

# How to Start an Online Tutoring Business

Making 4-5 Figures a Month

Joanne Kaminski

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# Table of Contents

<b><i>Introduction</i></b> .....	<b>8</b>
<b><i>Step 1</i></b> .....	<b>15</b>
<b><i>1 An Inside Peek at My Foundation and Early Belief Systems</i></b> ....	<b>16</b>
<b><i>2 Five Failed Businesses</i></b> .....	<b>24</b>
<b><i>3 Mindset Changes</i></b> .....	<b>34</b>
<b><i>4 How Successful can a Tutoring Business Be</i></b> .....	<b>46</b>
<b><i>5 How Much Does it Cost to Run an Online Tutoring Business?.</i></b> 55	
<b>IN THE HOME</b> .....	<b>63</b>
<b>PROFESSIONAL DEVELOPMENT</b> .....	<b>64</b>
<b>SUPPLIES</b> .....	<b>65</b>
<b>CONCLUSION</b> .....	<b>66</b>
<b><i>Step 2</i></b> .....	<b>68</b>
<b><i>6 Figuring out your Niche and your Ideal Client for your Business Plan</i></b> .....	<b>70</b>
<b><i>7 Favorite Online Organizational tools you can't live without...</i></b> 75	
<b><i>Step 3</i></b> .....	<b>86</b>
<b><i>8 Where will I ever get my students from</i></b> .....	<b>87</b>
<b><i>9 Building Trust with Potential Online Clients</i></b> .....	<b>101</b>
<b><i>10 Testimonials</i></b> .....	<b>105</b>
<b><i>Step 4</i></b> .....	<b>113</b>
<b><i>11 Free Assessment and Free Report</i></b> .....	<b>114</b>
<b><i>12 Connecting with your students</i></b> .....	<b>125</b>
<b><i>13 Good Communication</i></b> .....	<b>130</b>
<b><i>14 Jumpstart Program</i></b> .....	<b>135</b>

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***15 What Your Life Could Look Like ..... 139***  
***16 Now What?..... 145***  
***ABOUT THE AUTHOR ..... 147***

## ACKNOWLEDGMENTS

I want to acknowledge my fantastic team at the online tutor coach. You always believe in me and keep me going. Without you, none of this would be possible.

# Do You Need Help Getting Students

This book contains some of the most effective tools that I have utilized to start my own tutoring company. Because I was once where you are today, I want to give you the tool I wish I had when I started.

This tool is 50+ Ways to Get Online Tutoring Students. It is a workbook that will guide you in how to get those first students. Do you want to know the number one way that will work get students? We all do. Here is the thing. By trying many different things, you will begin to see the most helpful strategies for your tutoring business.

In this workbook, I have included a list of getting students and a strategy you can implement. You will use the strategy worksheet to keep track of the methods you have used and which ones you have not tried yet.

Then I have designed a marketing planner so that you can stay consistent with your efforts. Taking daily actions will be the secret to your success. I have even created a 30-day challenge to keep you going. My goal is to help you achieve your dreams with your tutoring business.

As a bonus, I have included the top 5 mistakes that tutors make so that you can avoid them. I am giving this to you free as my way of saying thank you for purchasing this book.

<https://www.onlinetutorcoach.com/50-ways-to-get-online-tutoring-students>

# Introduction

The pandemic changed everything. In-person tutors were forced to stop tutoring or move online. Teachers were forced to find new ways to teach their students online through Zoom. To some, it felt like the world was crashing down on them. But for me, it was business as usual.

Instead of losing students, I gained students. Even with people losing their jobs, they sought out online tutoring services because they didn't want their children to get behind.

My days went from working 12:00 pm to 8:00 pm to 6:00 am to 8:00 pm. I was beyond booked solid because of the online presence that I had created before the pandemic started.

I began working weekends to help tutors with getting more students because there was nothing else to do. I figured that I might as well help others instead of staying cooped up in my house with nowhere to go.

Like everyone else, I thought the nationwide quarantine would last three weeks, but each week seemed to add another week or 2 or 3. Three months later and the situation was pretty much the same. Schools were hoping to go back in person the next school year, and it kept feeling that the end was near.

You probably remember this as well. Many schools did a hybrid model, and some schools in states like New York and California stayed online the entire year. Virtual Schooling caused a greater need for tutoring as students hid their video behind a static photo or black screen and did other things.

Younger kids missed out on much-needed reading instruction. I saw kids in 1<sup>st</sup> and 2<sup>nd</sup> grade who struggled more with reading foundations because of the previous year. Kids were scoring lower on the ACT and the SAT than they had ever scored before.

The pandemic caused many economic problems but also a substantial educational crisis. Kids who may never have needed a tutor needed one now more than ever.

There is no shortage of students to tutor, but there certainly is a shortage of people who can tutor them. Some say that I was ahead of the curve since I started in 2010. Some think they are behind the curve because the pandemic is slowly getting behind us. I see an educational revolution opening up the world to learning online as it has never experienced before.

I have seen Zoom change to be more friendly for school systems and tutoring. New platforms are being designed to excite kids about learning online, like Koala. (I will share more about this incredible tool in the section about technology.) There are even platforms like schoolified that make teaching groups of students a breeze.

The pandemic opened our eyes up to a need. The need is for our teaching styles to incorporate 21<sup>st</sup>-century technology. No longer do kids need to be taught by sitting at a desk. They can learn as an avatar online and have fun. Learning should be fun. Let's bring the joy back into our teaching so that kids want to learn.

I have found with online tutoring, I have fallen in love with teaching again. So have the many people who have jumped on the bandwagon with me and feel the same way.

*Kelly Michele, a tutor from Ontario, Canada, said, "Yes! It actually has! I took this year off to find another career because I was DONE with teaching. I started tutoring just to make some money until I figured out what to do and guess what? I love tutoring! I've started my own business and I have big dreams in education again.*

In the beginning, I had no idea how to turn this dream into a reality. Then one day, all of the answers seemed to come to me as to how it could work. I was so excited about turning this dream into a reality, but there was fear involved. That fear I had to put on the backburner while I made a go at it.

Many people each year try to make a go at this dream and don't get very far. They let some of the stumbling blocks become boulders and quit. They let fear stop them from accomplishing their dream. Voices inside their head tell them that this can't be done. People tell them that kids need in-person tutoring because online tutoring is impersonal and therefore ineffective. Those voices inside your head and those people are all wrong.

I have created systems to turn this dream into a reality for myself and you. I had to learn the hard way by digging my feet in, working hard, and doing a whole bunch of things wrong before I knew how to do them right.

Today I have a remarkable gift for you. You don't need to learn the hard way as I did. Follow me, and I will guide you in how to do it the easy way. I will share the 4 step system that I have used to make this an easy lifestyle. A lifestyle that allows me to bring my job with me anywhere in the world. A lifestyle that has enabled me to be a mom that is around to raise my children and live a lifestyle that is something way beyond anything that I could ever have dreamed.

I am not going to keep this 4 step system a secret. I am going to begin by sharing it with you right from the start. Then I will share my story with you and why I am qualified to teach you these systems. Next, I will give you tools to begin using to become an online tutor in any subject.

The 4 step system to being a profitable online tutor includes;

1. Mindset
2. Organized Systems
4. Powerful Marketing
5. Services

A different mindset is needed if you are considering online tutoring as a career choice. Online tutoring wasn't a career choice that even existed when we were kids.

Indeed, a different mindset is needed when it comes to how much money we can make. A different mindset is required, from having a job to a career to a business. A different mindset is needed to create your success.

To be successful, you need to have systems in place. A business that is not well thought out and not organized will fail. Tutoring businesses that are not organized put their chances in luck instead of what has been proven to work. They don't take the steps that they need to take to be successful. Being an online tutor requires these effective systems.

You do not need to be tech-savvy to do online tutoring. The tech you use can be as complicated or as easy as you would like. If you find that tech is not your thing, check out the tools I suggest to make it easier. Ready to learn more advanced tools, then I have you covered as well. I will rate each tool on level of difficulty so that you can determine which technology will be a good fit for you.

Online tutors need to have a powerful marketing strategy. Many of the online tutors out there today just put themselves on lists that never get them found. This book will give you tools right out of the gate to get seen by the people you want to find you. People who get started in this career think that if they make a website, others will find them accidentally on the web. This idea is not accurate. You will learn powerful marketing strategies that will get you found and have more students than you can service independently. Wouldn't that be an excellent problem to have?

Lastly, you need to provide online services that deliver the result the client wants. If a child is struggling with reading, and you are a reading tutor, you need to increase their reading level. You will learn how to provide services that people want you to provide for their child. You will stand out amongst the crowd and become competition and recession-proof.

Online tutoring is projected to grow from a 6.57 billion a year industry<sup>1</sup> in the US in 2020 to 18.8 billion by 2028. As you know, children are being faced with higher standards every day. Higher standards mean more of a need for online tutoring and teaching than has ever been needed before. The pot is big enough for you to find the clientele you want to service and provide those services better than others out there.

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<sup>1</sup> <https://www.grandviewresearch.com/industry-analysis/online-tutoring-services-market>

Not only are you going to learn about these systems in this book, but you are also going to get answers to the most frequently asked questions and the most frequent fears that people have. Some of those questions are, “How successful can an online tutoring business be?” Another one is, “Where will I get students from?” The big one is about the bottom line. “How much will it cost me to start my own business as an online tutor and run it?”

This book will provide all of these answers and more. The only question left is, are you ready to dive in with me and take this journey?

# Step I

# MINDSET

# 1 An Inside Peek at My Foundation and Early Belief Systems

I was born and raised in a small town called Auburn, Massachusetts. Growing up, my dad was a machinist at a local manufacturing firm called ATF Davidson. He was making decent money, but the unionized workers went on strike often.

My mom stayed home and took care of me for a few years, but soon she found herself having to get a part-time job working at a restaurant close to home called Friendly's. Both of my parents worked hard and taught me all about a good work ethic. Their philosophy was, "Anything worth doing is worth doing well."

I did not realize growing up that this world consists of people with two different mindsets. There are the people who work their butts off for a small amount of money and those that seem to attract money quickly and efficiently. I grew up in a family that worked their butt off.

My mom instilled this value that whatever I do, I should do it well. I didn't always get the best grades, but my mom would always ask me if I tried my best when it came to grades. When I told her that I did, she would say, "That is the only thing that I can ask of you." The good thing is that I knew that I would always make my mom happy no matter what I did or what I accomplished. I never felt like I had to prove my worth to her because I was perfect the way I was in her eyes.

We had very little money growing up. I would always see my dad stressed out about it or my mom stressed out about it. Many fights in our household revolved around money, and I can only imagine their fear due to the lack of funds.

One day the company that my dad worked for closed down. He went from making decent money to making much less money.

As a direct result, my mom got a full-time job at a car insurance company. She hated her job and complained every single day that she came home from work. She was not happy with the deck of cards that life seemed to have dealt her.

Every day when she went to work, she had the opportunity to talk to people who were in a car accident. They wanted to get money, and when my mom would have to say no, they would yell at her. So all day long, she listened to people yell at her. Or, at least that was my understanding as a child. I didn't want to take that path. I didn't want to work in a job that I hated. I didn't want to work at a job that didn't pay well. I knew from an early age that I would make more than enough money so I could do the things I desired.

I was programmed early on to get a job. My grandparents had jobs, my parents had jobs, and all my friend's parents had typical jobs. So, I always saw myself as getting a job. But not just any job; I was going to be a lawyer. I thought that was where all of the money was. I had a friend one time tell me that she would be a lawyer, so I had figured that if she could be a lawyer, then so could I.

My dad supported this idea and thought that I would make a great lawyer. Every time we got into an argument, he told me that my arguing skills would come in very handy as a lawyer. I took this as a compliment and as fuel for keeping this dream alive to become a lawyer.

I began looking at schools to attend for college and other schools that had a promising law program. I chose Marquette University because I had heard they had an excellent pre-law program and a law school.

I was so excited about going to college and starting this chapter of my life. In my first year in college, I decided to join a group called the Mock Trial group. I had never been part of something like this before. I enjoyed the acting aspect.

However, there was one small problem that I found out about law that didn't fit my moral standards. When I learned that lawyers need to protect their clients even if they know their client is guilty, I realized this was not my career path.

I could not get over that sinking feeling I had deep in my heart that made me sick when I thought of it. When I thought about major crimes that people could have committed that they could get off of because of my skills as a lawyer, I realized that I did not want to continue on this path anymore. I treasured my morals, and you couldn't pay me enough money to put them on the back burner.

I had to reinvent my career path. I struggled with this process because ever since 6<sup>th</sup> grade, I had pretty much made up my mind about what I was going to do.

I remember one day walking on the Marquette campus between the Union and my dorm. I thought, "Hmmm, what is something that I am good at?" Then it came to me. I remember my mom saying that I was good with kids. So, I began to think about career paths that involved kids.

My desire to become a teacher was born that day. I remember when I told my parents that the expensive education they had worked their butt off to help me pay for was going to result in large dividends for them because I would become a teacher.

That was not a pleasant conversation. For the first time in my life, my parents were not happy about the decisions that I was making. I think that they had bought into this idea that I could become a lawyer. To go from a career path that could result in substantial money to working as a teacher was not their proudest moment for me.

In the school system, I put my work ethic in place. I was hired as a 3<sup>rd</sup>-grade teacher at the Milwaukee Academy of Science. The goal was to infuse science into everything so that our school could promote more scientists with diverse backgrounds. I loved the premise of this school.

It was a brand new school in 2000, and I was a brand new teacher. I put everything I could into my 3<sup>rd</sup>-grade classroom. I would get there at 6:00 in the morning and not leave until 6:00 or 7:00 at night. I wanted to give the best to these kids.

