income.

Offer #3 is your “shoot for the stars” package, giving you both the consistency in income and \$25 per hour!



The key to profitability is agreeing to a bonus that is both valuable to your student, while also being manageable for you.

Stay tuned for **lesson #5** where I’ll show you how I virtually automate some of these bonuses.

Don’t worry about offer #3 seeming too expensive for your client—its price matches its value! If it’s too much for them, it will steer them back towards offer #2, which is what you wanted in the first place!

## OFFER

### #1

Goal rate + 25%



pay per lesson

## OFFER

### #2



Goal rate



8 lessons  
to be completed  
in 2 months

## OFFER

### #3



Goal rate  
+ 25%



8 lessons  
to be completed  
in 2 months  
+ **BONUS**

# Students don't want an hour of your time.

# They want a result.

