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## How to Start an Online Tutoring Business Checklist

### 1. Choose a subject.

#### 1.1. Think about what is in demand.

The most popular online tutoring subjects are Mathematics, English, and Science.

### 2. Decide on class sizes.

#### 2.1. Consider your experience and resources.

You may prefer to do one-on-one classes or work with groups of varying sizes.

### 3. Write a business plan.

#### 3.1. Write an executive summary.

Describe your business's aims and identity to give investors a better understanding of your vision.

#### 3.2. State your legal structure.

Let investors know which legal structure you will be registering as. Most tutoring businesses register as a sole proprietorship.

#### 3.3. Describe your launch plan.

Mention any ideas you have for your launch, such as offering discounts or free lessons.

#### 3.4. List your sources of revenue.

Explain how you will earn an income. For example, indicate whether you will host group lessons, individual lessons, or both.

#### 3.5. List your essential staff.

You should list the staff members you intend to start with.

3.6. Explain your marketing plan.

Describe your target market, list the promotional outlets you will use to advertise your business, and provide a SWOT analysis.

3.7. List your competition.

Describe at least three close competitors and discuss how you are similar as well as how your business is unique.

3.8. Describe your finances.

Investors will want to see what your startup expenses are and what you anticipate your business will earn in the next few months.

3.9. Explain your future plans.

Describe any plans you have for hiring more tutors, offering more subjects, or finding additional ways to earn money.

**4. Form a legal entity.**

4.1. Choose a legal structure.

Key options include a sole proprietorship, S corporation, C corporation, Limited Liability Company (LLC), and partnership.

**5. Purchase equipment and software.**

5.1. Ensure that you have a high-quality setup.

You may already have a laptop with a webcam, but you will also need a high-quality headset with a microphone.

5.2. Set up a booking system.

If your business begins to grow, it may be a good idea to have a booking system so that clients can view your availability and schedule a lesson without having to email you.

**6. Set up a professional website.**

6.1. Purchase a domain name.

You can purchase a domain name through Namecheap.

## 6.2. Choose a website hosting platform.

You will need to build your website on a platform that offers affordable rates and is easy to use.

## 6.3. Set up online payment services.

Online payment options are important for international clients. Your website should have either a direct or external gateway for payments.

## 7. Market your business.

### 7.1. Consider your target market.

Since your target market will be students looking for online tutoring, advertising online will most likely be the best avenue for marketing.

### 7.2. Create social media accounts.

Do market research to find out which platforms your target market uses most often and create accounts on those platforms.

### 7.3. Use pay-per-click marketing to appear first in Google searches.

When people search for online tutors, it would be beneficial to have your company come up early on the results page.

### 7.4. Write a blog that uses SEO to attract visitors.

Using trending keywords in blog posts on your website will make your site more visible in search results.