I struggled with classroom management my first year, as many teachers do. I also experienced culture shock. While I grew up in poverty, I didn't understand the differences between white people's poverty and black people's poverty. Black people in the inner city had rules of survival that were unfamiliar to me.

It was a whole new world, and I got an education that first year far beyond what my students got. One thing that upset me deeply was that only 30% of our students were reading on grade level. My heart went out to these kids. I wanted to teach them grade-level content, but it is easier for them to mess around in class to avoid doing work when you have kids reading at a kindergarten level.

In my second year teaching 3<sup>rd</sup>-grade, I began to dive into learning everything about teaching reading. It became an obsession for me. The principal noticed that I had this passion and asked if I would be interested in training to become a trainer for our reading program. I said yes and began training the SFA reading program all over the United States for Edison Schools. I did this all while teaching 4<sup>th</sup> grade the following year.

Then I became pregnant with my first child. By this time, I was training teachers and training the trainers of the SFA reading program. I knew that this lifestyle where I was traveling all over the country and teaching in the classroom would not be conducive to raising a family.

I decided the next year to leave the school I was at to be closer to home. As soon as I told the principal, she offered me the Reading Curriculum Coordinator position. I asked if I could change my hours slightly, and she said yes.

I left the classroom and began exploring the real challenges of raising the literacy rate in an inner-city school. At first, I was excited to be in the position. However, after several years I noticed a pattern.

Since we were in the inner city, we tended only to attract new teachers. These teachers came with the same struggles with classroom management that I had. Instead of sharing all of the knowledge I had learned about teaching reading, I spent most of my time helping them with classroom management.

Each year we had a 50% turnover rate. I had no idea how to combat this, so I completed my master's and then decided to go to another school as a Reading Specialist.

Do you know how you think that if you were just at another school, then maybe things would be better? I had that thought. I left the Milwaukee Academy of Science and got a job closer to home in Waukesha. However, this new school was worse than the last one. It was so bad that I got sick and needed to take a leave of absence to take care of my health.

Once I came back, I sat in my chair in my office and had a revelation. The idea was, "I am not meant to be here." I had this sinking sensation because everything I had done had led me to this position. At first, I felt lost. I questioned my identity. I mean, if I am not a reading specialist, then who am I.

I knew that my family and my health needed to take the front seat. I decided I would leave the school system and figure out a way to work from home to be more present for my family.



Before I started with the Jumpstart program, I didn't have a structured system for my business, I didn't have good copy on my website, I wasn't confident in my ability to find students.

I learned a lot from Jumpstart, including how to effectively market my business, how to have sales conversations that convert, the systems I need to put in place to succeed (long-term) as a tutor, etc. I have really grown and become confident in myself as a tutor. I also believe that this is an endeavor that I can continue long-term.

Working with my coach Suzanne has been great. I have learned a lot from her. Partnering with other tutors and learning from them has been inspirational. And working with Joanne has been a blessing, she really offers good value for the investment.

Thank you Joanne Kaminski for your commitment to seeing other tutors succeed. I highly recommend tutors join the Jumpstart Masterclass because it will truly help them jumpstart their business or take their business to the next level.



Nana Nkrahene

Online Math Tutor



## 2 Five Failed Businesses

*“Success is going from failure to failure without losing enthusiasm.”*

*- Winston Churchill*

I would love to say that the first time I tried to run a business that I knew what I was doing and was successful right out of the gate. But, that was not the case, and I consider myself a pretty intelligent person. My beginning failures are the whole reason I want to share systems with you that will help you start your business quickly and efficiently. If you have picked up this book, you are also a pretty intelligent person, and I don't want you to have to go through the learning curve that I did. I want to help speed up the process for you and make it as easy as possible, which is why I created the Jumpstart Your Online Tutoring Business Masterclass that you will learn about in chapter 14.

The first business that I failed at was trying to make money on eBay. I specifically sold used clothing that was in excellent condition. I sold the clothing in lots thinking this would make it more valuable. With all of the shipping costs, this endeavor landed me in the hole. I had tried to read all of the books out there that would help me launch this successfully, but honestly, I think the whole eBay craze,

where it might have been profitable for small business owners like me at one time, was beginning to lose its steam. I tried learning from the successful people, but I couldn't compete with all of the brick and mortar companies that were selling their stuff dirt cheap to get it out of their inventory.

The next business that I began was called LLI. I had to sell the program, which taught people how to start their own company and sell tickets to conferences. In the entire six months that I was part of this venture, I spent a ton of money and sold only one \$1,000 product. I did learn that I wanted to be passionate about whatever company I started. I also learned how to effectively talk to potential clients on the phone, centered on them and not on me.

My target clients were teachers like myself. They either wanted to leave the school system or were let go from the school system and were looking for a way to make money tutoring online. It stuck out to me that there was a need, but I couldn't provide that need for them at that time. My company didn't fit their need, so I would always end up wishing them luck as they pursued their future endeavors.

So far, this whole starting my own business thing was not working out quite like I thought that it would. The fear and frustrations that my husband was having about me not making a reliable income caused some resistance for success to come quickly and effortlessly my way. We feared having enough money to pay off our bills and kept going into the negative and savings. The money situation wasn't looking good.

Then I remembered the program that I had that taught me how to run my own company. By this point, I was now able to create a website, do video marketing and get SEO results

on page one of Google. I had this brand new idea that I was so excited to implement. This idea would help increase kids reading levels while everyone got to have a good time. I thought I would sell vacations that the entire family could go on. There would be times when mom and dad could spend some alone time together while the kids read about the places they were visiting. Then they would have hands-on experiences at these exotic locations like Alaska and increase their background knowledge, which would increase their non-fiction reading levels.

I was excited to travel the world and increase kids reading levels. It felt like a win-win. The only problem is that there was not a need for this. Nobody goes into Google and types learning vacation. I had people tell me that vacations should be when kids get to relax, not learn. Every single negative thought that went through people's minds about this idea came out of their mouths. Or, so I thought.

In the end, this was not a service that was going to solve problems for people. Thank goodness this didn't cost me anything. I didn't have to invest anything except for time. Unfortunately, Bright IDEA Vacations, where you get to discover, explore and have an adventure, was never born.

I had always wanted to teach kids how to read online. Before I left my first teaching job, I mentioned this to one of my college professors, and she had given me this look like I was crazy. She didn't see how I could effectively teach kids to read online, and her face backed that up. I had no idea how to make it work either. So, I began going online to see if there was a company that would hire me.

I found company after company that offered math, SAT, and ACT tutoring. Some companies seemed to offer language arts tutoring but not tutoring online for struggling readers. I

honestly never had a desire to teach those other areas, so I left the dream of teaching online for a goal in the future.

I began to think about some other ways that I could make money. I felt that I could take my craft skills and start making money selling handmade jewelry on Etsy. I didn't sell one piece of jewelry online, so I decided to take my jewelry to a craft fair, get a table and sell it there.

Since there were already a ton of jewelry crafters at the fair I was going to enter, I had to market under a different focus. I made matching jewelry sets for little girls and their American Girl Dolls.

Do you think I was effective at this? Nope, women like to buy jewelry for themselves, but not so much for their little girls and their doll. Also, the day of the fair happened to be on a day where we had a disastrous hail storm, and instead of having 1,000 people walk through the door that day, only 200 people attended the event. I had set up my booth so that kids could color while the parents looked around. The only sale I made that day was a pity sale from a little girl that hung out with me coloring.

Making jewelry was another business venture that landed me into a negative profit. I spent about \$300 on beads, \$40 on a table, and made a whopping \$10 from the event. Hmmmm..... I began to second guess my ability to start a successful business opportunity for myself and continued to brainstorm.

I remember going to an Usborne Book Party once, and I loved the books so much that I thought this was something easy that I could easily do. Anyone who knows me knows my passion for books, so this seemed like a no-brainer. I attended all of the trainings online, researched, purchased

the start-up package, and had my open house. I was able to book parties from this, and my friends supported me in this venture.

The problem came when I ran out of friends. My friends were willing to have a party and support me, and even some of their friends booked parties, but after that, people just didn't want to have parties. It is a lot of work for people to bring a salesperson to their home to have a party, and people don't want to go through the effort of cleaning their house, inviting their friends, and having someone sell to them. Sometimes the perks were good enough for people to want to do this, but most people didn't want to invest their hard-earned dollars in what seemed to them as expensive but high-quality books. Ebooks seem to be taking off right now, and if you can buy a book for .99 or \$2.99, then the odds are that you will not buy them at full price and only read them once.

So there you have it—five failed businesses and no real potential of earning an income. You may be wondering why I chose to share that story with you. Well, I share it more because of what I have learned in starting my businesses than to tell you what a failure I have been in the past.

Through each of these businesses, I have learned that people don't care about the product you have to sell them. The only thing that people care about is what's in it for them. That is the only thing that will get people to part with their hard-earned dollars. As you start your own tutoring business, never think of it as a way to earn money and freedom for yourself, but honestly, how can you be of service to your potential client. Remember that one thing that my mom taught me. "Whatever you do, do your best."

Another powerful thing that I learned through this process

is that if people's pain is great enough, they will pay for a solution. The first company that I had with eBay did not result in any pain for people. People can find clothing anywhere. They can go to a rummage sale or goodwill if their pain is great, not pay a lot of money, and still be clothed. The pain factor in your child falling behind in education is much greater. Parents' love for their children is why there is such a need for it.

In my second business, I learned that many people want to have financial freedom, but if something sounds too good to be true, they will put their guard up. When I ran my business with Etsy I learned that you can't just put something on the internet anymore and expect people to find it. People don't find things on the internet as an accident anymore. People are found because they have either done their research on SEO to create #1 rankings on Google, have paid for their rankings to show up as #1 and paid a ton of money, or have paid for someone who knows what they are doing in the area of internet Marketing.

The days of people finding you by accident are long over. Everything is very methodical and I will teach you what I have done to get first page rankings. It won't happen overnight, but through time it will be possible. If you want to get started right now then I suggest that you turn to Chapter 15 because one of the subjects I teach in the Jumpstart Your Online Tutoring Business Masterclass is how to get first page results on Google.

I learned that from my venture with Bright IDEA Vacations that sometimes my ideas are not so bright. If you can't laugh at yourself, then who can you laugh at. Don't take yourself so seriously, brush it off, and find another way to turn your dreams into a reality.

I also learned that if my business is more of a benefit to me than for my clients, it will not be an effective business. People are in business because their services or product is something that other people need, not something I think they should need or want.

From Usborne Books, I learned that I don't enjoy selling low price products. If someone only buys one, then you don't make much of a profit. I have seen people buy one piece of jewelry from Silpada for \$100 and seen both people walk away happy from the transaction. When I would sell my books, and someone bought one for \$10, only one person walked away happy from that transaction, the customer. Selling books made me take stock of what my time is worth. In my tutoring company, I want my customers to feel that they are getting great value for their money, and I need to be able to support my family so that I don't have to go out and get another typical job.

To sum up, I have learned the following from my businesses.

### **MINDSET**

- We deserve to get paid for what we are worth for the time that we put in.
- Don't take yourself too seriously.
- Have fun with whatever business venture you decide to do. If it's not fun, then you are not doing it right.
- You can be, do, and have whatever your heart desires.

### **SYSTEMS**

- Always get the training that you need and learn from others when you need it. Effective systems are just at the tip of your finger, especially with

the Jumpstart Program.

- Don't reinvent the wheel. You will most likely fail unless you have an infinite amount of persistence.
- Learn effective systems from people that are more successful than you.

## **MARKETING**

- People will not find you on accident on the internet.
- Your friends can only take you so far; network and get yourself out there.
- Test your ideas out on others; they will let you know if you have a bright idea.

## **SERVICES**

- Be of service to others.

This book is split up into these four categories because I believe this four-step system is the key to a successful online business. The Jumpstarts program was created specifically to go into details and support online tutors to become successful business owners that have financial freedom, flexibility, and a life beyond their wildest dreams.

I often have people ask me what the difference is between the Jumpstart Program and this book. I'll answer that for you. This book gives you basic ideas to get your business up and running. The Jumpstart Your Online Tutoring Business Masterclass holds your hand through the entire process with opportunities to get your questions answered, network with other tutors, and grow your empire as big as you want to grow it.

Videos show you how to do each of the things we discuss in this book, along with a ton of other valuable strategies. It is

one thing for someone to tell you something, but it makes a world of difference when they show it to you.



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Before I started the Jumpstart program, I had one student and I was tutoring for free. I was nervous about asking for the rate I wanted.

Then after I took the program, I suddenly started getting clients. This was mainly from learning how to do an effective flyer and to sign up for google my business. Each week the content was exactly what I needed. It was serendipitous.

A great thing about the program is having one or more accountability partners. You make great friends and connections. All of Joanne's content is amazing and so helpful. I could never have done this on my own.



-Justine Forelli

Online Reading Tutor

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## 3 Mindset Changes

*“You won’t know the power of the journey until you step up each rung of the ladder toward what you want. Then, even if you get to the top and find this dream is no longer desirable, you will be viewing life from a higher vantage point and you will have grown in you’re ability to chase your own dreams.” – Troy Fontana*

As you can see, I didn’t go to school to start my own business. It wasn’t something that I even had considered before due to beliefs that were instilled in me. To go from a typical job to owning my own company I had to go through an incredible mindset shift. I don’t think any of this would have been possible without this mindset shift. Wayne Dyer wrote a book that goes into depth about the “shift” called, The Shift, Taking your Life from Ambition to Meaning<sup>2</sup>.

