



10+ STEPS FOR THE SUCCESSFUL LAUNCH OF YOUR TUTORING BUSINESS

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WHAT IS MY SPECIFIC NICHE?

Identify what makes you unique and which problem you solve.

Identify who you tutor, what you tutor, and where you tutor.

What is your wow factor?





WHAT IS MY SPECIFIC NICHE?

CASE STUDY 1:

1



WHO ARE MY IDEAL CLIENTS?

Look that your business values align (commitment and goals).

Evaluate that your relationship values align (personality and expectations).



WHO ARE MY IDEAL CLIENTS?

CASE STUDY 2:

2



REMEMBER MY FOUNDATIONAL FIVE

A: Accounting and Accounting Software

B: Business License

**C: Client Contracts and Customized
Programs (including prices)**

D: Due Diligence Insurance

E: Educational Software

3-7



MARKET TO MY TARGET AUDIENCE

Keep marketing low-cost and highly-effective.

5 effective marketing strategies with this approach:

- 1. Business Networking**
- 2. Donations**
- 3. Parent Networking**
- 4. Referrals**
- 5. Testimonials**



HOW DO I SELL TO MY TARGET AUDIENCE?

Set up a client sales guideline.

Set up strategies to overcome different objections from families and clients.

Include a call to action and next steps for parents.



HOW DO I SELL TO MY TARGET AUDIENCE?

REMEMBER:

Be an active listener, ask questions, and be authentic.



HOW DO I OVERCOME OBJECTIONS?

Top 5 Objections:

1. **Familiarity**
2. **Guarantees**
3. **Need**
4. **Pricing**
5. **Uniqueness**



WILL I CONVERT A PROSPECT INTO A TUTORING CLIENT?



TUTORING BUSINESS GOALS

