



How to Start a Tutoring Business Checklist

1. **Decide if starting a tutoring business is for you.**
 - a. Evaluate your skills.
 - b. Build experience working with students.
 - c. Choose a niche.
 - d. Plan a budget.
 - e. Research the responsibilities of a tutor.

2. **Do market research of the tutoring service industry.**
 - a. Study local tutoring businesses.
 - b. Interview current and potential clients.
 - c. Determine growth potential.
 - d. Educate yourself on the latest tutoring techniques.
 - e. Read books about opening a tutoring business.
 - f. Analyze the demographics of your target market.

3. **Decide what type of tutoring business you want to open.**
 - a. Study local tutoring businesses.
 - i. Home-based tutoring.
 - ii. Formal tutoring businesses.
 - iii. Online tutoring.

4. **Create a business plan.**
 - a. Executive summary.
 - b. Business description.
 - c. Market analysis.

- d. Organization management.
- e. Sales strategy.
- f. Funding needs.
- g. Financial projections.

5. Form your business.

- a. Choose a business name.
 - i. Register business name with the Secretary of State.
- b. Choose your legal structure.
- c. Register with your State.
- d. Get an Employer Identification Number (EIN).
- e. Open a bank account.
- f. Purchase Insurance.
 - i. Find out what type of insurance your business needs.
 - ii. Find a provider or agent.
 - iii. Purchase a policy.
- g. Comply with all tax requirements.
- h. Create an accounting system.

6. Obtain applicable licenses and permits.

- a. Research the applicable licenses or permits your business needs.
- b. Register for permits with local and state government offices.

7. Obtain funding.

- a. Attract investors.
 - i. Sell equity in your business.
 - ii. Secure a private loan from friends or family.
- b. Apply for a loan.
 - i. Meet with a lender.
 - ii. Fill out the application form.

- iii. Provide collateral and your credit history.
- iv. Sign a loan agreement after approval.
- c. Start small.
 - i. Start a small landscaping service and build up capital.

8. Find a location.

- a. Determine if you really need a space.
- b. Calculate costs.
 - i. Find out what's in your budget.
 - ii. Total utilities.
 - iii. Total technology costs.
 - iv. Total rent and maintenance.
- c. Shop around.

9. Prepare tutoring materials and supplies.

- a. Research the cost of supplies and equipment.
- b. Equip your business with supplies and equipment.
- c. Prepare lesson plans

10. Prepare tutoring materials and supplies.

- a. Write a job description.
- b. Post on a job board.
- c. Review applications and resumes.
- d. Interview candidates.
- e. Check references.
- f. Send a job offer.
- g. Fill out the mandatory IRS forms.

11. Set hourly rate.

- a. Determine going rate.
- b. Consider traveling expenses.

- c. Research competitor prices.
- d. Consider subjects that will be offered.
- e. Look at qualifications.

12. Market your business.

- a. Craft your brand.
 - i. Write an elevator pitch.
 - ii. Find out who your customers are.
 - iii. Decide what kind of brand personality you want to have.
 - iv. Determine what you want people to associate your brand with.
- b. Connect with customers through advertising.
 - i. Set up email marketing software.
 - ii. Set up SMS marketing software.
 - iii. Create social media accounts for your business.

13. Set a daily schedule.

- a. Manage employee schedules.
- b. Set up lesson plans.