At any time, even if you are part of a union, you can get let go. Often we think that a job is the safe route or more secure. When I had a job in the school system I would constantly fear losing my job. This is not security. Growing up during the recession of the ’80s taught me that there is no job security in a typical job where you get paid from an employer. This creates fear, stress, and hard times.

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<sup>2</sup> Dyer, Wayne (2010). The Shift, Taking your Life from Ambition to Meaning. United States, Hay House Inc.

Stress from jobs was all I knew as a child. Since it was all that I knew, I followed in the steps of my family and continued to get job after job after job. I didn't know any other way until I began to immerse myself with self-development material.

The Secret by Rhonda Byrnes<sup>3</sup> started to get me to think of making money in different ways that would support the lifestyle that I wanted to have. First, I had to figure out what lifestyle that was. I had to figure out what lifestyle I thought I deserved.

In the beginning, I thought that as long as I had a house, a family, and a career that I would be happy. Well, I had all of those things, and they didn't make me happy. After reading the Secret, I began visualizing my dream life. Since I was still teaching in the school system, I didn't see how this could be my reality, but I began to believe that I deserved it.

At the same time, I also began having a relationship with my Higher Power. I began to receive guidance in what I was meant to do, and I began to follow the calling of leaving the school system.

In the book How to Make Great Things Happen in Your Life by Fred Schafer,<sup>4</sup> he mentions a study done at Yale University in 1959. All of the students were asked to answer a survey at the end of the year. The Survey included the following question.

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<sup>3</sup> Byrnes, Rhonda (2006). The Secret. New York: Beyond Words Publishing.

<sup>4</sup> Schafer, Fred (2013). How to Make Great Things Happen in Your Life. Australia: Condor Books.

*Do you have a precise written specification – a written focus- of how you want your life to be in 10 years? It would include a professional goal, relationship goal, and an overall goal in all areas of your life.*

How many students do you think had these kinds of goals exiting one of the top universities in existence? If you guessed 3%, then you are correct. However, what I find even more astounding than that is ten years later, every single one of those students was contacted, and the results they found were staggering. The 3% that had focused and clear goals had achieved more happiness, obtained more tangible goals, created a sense of purpose in life, and accumulated more wealth than the remaining 97%.

People who don't make plans continue on a path of letting life determine their next step and go through the daily grind. Not many people enjoy the daily grind. I know that I didn't. I remember how I felt every Sunday night before I would have to go to work the next day. I would feel sick to my stomach.

Maybe tutoring isn't suitable for you; perhaps it's not your dream. Everyone's dream is going to be different, and that is o.k. Do yourself a favor and write down what your five-year plan and ten-year plan are.

A mindset shift has to happen to go from being an employee to a small business owner. Some people don't want to be a business owner, but what if being a solopreneur company like tutoring lets you have freedoms you didn't even know that you wanted. Would you be interested in making the shift?

It is so exciting not to go job from job to job anymore. Imagine having multiple streams of income vs. just one

stream of income. Many people have a lot of stress about losing their job because they don't know how to pay the bills if they lose their job. Their one source of making money is gone. Now what?

Today I have multiple streams of income coming in. There's tutoring, book sales, product sales, and my die-hard membership members called the Insider Secrets Group for Online Tutors. If one of these areas tanked, I wouldn't have to worry about not making money. As each day goes on, money flows quickly and effortlessly more and more into my bank account. Making money doesn't have to be hard anymore.

These thoughts have changed my mindset. Going from only making money from a job to having multiple income streams alleviates the stress involved with losing a job. One can go from a troubled world to a world where there is a solution around every corner waiting to be found. Over the next couple of pages, you will see some activities that you can do to begin making mindset changes for yourself. These are not only empowering but uplifting as well.

## READ FOR AN HOUR A DAY

Before I even read the book *The Secret*, by Rhonda Byrnes<sup>5</sup> I did a program called *Tools to Life* by Coach Devlyn Steele. It was a free online program that was also pivotal in changing my mindset. It no longer exists, but it was definitely incredible.

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<sup>5</sup> Byrnes, Rhonda (2006). *The Secret*. New York: Beyond Words Publishing.

He gave a powerful suggestion to read everyday for an hour. He challenges us to turn off the television 30 minutes before you go to bed and read instead. The reason is because we tend to listen to the news and it is filled with negative thoughts. If this is going on before we go to bed, then this is what travels through our brain throughout the night and the next day.

On top of reading for 30 minutes before you go to bed, he also suggests reading for an hour a day about things in your specific field. He says that if you do this every day for 3 years, then you will be an expert in your field by the end of that time.

For some of us we go through the grind each day, and we don't feel we have the mental capacity to challenge our brains and read. It is so much easier to turn on the television, but honestly once you begin doing this, you won't miss television one bit and you will feel like you are being more productive.

## Positive Thoughts vs. Negative Thoughts

Did you know that we have 60,000 thoughts that go through our brain every single day? About 80% of those thoughts are negative for most people according to Marci Shimoff<sup>6</sup>. With 48,000 negative thoughts it is hard to be grateful, but this is part of the mindset change.

In the book *212° the extra degree* by S.L. Parker<sup>7</sup>, he says

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<sup>6</sup> Women Leading from the Soul Conference March 5, 2013.

<sup>7</sup> Parker, S.L. (2005). *212° the Extra Degree*. Flower Mound, TX: The Walk the Talk Company.

this.

*At 211 degrees, water is hot.*

*At 212 degrees, it boils.*

*And with boiling water, comes steam.*

*And with steam, you can power a train*

*Applying one extra degree of temperature to water means the difference between something that is simply very hot and something that generates enough force to power a machine.*

The book also mentions that once your negative thoughts are at 49% and your positive thoughts are at 51% that you have reached this extra degree. You are now thinking more positively than negatively and can begin achieving the things that you want to achieve in your life.

## Gratitude

Gratitude can be a tool to reach this 51% . Here is the quickest way to begin changing negative thoughts in positive thoughts.

1. Each morning when you wake up write down 5 things that you are grateful for.
2. Each morning before you go to bed write down 5 different things that you are grateful for.

It is easy to fall in a rut of saying the same things over and over again. So, if you make it a point to not repeat ones you have already thought of, you will begin training your brain to look for the positive instead of looking for the negative.

People have said that once they began doing this activity that their thoughts started to focus more on the positive and that they felt more excited to wake up in the morning. Gratitude is a game changer and it is that one degree that can make all of the difference.

## Surround Yourself with Top Authors and Motivational Speakers

One thing that you can begin reading are books that begin to change your mindset from those negative thoughts to positive thoughts. A great resource to use is TED Talks online<sup>8</sup>. You will be introduced to amazing motivational speakers who have already had these mindset shifts.

Here are some of my favorite authors and the books that they have written.

Rhonda Byrnes - *The Secret*<sup>9</sup>

Wayne Dyer - *Wishes Fulfilled: Mastering the Art of Manifesting*<sup>10</sup>

Napoleon Hill - *Think and Grow Rich*<sup>11</sup>

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<sup>8</sup> [www.ted.com](http://www.ted.com)

<sup>9</sup> Byrnes, Rhonda (2006). *The Secret*. New York: Beyond Words Publishing.

<sup>10</sup> Dyer, Wayne (2012). *Wishes Fulfilled: Mastering the Art of Manifesting*. New York: Hay House Publishing.

<sup>11</sup> Hill, Napoleon (2009). *Think and Grow Rich*. United States: White Dog

Stephen Covey- Seven Habits of Highly Effective People<sup>12</sup>

Robert Kiyosaki – Rich Day, Poor Dad: What the Rich Teach their Children and the Poor and Middle Class do not!<sup>13</sup>

Eckhart Tolle – The Power of Now<sup>14</sup>

Darren Hardy – The Compound Effect (Hardy, 2020)<sup>15</sup>

Esther Hicks – The Law of Attraction<sup>16</sup>

Jack Canfield – Chicken Soup for the Soul: Think Positive<sup>17</sup>

## Decluttering

Decluttering your space is an amazing way to begin physically getting rid of the stuff in your life that you don't need, use, or love. So far we have looked at negative thoughts and positive thoughts. Think about how surrounding yourself in things that you don't need or use

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<sup>12</sup> Covey, Stephen (2012). *The Seven Habits of Highly Effective People*. New York: Rosetta Books.

<sup>13</sup> Kiyosaki, Robert (1998). *Rich Day, Poor Dad: What the Rich Teach their Children and the Poor and Middle Class do not!* New York: Warner Books Inc.

<sup>14</sup> Tolle, Eckhart (1999). *The Power of Now*. Novata, CA: Namaste Publishing.

<sup>15</sup> Autor: Darren Hardy. (2020). *Compound Effect*. Hachette Go.

<sup>16</sup> Hicks, Esther (2006). *The Law of Attraction*. Carlsbad, CA: Hay House Publishing.

<sup>17</sup> Canfield, Jack (2010). *Chicken Soup for the Soul: Think Positive*. United States: Chicken Soup for the Soul Publishing, LLC.

has the ability to cause negative thoughts.

More stuff means more cleaning and sometimes the stuff can take over. It takes over in the car, in the house, in our office, and everywhere. We know we should take action, but sometimes we spend more time thinking about how much we don't want to do it, that it would take less time to do it.

I fell into this trap and found an amazing resource called FlyLady<sup>18</sup> online. Fly Lady gave me the tools that I did not have to turn my home into a place that I love. What I have found is that when you surround yourself in things that you love, that you take care of them more. Also, it brings you closer to the most powerful tool according Rhonda Byrnes in *The Power*<sup>19</sup>. That power is love. When you are in a mode of love you accomplish more and are inspired to take the actions in your life that you feel are necessary to take.

## Visualizing

One of the most amazing tools that you can utilize is the tool of visualizing. Visualizing allows you to think big and focus on what you want to attract into your life.

The key to visualizing is believing what you are visualizing. If you can't believe that you can attract what you are visualizing, then you will not be able to attract it into your life.

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<sup>18</sup> [www.flylady.net](http://www.flylady.net)

<sup>19</sup> Byrnes, Rhonda (2010). *The Power*. New York: Atria Books

Visualizing can be done in several ways. Let's take a look at a couple of them.

First, you can visualize by closing your eyes and thinking about what you want to attract into your life. Allow your brain to go free and imagine having it. Next, focus on how it feels to have attracted that into your life. When you connect the feeling of love to what you want to attract, you are able to attract it quicker.

Another way to visualize is through using a dream board. You can collect images of the things that you want to attract into your life and put them on the dream board. Each day when you wake up you then focus on it and feel appreciation for attracting these things into your life.

I utilize this same concept on my computer. I take an image and set it as my background image. This allows me to focus on that one big dream that I want to attract and every single time, the big dreams have always come into my life.

In the next couple of chapters I am going to answer a few questions most people have about running their own online tutoring company so that if this is your dream you can visualize it and think big. Small business owners that think small, don't attract big results. So, let's take a closer look at how successful a tutoring business can be and how much it costs to get started.

#### *ACTION STEPS*

1. Read an hour a day.
2. Each day write down 5 thing you are grateful for.

3. Read a personal development book.
4. Declutter your home and your surroundings.
5. Visualize what you want your life to be.



Before enrolling, my process for onboarding students involved a phone call or text, a trial session, and a follow-up email. Now, I am communicating value and professionalism far more effectively through using an assessment with detailed information and questions in the follow-up calls. By using this process, I have become far more confident about the price I charge and the value I provide.

Last week, for instance, I had someone tell me my rate was too expensive. Instead of moving on, I became curious and asked her what she was comparing my price to. When she answered, I explained why I charge the rate I do. I focused on communicating my value in a non-salesy way, rather than providing a discount. She became my client this week. This is the first time this has happened. And I know the shift in my approach has come from the insight and confidence gained in the course.

In the program, I onboarded 11 students (13 hours). This was a huge blessing during the summer. Thank you so much, Joanne.



Dustin Stevens,  
Online Writing Tutor



## 4 How Successful can a Tutoring Business Be

*"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."*

Herman Cain

When I first began thinking about running my own tutoring business the thought of how successful could this be went through my mind. The answer to this question is, your tutoring business can be infinitely successful if you change your mindset from seeing obstacles as road blocks to seeing obstacles as opportunities.

To be completely honest with you, I didn't know in the beginning that my tutoring business was going to be as successful as it is. In fact, I started off teaching kids to read online for free because I didn't even know if the tools I was putting in place were going to work.

In the beginning I received a lot of resistance from people because they didn't trust Skype. Today I use Zoom, but you can use whatever virtual meeting tool you want. I knew that I would be working with kids as young as 5 years old and in some cases I even work with 4 year olds. I just need my students to follow my lead.

Once I show parents how easy this was going to be for them with zoom, they are hooked and love it. The best part is that I am able to get people to pay me top dollar for my services. I started off thinking that people might be willing to pay me, a certified reading tutor and reading specialist, at least what people were paying for reading tutoring at other companies. I knew my services would be more convenient for the average busy family. I found out that parents pay \$40 at least an hour for the services that I provide. So, I started there. Right off the bat I had people willing to pay this because they wouldn't be able to get these services cheaper anywhere else. Also, their child wouldn't be placed in a small group tutoring situation, but would be receiving top notch one on one services. I figured that as time went on that I could raise the price as there was a supply and demand situation going on.

Guess what? I did. Once I got booked solid at \$40 an hour, then I raised my rates to \$50 an hour. After that \$60, then \$75. Today I charge \$100 for my tutoring services. I take on less students because I also help tutors with starting, growing, and taking their tutoring business to the next level.

I work with my students for just one hour a week. Again this is something that you can adapt for what works for you, but I found that two 30 minute sessions a week was a magic formula for younger kids. The kids didn't have to invest a ton of their time and get bored with a long session and more can get accomplished when you are able to split the hour up. Brick and Mortar companies have to do hour sessions to make it feasible. I on the other hand can make it more accommodating to the parents.

What a selling point. The parent does not need to go anywhere to have their child tutored. This means that the parent can do one of the many other things that they need to accomplish such as laundry , dinner, exercise, or sit back and relax for a few minutes. Amazing!

Brick and Mortar companies tend to have kids come in more than once a week. I have even heard of kids that had to come in 5 days a week for a full hour session. Wow, talk about making the kid hate learning.

What kid wants to spend their free time doing that? I had one client tell me how she couldn't have her daughter take part in any other activities because they had to drive an hour a day to the sessions and then stay for the hour. There just was no time for anything else. Tutoring online frees people up to put time into education and time developing a well-rounded child. Now kids who receive tutoring can take part in sports that once they could only have dreamed of before.

The real question that you may be wondering is whether tutoring online can be profitable to you. We are just going to stick with the \$40 number since this is what people are more than willing to pay for your services. Of course, the more specified your niche the more you can charge. We will also stick with the formula of tutoring for an hour a week. If you want to keep your teaching job and just work an extra 10 hours a week, then here is what that would look like.

$$10 \text{ hours} \times \$40 = \$400 \text{ extra a week} = \$1,600 \text{ extra a month}$$

Wow, so if you work just ten hours a week, then you can make an extra \$1,600 a month. What would your life look like if you were able to earn an extra \$1,600 a month. Write it down below.

What are some things that you would be able to?

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What are some things that you would be able to have?

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Where are some places that you would get to travel to?

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Let's say that you just want to work during the summer. But, you don't want to work full time because you have had a rough year. You would be happy with working just 20 hours a week. Right?

20 hours x \$40 = \$800 a week = \$3,200 a month = \$9,600 for the summer

I am going to pose the same questions as before because I want you to think of how this can be of value for you.

What are some things that you would be able to?

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What are some things that you would be able to have?

Where are some places that you would get to travel?

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Let's say that you want to just work part time and take care of your family. Maybe you want to be home for your own kids or maybe you want to watch your grandkids during the day. If you decided that you wanted to work 20 hours a week to have that balance, here is what the numbers would look like.

20 hours x \$40 = \$800 a week = \$3,200 a month = \$38,400 a year

So, you could bring in \$3,200 a month working part time from your home. Wow, that is amazing. The best part is you can make this and still do what you love to do, which is teach. What part time job can you get where you will work out of your home, not have a boss looking over your shoulder and make \$38,400 a year?

What are some things that you would be able to?

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What are some things that you would be able to have?

Where are some places that you would get to travel?

Now some of you may be thinking, that just sounds way too good to be true. You may even be one of those people that has been wired to think that if it sounds too good to be true, then it is. I certainly was raised that way. I had to change that mindset thought into believing bigger than I was ever able to believe before.

And just to show you that I am not making up these numbers and they are all theoretical, I have been working part time doing this for the last three years. Here is what my PayPal account took in January of 2013 in figure 5.1

Payments received - Jan 1, 2013 to Jan 31, 2013							Print		
Move to Recent Activity		What's this		Payment status glossary					
Date	Type	Name/Email	Payment status	Details	Order status/Actions	Gross	Fee	Net amount	
Jan 30, 2013	Recurring Payment From	Tammy Belshaw	Completed	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$160.00	-\$4.94	\$155.06 USD	
Jan 28, 2013	Recurring Payment From	Nancy Barth	Completed	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$27.00	-\$1.08	\$25.92 USD	
Jan 28, 2013	Payment From	Mark Lovie	Completed	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$600.00	-\$23.70	\$576.30 USD	
Jan 25, 2013	Recurring Payment From	Andrew McIntyre	Completed	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$80.00	-\$2.62	\$77.38 USD	
Jan 24, 2013	Payment From	Grace Engel	Cleared	<a href="#">Details</a>	<a href="#">Print shipping label</a>	\$20.00	-\$0.88	\$19.12 USD	
Jan 20, 2013	Payment From	Susan Butkus	Completed	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$80.00	-\$2.62	\$77.38 USD	
Jan 16, 2013	Payment From	Grace Engel	Cleared	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$20.00	-\$0.88	\$19.12 USD	
Jan 16, 2013	Payment From	Andrea Wood	Completed	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$1,400.00	-\$54.90	\$1,345.10 USD	
Jan 15, 2013	Payment From	Christopher Toy	Completed	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$180.00	-\$5.52	\$174.48 USD	
Jan 13, 2013	Payment From	Charles Tellis	Completed	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$160.00	-\$4.94	\$155.06 USD	
Jan 10, 2013	Payment From	shari dempski	Completed	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$80.00	-\$2.62	\$77.38 USD	
Jan 10, 2013	Payment From	Grace Engel	Cleared	<a href="#">Details</a>	<a href="#">Print shipping label</a>	\$20.00	-\$0.88	\$19.12 USD	
Jan 7, 2013	Payment From	Andrea Wood	Completed	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$240.00	-\$9.66	\$230.34 USD	
Jan 6, 2013	Payment From	Rebecca Tongson	Completed	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$160.00	-\$4.94	\$155.06 USD	
Jan 1, 2013	Payment From	Sarah Thusius	Completed	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$160.00	-\$4.94	\$155.06 USD	

Move to Recent Activity What's this **\$3,261.00**

figure 5.1

During this month I brought in \$3,261.00 and I was only working 11 hours a week.

We started off talking about some pretty small numbers because I wanted you to see how even doing this a few hours a month can impact your income. Now let's take a look at someone who is serious about making this a full time career.

40 hours x \$40 = \$1,600 a week = \$6,400 a month = \$76,800 a year

How many teachers do you know that are making \$76,000 a year? That is the end of your career salary and you can begin making this today and this is just when you start out. Remember how I mentioned that as there is a supply and demand that you can charge more? Well, let's take a look at how the numbers change as soon as you start charging \$50 an hour.

40 hours x \$60 = \$2,400 a week = \$9,600 a month = \$113,200 a year

Do you know any classroom teachers that are making this? The answer is no. It doesn't exist. Teachers have never been able to make a 6 figure income in my area and now with starting your own online tutoring company you can. I do all of this without the stress of the administration breathing down my back telling me what to do, when to do it, and how to do it. I want you to think bigger than you have ever been able to think before. What would your life look like if you were making \$113,200 a year?

What are some things that you would be able to do?

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What are some things that you would be able to have?

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Where are some places that you would get to travel?

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People will pay you what you are worth if you carry yourself professionally and charge a price that is worth your time, then you not only get to be the owner of your life, with the flexibility that you may have always desired, but you also get to be the owner of your very own business. Honestly, what is possible is going to be completely up to you. I will share with you all of the tips and tricks that I use to run my business if you stick with me long enough. You will learn how to do this and find the people that want to hire you for your services.



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I am amazed at how quickly I have gone from charging \$14 an hour in 2017 to \$100 an hour in 2021 with the help of Joanne and her programs.



Allen Tsao

Online Math Tutor

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## **5 How Much Does it Cost to Run an Online Tutoring Business?**

The next question that may be going through your mind, now that you have an idea of what you can earn is how much is running my own tutoring business going to cost me? With the birth of the internet, running an online tutoring business has never been easier. In the past if someone wanted to purchase a franchise and run a tutoring business he/she would have to find a brick and mortar building and pay rent each month.

I went online to find out how much it would cost if you wanted to start a franchise with one of the big tutoring companies. I am going to leave the names of those companies out of this book. This information is only here to put into perspective how easy this all is today.

In order to own a franchise you have to be trained in their programs and pay for the training. Usually there are changes that need to happen to the building in order to effectively run your business and that can cost up to \$9,000 just for the architect. The actual improvements can cost between \$30,000 and \$60,000.

Once the building is secured and renovated to meet your needs you then need to put furniture in the building. That costs anywhere between \$10,000 and \$20,000. A good computer is also essential and will cost another \$800 up to \$1,500.

Are you getting tired yet, with all of these numbers and the costs involved? It seems astronomical to me. This is only tip of the iceberg. Each month you need to pay your payroll to the employees and each month you need to pay about \$1,500 in rent. Don't forget about ongoing costs like electricity and water.

I have listed all of the costs in Figure 8:1. The overall cost of running your very own tutoring franchise can be anywhere from \$81,243 to \$157,750 in the first 3 months. I don't know about you, but I don't even know how to get a hold of that kind of money.

Resources	Low Cost	High Cost
Training Agreement Deposit Fee	\$500	\$500
Expenses while training	\$3,945	5,460
Initial Franchise Fee	\$1,000	1,000
Initial purchase of materials	\$1,000	1,000
Architect design	\$0	9,000
Leasehold improvements	\$30,000	60,000
Furniture, signs, equipment & supplies	\$10,000	\$20,000
Notebook computer at Center	\$800	\$1,500
Professional fees	1,000	3,000
Liability insurance	\$400	\$400
Business license, name registration	\$100	\$200
Lead Management System	\$340	\$340
Recommended Reading List	\$2,240	\$2,290

Fingerprinting, criminal background check	\$18	\$60
Rent	\$1,500	\$4,000
New center Marketing	2,000	5,000
Payroll cost for assistants	14,400	20,000
Utilities	12,000	24,000
<b>Total</b>	<b>\$81,243</b>	<b>\$157,750</b>

Figure 8:1

When I take a look at these numbers I realize how truly lucky I am to have the lifestyle that I have. Never before in history of the world has owning your own tutoring business been easier. Would you like to know the total cost for me to get my business started? \$0. I didn't have to invest one penny to get started. I didn't have to pay any money to get trained because I was already a teacher that had a Masters Degree. I didn't have to pay for rent because it was out of my house. I didn't have to pay for marketing because there are ways to market for free today and level the playing field for all people. I didn't have to invest in expensive systems because I created all of my own. I never have to pay for architectural design changes because I can use a computer from anywhere in my house. However, later on when I do plan on making changes to my office, it can all be tax deductible. Pretty sweet, right?

That isn't to say that I don't have any costs associated with running my business. Since getting started I have found some tools that are worth investing in to make my life a whole lot easier. I pay \$300 a year to have a membership on some websites that are great tools to use with students. I love using Stripe because of how easy it is to get paid and I have set each of my clients up on an automatic payment plan. As of 2021 this currently costs 2.9% and +.30 for each transaction. These costs are what I consider my assistants. I don't need to hire an assistant because of how easy Stripe has made it for me.

I am a lifelong learner, since I am able to deduct my own professional development on my taxes it is important to mention that I can spend anywhere between \$1,000 to \$4,000 depending on what my needs are for the year. This may not be something that you see as necessary, but I know that there is always someone out there that has the next piece of information that I need to improve my business or to help me move my business to the next level. I can also justify it because I don't have all of those other sources that I need to spend money on in order to run my business.

I believe that it is important to get a business coach if you have never been in business before. I started joining some mastermind forums where we brainstorm answers to business questions that I have. This was the most beneficial investment that I made. There are so many people now at my disposal that if I have a question I can go directly to them and not have to do hours of endless researching on the internet. Having that kind of support is amazing. This is what motivated me to provide this type of support with the Jumpstart Program and my Insider Secrets Club for Online Tutors.

I first began thinking about this need to have a business coach while I was watching the Olympics with my daughters. I noticed that every single Olympian had a coach. Not one person was doing it on their own. Then it dawned on me. All successful athletes have coaches, could I make my business more successful by having a coach. I got one and proved that yes, having a business coach can help your business be more successful. Remember, I was coming from the teaching world essentially and had 5 failed businesses. I didn't know what I was doing, so investing in a coach was essential to my success. A coach is able to take a look at where you are and guide you to where you need to be. A coach can also be the go to person when you have business questions.

That is why I started The Online Tutor Coach, LLC. One of the biggest problems I had with working with coaches outside of the tutoring world was that they didn't understand the industry. At the only tutor coach, every coach is a tutor and helps other tutors on the side. To work directly with a coach go to [www.onlinetutorcoach.com](http://www.onlinetutorcoach.com) and click on store. If you scroll to the bottom you will see several coaches that you can work with to help meet the needs of your business.

Figure 8:2 shows each of these costs that I incurred starting my own business. The total cost for me in 2012 to have an ongoing tutoring company is \$5,180. If I didn't set aside any money for professional development it could cost me just \$1,180 a year to run it. If you didn't have a business coach it would only be \$680 and if you wanted you could even get those costs down and get started just like I did with \$0. Not bad. Then on top of everything else I am able to write off business expenses from my total income earned. This is a nice benefit during tax season.

Resources	low	high
Membership websites	\$0	\$300
PayPal	\$0	\$300
Office supplies	\$0	\$50
Business cards	\$0	\$30
Business coach	\$0	\$500
Personal Development	\$0	\$4,000
<b>Total</b>	<b>\$0</b>	<b>\$5,180</b>

Figure 8:2

Now that we have taken a look at what it takes financially to run an online tutoring business, let's take a look at what you can write off as a business expense. It is best practice to hire someone the first year that you do your taxes that is familiar with small businesses. But until that time you will be able to save receipts and create an expense report that you will be able to give to the person who will do your taxes.

The first thing that you will want to do is create a file to put in your filing cabinet and simply name it, "Taxes 20\_ \_." Every time you purchase something that is listed below you will want to have a place to put your receipt. Inside of your wallet or purse designate a place that you will put receipts so that if you are out and about you can put it there and not have to go searching through an endless pile of receipts later on.

As a business owner you are allowed to write off business expenses that classroom teachers are not allowed to write off. You can keep track of your expenses using an excel spreadsheet and add to it each month so that when tax time comes it is effortless.

I love to take trips, so I use the acronym TRIPS to help me with what I am allowed to write off as a business expense.

T = Travel

R = Running my business

I = Incur

P = Personal Development

S = Supplies

## Travel

The first area that you will be able to make tax write-offs includes all of your travel expenses that are related to your business. You will be able to write off airfare, cabs, and food. All you need to do is hold onto your receipts and put them into your receipts for the current year folder.

When you get home add up the receipts for airfare as one expense, cabs or travel as another expense, and all of the food as another expense. Add up the total, put the information in an excel spreadsheet that is similar to the one listed in table 9:1.

It is important to note that everything is a 100% tax deduction except for food. Food is a 50% deduction because you would normally need to eat anyways, but typically it is more expensive when you are travelling.

## Running your business

Anything that you need to run your business can be written off. Here is a list of items that I am able to write off.

Membership sites  
PayPal or Stipe fees  
Computer  
Internet  
Phone  
Marketing

As an online reading tutor I utilize [www.raz-kids.com](http://www.raz-kids.com) and am able to put this on my expense report and write it off. I also have other membership sites that I am a part of that I can easily write off as well.

You can also write off the expenses for a PayPal and Stripe processing fees. Paypal has slightly higher processing fees than Stripe and each has a per transaction fee. Make sure to keep track of these fees each month. Most tutors take the hit on this one and end up having to pay more taxes because of it. Since you have to pay taxes as an employee and an employer you are already being double taxed. Take all of the deductions that you can so that you owe the least amount.

If you need computer equipment or if your computer equipment breaks down, you are able to write these off. These items include headsets, mouse, actual computer, hard drive, and anything else that is needed in order for you to use your computer to run your business.

Another item that you can write-off is the amount of internet that you use for your business. An example would be if you happened to use 75% of the internet to run your business, then you can take the total amount spent on the internet each month and divide that by 75%. That is the amount that can be tax deductible.

The same is true about the phone. If you have a separate line for your office then you can write that off. Most people run their business using their cell phone. If you used your cell phone 50% of the time for business and 50% of the time for pleasure, then you can deduct 50% of your phone bill.

Every penny that you spend on marketing is a tax deduction. Marketing supplies include flyers, Canva for editing your marketing, paid advertising and so on.

## IN THE HOME

A percentage of your house can even be tax deductible. If this is something that you wish to do, you definitely want to talk to the person doing your taxes and decide if this is a good decision for you.

If you have 2000 square foot home and 10% of that home is taken up by your office, then you can deduct that amount of your mortgage payment. You can even deduct 10% of electricity since you need that to run your business. If you think about it, if you had a brick and mortar business, then you would have to pay these expenses. The government does not treat a brick and mortar small business much different than a home business.

Some people who run a home business have a hard time being on top of cleaning their house and running their business. These people hire a cleaning company to come in and help. This is another business expense that can be deducted based on the percentage of your office to your home.

Not everything in your home is tax deductible and each state has its own laws. If you are in another country you will have to check with the laws of your country. This is why I highly suggest getting a tax accountant the first year to make sure that you are taking advantage of every benefit that you possibly can.

## PROFESSIONAL DEVELOPMENT

There's always more information to learn. Whether you are learning more about owning your own business or getting professional development in the specific area that you are teaching online, you can deduct it. Here are some examples.

Conferences

Books

Professional organizations

Professional magazines

Professional Membership Sites

Networking groups

Jumpstart Your Online Tutoring Business Masterclass

Insider Secrets Group for Online Tutors

Any conferences that you attend can be a deduction. I usually attend the Wisconsin State Reading Association conference, International Literacy Association Conference, Homeschooling conferences, and Marketing conferences. All of these can be written off as a business expense.

Often when I hear about a book that contains the information that I need to grow my business or do something better, I go on Amazon and purchase it. Not only is it cheaper on Amazon, it is convenient. You can simply print a copy of your receipt, mark it in your expense report and put it in a file where you save a hard copy of all of your receipts.

I am a member of the International Literacy Association and not only is my membership to the organization a write off, but so are the monthly magazines that keep me on top of best practices.

## SUPPLIES

Lastly you can write off any supplies that you need to run your business. Here is a list of some of the supplies that I utilize.

1. Notebooks
2. Binders
3. Staples
4. Paperclips
5. Tape
6. Folders
7. Pens
8. Pencils
9. Pencil Sharpener
10. Computer Paper
11. Ink for printer

Pretty much any office supply that you need can be a deduction. Some of these may seem like tiny things to worry about, but some of them are more expensive like printer ink. It all adds up, so it doesn't hurt to jot them down.

Table 9:1 shows what an excel spreadsheet that is used as an expense report could look like.

## CONCLUSION

Seventy percent of the amount of tax deductions that a home based business can deduct completely get left off each year. Don't be part of that 70%. Take all the advantages that you can. You will be required to pay your own health insurance and save your own money for retirement, so these deductions can help when it comes to those things.

Expenses	Jan.	Feb.	March	April	May	Nov.	Dec.	Year
<b>Travel</b>								
airfare								
transportation								
food								
<b>Running your business</b>								
Membership sites								
PayPal								
Computer								
Internet								
phone								
Marketing								
<b>In the Home</b>								
Electricity								
Mortgage								
<b>Professional</b>								

<b>Development</b>								
Conferences								
Books								
Professional Organizations								
Professional magazines								
Professional Membership sites								
Networking								
<b>Supplies</b>								
office supplies (pens, pencils)								
computer paper								
printer ink								
<b>Total</b>								

Table 9:1 Expense Report for running your business



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Before I started the Jumpstart Program I struggled with putting myself out there and often second guessed myself. I felt like everything had to be perfect before putting any content out. Then nothing was getting done.

Then during the Jumpstart Program I was able to gain some momentum with posting things about my business, sharing my website, and putting myself out there. Having the accountability and support of the class helped me tremendously. It gave me the push I knew I needed to take with my business and I was able to book an additional 17 hours for myself!

Thank you Joanne for the continued professional development. I highly recommend tutors join the Jumpstart Masterclass because it gives you great networking opportunities with other tutors, confidence to grow your business, and support needed to keep pushing yourself each and every day!



Janay Wilkinsin

Online Reading Tutor

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# Step 2

## Organized Systems

Organized systems are those systems that need to be in place in order for your business to operate easily and efficiently. The systems that are discussed in this section will give you a look at what needs to be in place. You will begin to learn about creating a business plan and lifesaving online tools.



## 6 Figuring out your Niche and your Ideal Client for your Business Plan

When it comes to organization, every successful company needs to start with a business plan. In my Jumpstart<sup>20</sup> course I walk people step by step into creating a successful business plan so that they can figure out their mission, vision, and specific goals.

In this chapter we are going to take a look at one part of the business plan that will guide you as you think about the services you want to provide and how to market them.

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<sup>20</sup> To learn more about the Jumpstart Your Online Tutoring Business Masterclass watch this video. <https://www.onlinetutorcoach.com/jump-in> The course only opens up a few times a year, but you can get on a waiting list for when it does open up again if it is not currently available.

First let's take a look at a niche. What is a niche? A niche is an area that you would consider yourself an expert at. An example would be teaching reading, math, or SAT Prep.

The ideal client is a person that you want to specifically tailor your tutoring to. You are going to want to get clear about what you want to tutor and who you want to teach to. The more clear that you can get, the better your advertising will be.

Some people want to teach everything to everyone. I tell people to keep their guard up for people like this because people who think that they are great at everything are usually not very good. You have the whole world at your disposal, so you don't have to ever worry about there not being enough clients out there for you.

Answer the following questions to get clear about your business.

1. What do you want to teach online?

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2. Why should people come to you to teach it to them?

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3. Who else is already good at what you want to do online?

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When I first figured out who my ideal client was it looked like this.

*Marissa is 34 years old and she has graduated from college. She is going back to school herself for her MBA while working full-time at Kohl's corporate and taking care of her two kids Melissa and Joey. She desperately wants school to be easy for her kids and not have to struggle like she did. She wants the best for them and their education.*

*Marissa is married, but her husband travels a lot, so many of the responsibilities fall on her when it comes to taking care of the home and her children. She wishes she could have more quality time with her kids, but with soccer practice, swim, school, and taking care of the house there just isn't a lot of time.*

*Marissa sits down with Melissa every night to do homework, but Melissa is not open to mom helping. She frequently tells her mom that she is wrong and that she wishes dad were home to help her. This frustrates Marissa. Marissa doesn't understand why reading is so hard for her child. Even though she struggled through school, reading just seemed to come easy for her. She is lost in how to help her daughter and is looking for resources that she can tap into.*

*Marissa absolutely hates her job, which is why she is going back to school, but she knows she has to keep her job to help support her family. She is willing to do everything for her family, even stay in a job that she does not care for. Her job and Melissa's struggles with school keep her up at night. When she is frustrated she comes to my blog to see if there are any other tips and tricks that she can utilize with her daughter to make reading fun and not feel like a chore.*

*Marissa values education and is willing to go to any lengths to ensure that her own kids have a good education. When the kids go to bed, Marissa looks for ideas that she can implement to make sure that she is raising lifelong readers.*

You may have noticed that I have given my ideal client a name. There are robots out there on the internet, but the people that you want to attract are real people and they have a set of real problems. What are those problems for your ideal client? What is your ideal client looking for from you and why would your ideal client benefit from your services. Remember that you are in this business to be of service and to give the services that you can to a specific group of people. The more targeted you get, the more of an opportunity they have to find you. Even people that you are not targeting will find you. Then you are left with the tough decision of whether you will choose to work with them or not.

When I create my videos I create them for this client. When I post messages on Facebook, I picture Marissa and speak right to her. When I create flyers, I keep her in mind so that she can find me. I give specific advice to her on my blog and tweet tips to her during the day. I owe it to Marissa for her to find me. She is looking for the services that I provide and it is my duty to not let her down. My laziness could result in her child suffering even more.

Notice how I only focus on reading and how my ideal client is looking specifically for help with her daughter's reading. This clarity allows me to focus on one area and to learn everything I need to learn to stand out as one of the best. If you are competing against the world, can you afford to skip this step? Absolutely not.

If you have left the ideal client space blank, then go back and fill it out. This is a critical step in your advertising and in attracting the people that you want to help. Skipping this step is not an option to those who seek success.

## 7 Favorite Online Organizational tools you can't live without

This chapter is all about my favorite tools that I use to run my online tutoring business. Some of the tools are cheap and some of them are free, but these are tools that I use to run my business that I could not live without.

### LASTPASS

The first tool that I use is called LastPass. Have you ever been frustrated at the amount of passwords that you have to remember? Well, I can't seem to remember any of them. I read about what Last Pass could do for me and my life changed from that moment on.

With LastPass you only have to remember 1 password. Lastpass keeps track of all of the passwords and automatically logs you in when you go to websites that require logins. I love it. You can access Lastpass on any computer, so no longer do you need to keep a list of my passwords or try a billion different combinations to get into

the different websites.

Lastpass has two options. One is a paid option and one is free option. I have never needed to move to the paid option, so the free option for now is perfect. Not only is this a great tool for running your business in your home, but it is phenomenal when you are traveling and possibly working on a different computer. All you need to do is go to **Last Pass**<sup>21</sup>, sign in and all of your sites are right there. If you can't remember how to get access to one, then you put it in the search bar, it comes up, and once you click on it you can get instant access without ever having to put the information in. The only password you will ever need again is your Lastpass password.

## ZOOM

Zoom has given me financial freedom. I know that most people are familiar with it now, but when I got started not only had people not heard about it, but some were also scared of it. I found this quite funny, but this was a real fear for people. As soon as I invited people onto a free assessment with Zoom, they were convinced that this would be a great platform to use.

You may encounter people who have a fear regarding Zoom and it's security features due to the overuse during the pandemic. Since the pandemic, Zoom has tightened up it's security so that random people can't hack into the system. You now can have people sign in with the link and a password or manually let people into your room so that only

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<sup>21</sup> [www.lastpass.com](http://www.lastpass.com)

the people you want in the room are present.

With Zoom you can share my screen with your students and even have them write/annotate on your screen. The entire internet gets to be a whiteboard.

If you want to share a video, just select 'share sound' when you share your screen and your student will be able to hear the sound of the video. I love using videos from YouTube that teach simple concepts like two vowel talker or silent e.

You can also give yourself a professional background with the green screen feature. I like to choose a nice living room. Make sure you have good lighting, and it will look like you are there. Some people prefer to turn on the blur background so that the background is not distracting.

## KOALA

This is a new tool in the virtual meeting space that allows you to have your own classroom online. It is a 3D virtual classroom that is a cross between Minecraft and Zoom.

You show up in the room as an avatar. You can choose to have your video pop up over your avatars body and so can your student. Both you and the student have the ability to roam around the classroom.

The nice thing about this tool is you can set up boards ahead of time or keep adding to a student's specific board. You can save boards as templates and reuse them for future purposes.

The program keeps developing. It is still in the stage where it is listening to it's users so that it has all the features that tutors and teachers desire.

To see a demo of this you can watch a demo on my YouTube Channel. <https://youtu.be/PzQBK-44Nf0> While there, subscribe to my channel so that you can continue to get access to great content in the online tutoring world.

## ONE DRIVE AND GOOGLE DRIVE

With the discovery of One Drive I can access my resources I save from anywhere in the world. If you already have a Microsoft 360 license, then you have access at no additional cost.

Now I can access everything easily and effortlessly. It truly is amazing. I also utilize Google Drive. You can check both of these out and see which one will be a better fit for you.

Google Drive is a great resource to use if I need to share files with someone else. I can share a link with the person and they can view it within their Google drive. If you have a big file you no longer have to worry about it not downloading and being able to be sent to the person that needs to receive it.

## PAYPAL OR STRIPE

It seems like everyone is accepting PayPal or Stripe as a payment option and it has allowed me to take payment, send out invoices, and create automatic payments. Because of PayPal and Stripe I only need to focus on billing and finances for 10 minutes a week. This means that I am able to

run my business without having to pay someone to take care of this part.

PayPal and Stripe are both a safe place that people can pay you and not have fear about what is happening to their money. Both PayPal and Stripe use data encryption technologies and secure servers that are connected to the internet. They also have a team of anti-fraud experts that protect you as the seller of your services and your client.

Also, PayPal stores all of the information that you need regarding payments you have received so that you have access to that information whenever you need it. I usually refer to it when I am doing my taxes to double check. Also, I use it when I track how much I have made each month. PayPal takes care of all the calculations so that I do not have to.

PayPal does charge a fee for each transaction and takes a percentage just like a credit card company would do. As of 2021, each transaction costs .49 and PayPal takes 3.49% of the total paid to you.

Stripe is a little bit cheaper. They charge .30 per transaction and take 2.9% for the credit card transaction.

PayPal and Stripe also makes it possible for you to sell internationally and have international clients. This takes all of the hassle out of it for you. When my Australian clients pay me, neither of us have to figure out exchange rates. Just make sure that they choose USD if you are in the United States and the rest is all taken care of by PayPal.

## YOUTUBE

YouTube has provided my business with not only an online presence, that I have over 6,000 subscribers to, but it also gets found in Google on page 1 without spending any money 53x quicker than without it. Wow, that is a pretty staggering statistic., just storing my videos there. In fact, I had created a video, but hadn't done my keyword work yet. I was just getting the information out there and was going to figure that out later.

I began doing the research for my keywords and found one keyword that was so good and was bound to get me amazing results that I edited the video title with the keyword and within 5 minutes I was on page one for that keyword. People spend a ton of money to get these results and I was able to get them immediately because of YouTube. Now that is power.

YouTube is what I would consider the 500 pound gorilla for video marketing. In fact, it is the second biggest search engine in the world. So, if you want to get found to tutor kids or adults online, you need to be on YouTube. If you don't, then you are throwing thousands of dollars in possible income down the drain.

The world is so great now. I have never been more excited about technology than I am now. So, I already know that some of you reading this book are thinking, there is no way I am going to get on a camera. No worries, you don't have to. You can create a ton of videos for free using VideoScribe. All you need to do is go to [www.sparkol.com](http://www.sparkol.com) to access it. This program will allow you to try it free for 7 days. At which time you can create a ton of great videos and have them at your disposal on YouTube or wherever else you

decide to use them.

Some of you may feel that you are not real tech saavy and that this goes beyond what you feel comfortable doing. This is where the Jumpstart Your Online Tutoring Business Masterclass comes in handy. It includes step by step videos that guide you along the way.

## TUTORBIRD

This is the most incredible tool for a tutor just starting out. It is an all in one platform for organizing your tutoring business.

You can get a 3 month trial to this program by using my special link for my community. Just go to **Facebook and Join the Ultimate Support Group for Online Tutors**.<sup>22</sup> After you join the group you can redeem this 3-month trial. **Sign Up for TutorBird Today! | TutorBird**<sup>23</sup>

With TutorBird you will be able to gather and store information about every student including their credit card information. You can add your students to the calendar and invoices are automated for you and paid so that you can focus on the most important part of your business, your students. This frees up the ability to keep track of each session a student uses and always charges and bills the

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<sup>22</sup> Facebook Group - <https://www.facebook.com/groups/303391446535402>

<sup>23</sup>Tutorbird-  
[https://www.tutorbird.com/usgfotoffer/?fbclid=IwAR2741e9vhBgi1JWtrFpv2dZjRyNxgg6OTA\\_t9Tv8fN0YJjvovAak9K4sxs](https://www.tutorbird.com/usgfotoffer/?fbclid=IwAR2741e9vhBgi1JWtrFpv2dZjRyNxgg6OTA_t9Tv8fN0YJjvovAak9K4sxs)

accurate amount of hours that you have worked.

There is even the ability to add additional tutors to the tool. If you decide to grow your business in this way you can add your other tutors on the schedule and have one dashboard where you can access everything. The app will show you how much to pay each tutor each month so that you do not need to do any of the calculations.

There is a place for you to keep track of your taxes so that you can print off a report at the end of the year and just insert the information into TurboTax or give to your accountant. This makes staying on top of your business easy.

In addition to all of these cool features your students and parents have a portal they can access as well. If they need to reschedule a session and it is within the parameters you set up, then they can do that by logging in. No longer do the parents have to email you for reschedules. Also, you don't have to make errors on what time to do the makeup session.

It is an incredible tool and you will love it. The best part is that it is affordable for independent freelance tutors. At just \$12.95 a month it is worth every penny.

## COMMUNITIES

The online communities that I am a part of have always been lifesavers. Whenever I have a question about something I know where I can go. I don't have to spend endless hours of research trying to figure something out. I can put my question out to the community, walk away for a couple of hours, and have several answers by the time I come back.

That is time management at its best.

There are groups that are free like LinkedIn and Facebook. There are also paid communities.

I personally have a community that I have been building online that specifically helps people just getting started with their company called The Ultimate Support Group for Online Tutors<sup>24</sup>. This group is located on Facebook and it is a closed group. So anything that you share does not go to your regular Facebook page. We answer those questions that you need answers to and support and encourage each other every step of the way. All you need to do is request membership and I will set up your access to the group.

When I started tutoring online I felt like I had to do everything the hard way. There was not anyone that I could contact and ask for help like I could when I was in the school system. I tried to find people like me that were doing what I was doing and made some contacts, but they weren't quality contacts. I tried asking questions and being as helpful as I could in return, but it was hard. I had to learn everything by trial and error. I want to save you time and money so that it doesn't have to take you three years to finally have the systems in place that are going to make your job easy and effortless.

We are all in this together and will support each other in such amazing ways. I don't tutor everything to everyone, so one thing that I like to do is suggest another great tutor in the online world that can support my clients. I do this free of charge, because people do this for me on a daily basis.

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<sup>24</sup> <https://www.facebook.com/groups/303391446535402/>

What would a community of people like that mean to you?  
For me, it is priceless.

The community is also a place to come to share things that maybe aren't working and get suggestions from people that have been doing the things that you have been doing. Each week there are livestreams and free trainings available to support you on your path to greatness.



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When tutors were asked what their experience has been like in the Ultimate Support Group for Online Tutors they said,



**Dori Osmond**  
I wouldn't be where I am today without this group. ❤️ \*\*\*

Like · Reply · 1d



**Anna Maria D'Ippolito**  
Feeling supported and glad to have opportunities to support others.

Like · Reply · 1d



**Daniela Lochan**  
This group has been a wonderful blessing to my business. The support, and all the information shared here are fantastic!! Thank you!!

Like · Reply · 1d



# Step 3

## Marketing



I Help tutors

LEARN HOW TO MARKET THEIR  
*ONLINE TUTORING SERVICES*

To a worldwide market

SO THEY CAN *GET MORE STUDENTS*  
WORK THE HOURS THEY DESIRE

Making YOU a Highly  
Successful Tutor

BRINGING IN **4-5**  
*FIGURES A MONTH*

## **8 Where will I ever get my students from**

Are you wondering where you will ever get enough clients to make the income that you desire? Do not worry, remember to keep your focus on the things that you do want and they will come easily for you. This chapter is going to begin to touch on some of the marketing tools to make sure you always have the number of students that you desire.

Since 2012 I have been teaching different marketing techniques to tutors. As new online tools emerge to get students I stay on top of it so that you have the ability to take advantage of everything at your fingertips. Let's start with the basics.

First, you want to let everyone know what you are currently doing now as an online tutor. When I began fifty percent of my clients were people that I knew or had met personally. The other 50% come from the internet and referrals.

Today it is 100% from the internet and referrals. The best part is I don't have to let people know what I am doing anymore. People seek me out and this can happen for you as well.

## REFERRALS

When I was selling Usbourne books I had a tough time getting people to book a party. I had to have a lot of free stuff in order to entice them that this was going to be a good move for them. If you have ever been involved in a direct sales company like this then you know what I am talking about.

Your tutoring business is going to be nothing like that. People love giving referrals of great services. Sometimes you won't even have to ask them to do it. People love referring great people. Sometimes when you ask people for a testimonial they will let you know that they have talking about you and your tutoring.

When someone refers a client to me the client never feels that their friend is only referring them because they are going to get something out of it. They are referring the service because they genuinely care about the educational success of their child. Pretty awesome right?

Everyone leaves that conversation feeling like a winner. The person who referred feels great because they know they are passing on a great name and a great service to their friend. The person getting the referral feels like they are in great hands before they even start working with the tutor.

At one time I had another parent refer my services because she knew what I did. I have 3 girls and her girls are in the same classes as mine. She wasn't sure if I was a good at what I did, but she knew that I did reading tutoring online. She gave her friend my website and passed the information along. This woman contacted me, I gave her daughter a free assessment, free report, and first session for free. Before the free trial was done, she had mentioned that she had already started to see results.

After three months of tutoring with her daughter in reading her daughter went from being at the bottom of her class at the end of first grade to the top of her class beginning second grade. Her daughter increased her reading level 3 full grades with just 12 hours of instruction.

This parent was obviously happy about those results and went back to her friend. She said, "Wow, you know great people."

See how this was a win-win for everyone? I did nothing except make sure that people knew what I did. I didn't do it in a way that was obnoxious or annoying. I simply had conversations with her about what I did when she asked. It was natural and not salesy in any way.

## SKIP BUSINESS CARDS AND DO THIS INSTEAD

Everyone thinks that you should use business cards when you are networking. I did in the beginning.

First I created a cute name for my business, which was Bright Idea Reading Tutoring. Then I made business cards with a website that was free instead of buying a domain name. As soon as I paid for a domain name all of my business cards were obsolete and I had to purchase new ones.

Today, I have found a better strategy than business cards. While business cards can be useful if you are doing networking events like BNI or attending conferences, most tutors do not engage in this kind of networking. Typically you will be out and about when you chat with people about what you do.

Perhaps you are volunteering at church, part of an exercise class, or picking up coffee at your local Starbucks. There are opportunities around every corner.

At church I had a member come up to me and mention how their child was struggling with reading. Most people knew what I did. Some people might weirdly give a business card at this point. That will not close the sale. I can guarantee it.

Instead ask more about what the child is struggling with. Find out what the parent is noticing and what the teachers at school are saying. Next, invite the parent to a free assessment with their child on Zoom. If they say yes, then ask for their best email that you can use to send them the details later. This way, you are in the driver's seat the entire time.

If you just give them your business card, then the parent forgets, loses the card, or doesn't take the next step. The more you can guide them in taking the next step, the more likely they will do as you say vs. staying on the fence or searching for a different tutor.

In fact, 100% of the people that I have used this process with have moved forward to become a client. Give it a try and see if it can be effective for you. I guarantee more people will follow you step by step through the process and they don't feel weird or hassled because you are following up. These people want you to follow up.

This is a part of being professional. Many tutors think that they are bothering the person who showed interest, but they are more annoyed when you don't follow through than when you do. This is not harassing them. Harrassing them would be to continue to call them when they asked you not to. Following through is just professional. Be a professional freelance tutor. People will respect you more and refer you to their friends and family.

## SIBLINGS

I often have one family have me work with more than one of their children. I have worked with several twins, brothers, sisters, cousins, and so on and so forth. I have even had people have me stop working with one of their kids because their child was doing so well and then have me begin working with another child.

This is when you know that the services that you are providing are worthwhile to others. When parents don't want to give you up because you are so good and they keep coming up with ways that they can utilize your services.

I never advertise that I work with kids in math, but for students, past students, or siblings I will. I have found that if a child is struggling with reading and then they are struggling with math, it is usually because of vocabulary and word problems. Those are my two favorite areas to tackle. The methods that I utilize focus on teaching the essential reading skills needed in order to be successful with math.

## E-MAIL

Another awesome resource that I use is called WiseStamp<sup>25</sup> in my e-mail. With Wisestamp I am able to create an extremely professional e-mail signature. My e-mail signature has a picture of me, the title of my company The Online Reading Tutor, my website, ways to find me on Facebook and YouTube. I also have a video of testimonials that they can click on and watch.

Anyone who clicks on those tabs will see my social media presence and anyone that I send an e-mail to can find me and see what I do. It is amazing how just having this one tool gives me free promotion of my services.

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<sup>25</sup> [www.wisestamp.com](http://www.wisestamp.com)

I used to be the room mom for my 6 year old and 10 year old. The president of the PTO e-mailed all of the parents to put together a basket for a fundraiser to expand the library at my daughter's school. When I told her that I would put together a basket and get back to her by the end of the day she asked if I did reading tutoring. I explained my business very briefly and she said, "Why don't you make a basket that revolves around your company?" She said that she would put business cards by the basket for any potential customers and get the word out there about what I do.

Wow, this was all because of using WiseStamp and having my information on my e-mail signature. I honestly don't think that I would have used this opportunity to self-promote myself. I usually just see myself as a person that likes to be of service. So, I got my name out there to a high end clientele about my services for free. I didn't have to put any effort into it besides putting together a basket. I was planning on doing that as the room mom anyways. In the basket I included a free coupon for services, some books that I have written and autographed, and some school supplies. Here is a picture of the basket.



## LINKEDIN

If you are not on LinkedIn yet, then get on LinkedIn. Here is the big reason why. LinkedIn is a professional website that is going to show your clients how good you are. Your experience working as a teacher will be here to begin building credibility. There is a feature that is called endorsements that you can use to get known in your field. Because of all the endorsements that people have given me I received an e-mail from LinkedIn that I am in the top 1% most recommended person for tutoring. The best part is, I didn't do anything to get that. I just listed the areas that are my expertise and people that I am connected with began endorsing me. I didn't even ask them to do that. LinkedIn sent them all of the information and gave them the tools to endorse me. The secret to LinkedIn is to make sure you fill out your information at 100%.

Also, I ask all of my clients that if they have liked the work that I have done to please write a recommendation on my LinkedIn page. What I like about this tool is that people can't fake good service on LinkedIn. People know that testimonials on a website could be fake, but you can't fake a great recommendation on LinkedIn. If you have recommendation after recommendation on this site, then people will automatically begin to see you as an expert in your field.

I would love to connect with you on LinkedIn. Just type in Joanne Kaminski and you will find me.

## WEBSITE

If you are wondering if you need a website, the answer is yes. Thank goodness today it is easy. You may be wondering if you should go with a Wordpress website or a something else. Everything you read online mentions to get a Wordpress website. I disagree. As a professional freelance tutor you have easier tools at your fingertips that have support teams in place to help if you get stuck. Wordpress does not have that kind of support and if you add a plug-in to your website you can break your website and have to pay someone to get it back up.

Everyone I chat to about this topic tells me they wish they found me earlier and listened to my advice. Just go with something simple like Wix<sup>26</sup>. Wix is a tool that is drag and drop simple.

With Wix you can create as many pages as you like. On your first page you will want to include a welcome video that speaks to your ideal student. Video has a huge impact on how people will connect with you. Right away you can personally thank them for visiting your website and connect with them even though you are not personally there in live time to greet them.

In addition, you will want to include an about me page. Think about telling your story from the perspective of the student. Did you ever struggle in the area that your students struggle or were you the person that was always helping other kids in your class? Tell your story from that vantage point vs. what school you went to, how many years you taught, and why you love teaching.

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<sup>26</sup> [www.wix.com](http://www.wix.com)

Also, think about the types of results that you are able to get with your students and share that with people. Are you able to take students getting C's and D's to A's and B's? Can you increase the SAT score by 200 points? Take a look at your past students and discover what measurable result you can help students achieve.

Most tutors say that their students become more confident, but that is not a measurable result. Be specific on how they become more confident. For example, they feel less stress when taking tests or are no longer afraid to read out loud to the class.

Make sure to include a contact page. Sometimes people just want to fill this out and chat with you immediately about working with their child or ask questions before getting started.

In addition, you want to add a call to action. I want you thinking about what the next step is that you want people to take when they come to your website. Is it to book a free consultation or get a free assessment? Make sure this call to action is on each page. While you think they will come to your home page first, it is possible they could land on any page of your website first.

## BLOG

On your website you can also include a blog. Google will find you easier if you have content that you are currently putting on the web vs. a static website. Do you know how many websites are placed on the internet each day? A ton. Remember what I said before, people will not find you by accident, so you will want to be strategic.

Blogging is a great way to get found for your expertise. You can use keywords to make sure you are creating the right content for your ideal parents and students.

## FACEBOOK

If you are already on Facebook, then it will be easy to just start telling people what you are doing with your tutoring business. You can post updates with how it is all going for you and how excited you are. Your friends will want to promote you, so let them.

You will want to create a business page on Facebook and invite all of your friends to like you. This again will show credibility so that when others look you up you have social proof.

Recently, I was thinking about doing business with a guy who claims to be a specialist in a certain area. When I went to his page that would share how he is a specialist in this area I noticed that he had an extremely small crowd. Don't be like him. Get yourself out there on the internet because if you are running an online tutoring company people want to see a social media presence that is strong, not weak. People will trust you more if you have more of a following. If you have a small following people may put their guard up and not trust you and this can lead to a loss in business.

## CRAIGSLIST

Some tutors put an ad on Craigslist for \$5.

When you are filling out the craigslist form all you need to do is check the category *services offered* and then a new screen will come up and you will select *lessons and tutoring*. From here you will need to write up a description of your service.

I did an interview with Rom JB who owns a Tutoring Agency in New York. He practically only uses Craigslist to get students. Check out his description of what to include in your ad. [https://youtu.be/5VK\\_AtIwH\\_8A](https://youtu.be/5VK_AtIwH_8A)

Things to include to make your Craigslist ad pop are,

1. Emoji's
2. Testimonials
3. Images
4. Description of what you tutor
5. Results your students get
6. Contact information

Follow these tips and you will get more students from your Craigslist ad. Also, think about using words that your ideal client uses to describe their situation. Share what the problem is that they may be experiencing and how you can be the solution.

Not all countries use Craigslist. There are similar platforms like Kijiji in Canada and Gumtree in the UK.

Beware that there are scammers on these sites too. As long as you go into it knowing what to look for, you will be safe. For example, if a person talks about you cashing a check and is not concerned at all with the child and what they are struggling with, do not trust them. It is a scam.

The easiest way to tell if someone is a scammer is by asking about their child and getting them to tell you more about what they are struggling with. Scammers don't know how to answer this question and are terrible at making stuff up. They will refuse to set up a free consultation with you on Zoom and will never have a child you can meet.

There are other tools like Thumbtack where you pay for leads that are interested in the specific tutoring that you offer. You pay for each lead that contacts you and you can decide how many people you want contacting you each month. Not everyone turns into a student, but it is a cheaper option compared to Google or Facebook Ads. (Word of caution, do not create a Google or Facebook ad unless you have experience in the marketing world.) Tutors that do not have experience get sucked in with the false image that they will create an ad and get a student. What usually happens is Facebook and Google eat up the funds and you are left with zero students. Stay far, far away in the beginning until you have more experience.

## YOUTUBE

My favorite type of advertising is to make videos. I personally like making videos and playing with my keywords because I can get found very easily this way. In fact, if you type in online tutor business coach and you will find one of mine on the first page. People these days don't look past the first page much. They figure that the best information is either on the 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> page. If what the person is looking for is not on one of those pages, then they usually just try another search. First page ratings will be pivotal to your business.

You might think that you don't like being on camera. No worries. You can make videos easily without having to have your face on the camera. I have made a ton of them. One program I have used is called Videoscribe<sup>27</sup>. This service has a free trial period of 7 days. From there it only costs \$19.99 a month and you can make all of your videos in one month and cancel if you wish.

Another way to make a video is to use Zoom. You can hit record and start talking. The video will upload to your computer and you can then edit it. You can also share your screen and create a tutorial video if you wish. Creating videos provides helpful content to people looking for you and make yourself stand out as an expert without having to put your face on the camera.

Today it is easy to edit your videos. I use WeVideo, but you can also use the software that comes on your computer. This would be iMovie or windows media player. You can also use your iphone or ipad.

Making videos can be that easy. If you combine one of your videos with a blog post then Google will reward you even more as long as you are entering the keywords properly. In the Jumpstart Program I teach people how to do SEO marketing and find the keywords that will put them on page 1 of Google and many other search engines. SEO stands for search engine optimization. SEO is what make's your website more findable. You start by thinking about what people are typing into the search bar and then create content that matches that so your ideal parent and student can find you.

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<sup>27</sup> <http://www.sparkol.com>

## 9 Building Trust with Potential Online Clients

We owe it to our potential clients to show the most authentic side of ourselves online as we can. People have their guard up when they are online. They believe that there are two different worlds out there. There is the world that we live in where we can see everyone's faults and weaknesses and then there is the online world where people can make themselves seem like they are something that they are not.

At this point in time anyone can be an online tutor. There are no restrictions out there and this is a position that people do not need to have credentials for, unless you getting hired by a company.

Those of us that do have credentials want to use that to our advantage. You will set yourself up as an expert if people can go on LinkedIn and see what your experience has been with teaching, what your credentials are educationally, and look at your endorsements and recommendations.

People who think that all they need to do is put a website up to start their business and just tell people about their company are sadly mistaken. You need to begin to build a relationship with people online, not just tell them what you do for your own benefit and never interact with them.

There is a great book out there called *Engagement from Scratch*<sup>28</sup> by some of the top authors that have built phenomenal communities and trust online. Dany Iny is the author and co-founder of Firepole Marketing. If you want to interact with people in a meaningful manner online, then you have to get a copy of his book.

You will find that people will friend you and never introduce themselves to you on Facebook. So the question that automatically comes to my mind is, “Why do they want to friend me? Do they want to spy on me? Do they want to just make it look like they have a lot of friends, or do they want to sell me something?”

This is not a great way to build up trust is it? Seriously, people are not clear online and for whatever reason people feel more important if they have 1,000 friends on facebook rather than 200. Some people friend only people that they know and try to lock and secure their facebook world. I am pretty nice and will friend everyone who wants to be friends. If people are trying to sell me something and aren't interested in being what I would call a “friend,” or they are constantly sending me marketing messages, then I just unfriend them.

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<sup>28</sup> Iny, Dany (2011). *Engagement from Scratch*. Available on Amazon

I allow people to watch me online and find out as much as they can because I am secure in who I am and what people will see me doing online. I am not afraid to have an online presence because a large part of what I do is online. Remember that 100% of my clients find me online, so if they feel more comfortable sitting in the back row and watching me for a little while, I am o.k. with that.

I think that it is important to get to know the differences between the social media platforms out there. Facebook and Twitter are comparable to places like the grocery store and my kids school events. I can be casual, laid back, and just share in the glory of life with them. LinkedIn is my professional background. I consider this the new age resume. I pretty much only put information on there that is about my business, successes that I have had, and allow other people to put all of their endorsements and recommendations about me on there. I don't share information about my kids soccer game, that is information that I share on Facebook.

Also, in LinkedIn there are groups that you can join. I join parenting groups, online teaching groups, and things that relate to my business here. You are allowed to join 40 groups. You can interact and engage with people and in each of these groups. Think about adding value in every way that you can. Give more than you take and it will pay off.

Another way to gain trust from your potential online clients is to always be prompt. If you give people a time to meet on Zoom, make sure to be there when you say you will be there. If you are late even just a couple of times, you could lose a student.

The most important thing is to be authentic and be who you are in the real world. If you wouldn't say something to someone's face, then don't say it online. Also, no one is attracted to people that complain all of the time online or are having back and forth arguments with people. Always put your professional side forward so that people can be genuinely attracted to you.

# 10 Testimonials

Testimonials seem to be everywhere and they are one of the most important marketing tools that you will have at your disposal. If you check out other successful businesses you will find they have testimonials. In this chapter we are going to delve into why you need testimonials, how to get testimonials, and where to put testimonials. You will learn the different versions of testimonials that and be able to start collecting them in whatever ways you find will support your business best.

So, why do businesses need testimonials. Today it is all about social proof and if you don't have social proof, then you are not going to attract the number of students that can help you replace your income.

These days people can find just about anything online and if they can't find information about you online, they will be wary about the services that you provide. Testimonials allow people that you have helped share their gratitude and help you get additional business.

In the old days when a business wanted referrals you had to give them 10 names, addresses and e-mails in order to get a special deal. Most businesses no longer practice this. No

one wants to be on the other end of that. What do you think of a friend that gave your information away to a business so that they could get something at a reduced rate? I call these people users. Thank goodness I don't have friends like this today.

Now take a look at the friend who has valued your services so much that they give you a testimonial. They tell all of their friends about you because of the difference you made in their life. Now instead of ten people who are probably going to dislike the fact that you gave away their information, you are left with people who sincerely want to pass your business information along to others. Testimonials give people the opportunity to tell their friends and the rest of the world the benefits they have received because of working with you. People are all of a sudden touched by this emotionally and want to move forward in doing business with you. They can see that you have benefitted others and they are hoping that you can benefit them as well. Testimonials provide the avenue for your business to grow in a healthy way.

Also, I want you to take a look at testimonials from another viewpoint. Do you enjoy talking about yourself and all of your successes? If you live in the United States, we don't always look highly on people who do this. We call them braggarts. The amazing things that you could say about yourself and your services go unsaid because you may not want to be viewed that way, but a testimonial is different. Testimonials allow other people to say what you can accomplish in a way that is authentic. It never comes off as a yea right kind of thing because when other people say it, that is their experience. It can't be denied.

Unfortunately for me, I had to learn this the hard way. When I first found out that I could close the reading gap a

full year with just 8-12 hours of instruction, I wanted to share that with everyone. But, many people just didn't believe me. Then people started to see what my clients were saying. Side note, if the parents of one of my students is on LinkedIn I like them to leave their testimonial there.

Here is what one client, Mandy McCumber said.



*Joanne Kaminski tutored our 7-year-old daughter in reading this summer. She achieves results that are nothing short of miraculous. In the course of three short months, my daughter's reading improved by 2 1/2 grade levels!*

*From the first session, we found Joanne to be warm, engaging, and fun. Her enthusiasm for teaching children to read is contagious, and my daughter looked forward to their sessions. Through her blog, Joanne engaged me in the learning process as well. She has some reading tricks that gave my daughter the tools to figure out words by herself, which I believe has set my daughter up for an amazing educational future. Meeting for tutoring sessions through Skype was gentle on the family schedule and very convenient. Her prices are reasonable, and my husband loved that she offered a discount for paying in lump sum.*

*I only wish we could clone Joanne so she could reach more children. She is gifted. I have no hesitations in recommending her to any parent of a struggling reader.*

I only tutored her daughter 1 hour a week and we had these amazing results. Now my social proof has just sky rocketed because of this.

Here is what another client said.

*Joanne is an outstanding tutor, with so many creative ways to engage children to improve their reading she's amazing. My son started online reading sessions with Joanne after we discussed his frustrations in reading. He was in 1st grade barely reading at a kindergarten grade level. This was causing social and self esteem issues with him. He worked with Joanne about once a week during two school years. He finished his second grade at an actual second grade reader. Once he started working with Joanne he looked forward to the online sessions, because she made reading more fun for him! He clearly became a more confident reader, and I could not have done it without the extra help from Joanne. I would recommend Joanne as a tutor to anyone who asked.*

Then there is more. Here is what another client said.

*Joanne has succeeded with my son where other educators have not. Her individual focus allows insight into the best learning style for my child and she has the ability to create a structure that keeps him motivated. His reading has improved tremendously as a direct result of her efforts. We are truly blessed and thankful to have Joanne and I wholeheartedly recommend her to any parent who has a son or daughter struggling with reading.*

An adult client shared her story with me and I simply asked her if she would be willing to put a recommendation on LinkedIn. She said that she would love to and here it is.



*Joanne was willing to step outside of her normal world and take on an Adult student (myself). She works with me on the thing I need to work on and keeps us on track to use time well. I love that it is so easy to do by Skype! Joanne can be more than just a tutor, it's hard to explain as an adult with Dyslexia she has become a sort of life coach and healer. She is very observant and will find the things*

*that you need to help you how you want and need to be helped. Only good things have come from the time that Joanne has worked with me in this Skype Tutoring! Just as a person I can't say enough good things about her. Then add that she is the best at what she does for anyone with reading trouble! She will find a way to help! Working with Joanne continues to empower me, that I know I can do these things that I struggled with for so long. Thank you Joanne for being you!*

*I Recommend Joanne to anyone looking for a reading tutor for any reason!!!!*

*A loyal customer, Renee Love*

I am so proud of the amount of progress that Renee has made. She started off thinking that she was reading at a fifth grade level. Now she confidently reads high school and college level material.

What I love about using LinkedIn as a place for people to put their testimonials is that if they are on LinkedIn, a picture of them comes up. These are real people sharing their experience with me as an online reading tutor.

Here is the thing. The people that you help, don't know how they can help you other than pay their bill. So, all you have to do is ask them what you would like them to do and they will be happy to do it for you. When people give me feedback in an e-mail sharing how I have been helpful to their child, I thank them ask if they would be willing to share a recommendation on LinkedIn. Once they say yes, I send them a request. Usually within a week, the people happily write the recommendation.

You will find these days those testimonials not only happen in the written form, but also in video. Not everyone is

willing to capture a testimonial with you on video, but some will be willing to.

The thing with capturing it on video is that it is even more powerful in my mind than a written testimonial. Above, Renee shared her story about Skype tutoring in words. Go to this link to see her video testimonial.

<http://www.youtube.com/watch?v=E0V0BKIwars>.

The video is about 10 minutes long, which people might not want to invest their time into, but if they do, they will be moved with more emotion than they would be from the written testimonial.

Some of you may be thinking, but I have never taught online before, so I don't have anyone that can give me a testimonial. That doesn't mean that you can't sell your services without one. In fact, when I got started I had the President of the School that I taught in give a recommendation. Here is what she had to say.



*I have never met anyone as enthusiastic about teaching children to read as Joanne! Her ability to engage children in ways that facilitate a love of reading is impressive. Joanne is organized and hard-working with a positive attitude. She is also innovative and always thinking of new and different ways to do the work that she loves. Joanne is a literacy expert!*

If people that you have worked with in the past are willing to leave a recommendation for you, and you use these testimonials on your website, then people will be more apt

to hire you, than if you didn't. People don't want to invest their hard earned dollar on someone that doesn't have anyone vouching for them and what they are able to do.

Write down the names of the people that you could ask for a testimonial that supports what you want to do as an online tutor. Next, contact them and see if they would be willing to help you out.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Sometimes people don't give a testimonial because they don't know what to write. I have found that I can ease this fear by giving them some questions they can use create the perfect testimonial. Those questions are

1. How did you find me?
2. What was your child struggling with before we started working together?
3. What results did your child get?
4. What was it like working with me?

Each of these questions is powerful. The first question deals with how people found you. When people read it they can automatically connect with the person leaving the testimonial. For example, if someone says I found Joanne on Google. The person reading the testimonial might think, "Hey I found her on Google too."

The second question is another connection point. Parents reading a testimonial with my child was struggling with sounding out words might connect with that because their child is also struggling with sounding out words.

The next two questions bring people into the dream. When people are seeking out a tutor it is because they have a problem. When others can see you as the solution to the problem, they get excited about working with you. Asking parents to write down what results their child got in their own words becomes a dream for the people reading the testimonial. The reader thinks about how they would like their child to get that result.

The last question shares how great it is working with you. Some people will be mention how flexible, caring or professional you were. These are the kind of people that others like to work with.

Don't be afraid to ask people to write a testimonial for you. People rarely do it without being asked. Even people you ask may not get back to you. That is ok, just keep doing the best job you can and keep asking. Over time you will get so many positive reviews people will be dying to work with you.

## **Step 4**

# **SERVICES**

# 11 Free Assessment and Free Report

One of my secret strategies that has worked for me when it comes to providing top notch services is that I give each of my clients a free assessment. Some of you might be thinking, “Why in the world would you give away a \$200 service for free?” Well, the answer is simple, it doesn’t cost me anything except for a little bit of time and it helps to build rapport.

Other tutoring companies will do an assessment, come up with a plan with the family, and then the family decides they don’t have that kind of money to invest in these services. However, when I give away the assessment and then hold the sales conversation directly afterward, people want to move forward with tutoring.

Think about it like this. You go to a car dealership and they ask if you would like to give this car for a spin. In order to do that though you need to pay \$200 plus the gas. What would your response to this person be?

If you are like me, then your response is no thank you. So, you go to another dealership and you say, “Look I just want

to test drive this car and see if it works.” The salesman says, “Sure, here are the keys. I hope you like it.” There is no hassle, taking a test drive was easy, you like the car, you decide to put down the money and pay for it.

We live in a society today that likes to test things before we buy them. Why? Because there is a lot of junk out there and we don’t want to get stuck with junk, things that don’t work, or services that don’t work.

From the very moment that your potential clients make contact with you, you want to deliver the most personable experience that you can. You are being watched and people will buy services from people they feel like they know, like, and trust. So be that person that people can know, like, and trust.

By giving away the assessment, people begin to think of you as a caring person. We like caring people and we want to do business with caring people.

Here is a great business philosophy that I put into practice for the assessment that I give. Business philosophy #1 = Under promise and Over deliver.

So here is the secret formula that I use for all of my assessment reports.

Introduction

Assessment results with graphs and text explaining the results

Overall Observations

Instructional plan

This formula can be used with any type of tutoring that you provide.

## Introduction

The introduction is a place where you can relay the information that you have received from the parent through phone conversations, e-mail, and the registration form. Right off the bat start with the child and what has been revealed to you as the problem. From the beginning of the report, you are acknowledging the problems as the parent understands them. This shows that I have been paying attention to their specific child's needs and helps explain why I have given the child the specific assessments that I have given.

Here is an example of an introduction for a recent client.

*Child A is a 5<sup>th</sup> grade student in Canada going into 6<sup>th</sup> grade in the fall. He has been struggling with reading since Kindergarten and diagnosed with ADHD in second grade. He has also been diagnosed with a broad based learning disability. His school has been utilizing the Barton Reading and Spelling program and his parents have been helping Child A with this at home. According to Parent A, Child A is on level 3.*

*Child A has had many different tutors that have tried to help him with his reading. Unfortunately, they have been unable to help Child A succeed. He has made minimal progress and as a direct result does not enjoy reading or having to read. He does not feel comfortable with reading out loud in class and only is asked to do so when he has a book report to do.*

*Child A has had an online reading tutor previously that was injured an unable to work in the school. She was a classroom teacher for 25 years and had tons of previous experiences that she lists on her website. After working with Child A for 4 days a week for a month the family was unable to see any drastic improvement and discontinued her services.*

*Child A has suffered with his reading for a long time and still has hopes and dreams to become a pilot. His dad does not see college being in Child A's future due to his difficulties with learning. However, both mom and dad want to see Child A succeed no matter what his future holds and believe that knowing how to read at a certain level is a priority.*

*Parent A has been told that Child A is reading at a 2<sup>nd</sup> grade level. He has noticed that Child A guesses a lot when he reads and that his decoding ability is very weak. Below are the observations about Child A and his current reading level.*

From this introduction can you tell that I have been paying attention to the needs of the child and the family. I address every piece of information that is relevant to this child and his instruction.

## **Results**

Now, the easy part is going through the assessment and providing the results. I will give you an example of one of my assessments, but if you don't tutor in reading, think about what this part could look like for you.

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### ***Phonological Awareness***

*Child A was able to easily find rhyming words, identify rhyming words, and produce rhyming words.*

*Child A was also able to put two sound and three sounds together to figure out a word, but struggled when it came to 4 sounds and 5 sounds. This is a task that most 2<sup>nd</sup> graders are able to complete without any problems. Students who struggle with this task that are in the 5<sup>th</sup> grade usually have dyslexia.*

## **Sight Words**

*Child A has a huge gap in his ability to read sight words. The program that he is receiving instruction from currently focuses highly on phonics and does not include strategies for figuring out sight words. This helps explain why he is at the Kindergarten instructional level for sight words.*

*Child A's other learning disabilities and information from his dad suggest that Child A may have some long term memory issues that make it difficult for him to remember words that he has learned from one session to the next. Joanne is going to keep a close eye on this to see how it may affect the sessions that she has designed for him.*

	<i>Independent</i>	<i>Instructional</i>	<i>Frustration</i>
<i>Pre-Primer</i>		<i>x</i>	
<i>Primer</i>		<i>x</i>	
<i>1<sup>st</sup> grade</i>		<i>x</i>	
<i>2<sup>nd</sup> grade</i>			<i>x</i>

## **Sight Word Analysis**

*One thing that the assessor noticed about Child A's reading is that he was able to read the closed pattern words pretty well. He seemed to struggle with sight words, words that do not seem to fit any of the vowel patterns and multisyllabic words.*

*Child A tends to use the beginning and ends of the words to figure them out. About 96% of the time he is using the beginning and 58% of the time he is using the end. The area that Child A struggles with the most is the middle. This is usually where the vowel is located or the vowel patterns determined.*

*This data is in correlation with the level that Child A is at with the Barton method. He has progressed through level 1 phonemic awareness and level 2 consonants and short vowels. He is currently on level 3 where the focus is closed patterns and units. He will do well with the method of teaching that Joanne uses because she continues to work with these patterns, but also work with sight words in a way that will help him progress with his reading.*

<i>Correct Word</i>	<i>Error</i>	<i>Beginning</i>	<i>Middle</i>	<i>End</i>
<i>what</i>	<i>wit</i>	x		x
<i>animal</i>	<i>amil</i>	x		x
<i>were</i>	<i>where</i>	x		x
<i>want</i>	<i>went</i>	x		x
<i>who</i>	<i>how</i>			
<i>write</i>	<i>worked</i>	x		
<i>place</i>	<i>please</i>	x		x
<i>bear</i>	<i>beer</i>	x		x
<i>find</i>	<i>fund</i>	x		x
<i>sound</i>	<i>sond</i>	x		x
<i>thought</i>	<i>thogunt</i>	x		x
<i>knew</i>	<i>know</i>	x		x
<i>afraid</i>	<i>after</i>	x		
<i>moving</i>	<i>mon</i>	x		
<i>tired</i>	<i>teered</i>	x	x	x
<i>pieces</i>	<i>passes</i>	x		x
<i>picked</i>	<i>pitchered</i>	x		x
<i>though</i>	<i>thug</i>	x		
<i>clue</i>	<i>culg</i>	x		
<i>breathes</i>	<i>birth</i>	x		
<i>insects</i>	<i>insent</i>	x		
<i>weather</i>	<i>wither</i>	x		x
<i>noticed</i>	<i>nots</i>	x		
<i>money</i>	<i>morning</i>	x		
		96%	4%	58%

### **Words in Context**

*Child A read Kindergarten words at an Independent level. Words in context at the first grade level however were frustrational for him.*

	<i>Independent</i>	<i>Instructional</i>	<i>Frustration</i>
<i>Pre-primer</i>	<i>x</i>		
<i>Primer</i>	<i>x</i>		
<i>1<sup>st</sup> grade</i>			<i>x</i>

### *Words in Context Error Analysis*

*While reading words in text Child A relied significantly on the beginning of the word. About 83% of the time he had the correct beginning sound. When reading in context vs. isolation he relied less on the end of the word. He also identified that he did not know the word and didn't have a strategy for the word in some cases.*

*When the whole page was text, Child A seemed to be easily overwhelmed. He was quickly relieved when the assessor told him that she would not have him read another passage after the 1<sup>st</sup> grade passage.*

<i>Correct Word</i>	<i>Error</i>	<i>Beginning</i>	<i>Middle</i>	<i>End</i>
<i>me</i>	<i>my</i>	<i>x</i>		
<i>spring</i>	<i>summer</i>	<i>x</i>		
<i>then</i>	<i>they</i>	<i>x</i>		
<i>man</i>	<i>mad</i>	<i>x</i>		
<i>kitchen</i>	<i>chen</i>		<i>x</i>	<i>x</i>
<i>heard</i>	<i>Had/hadn't/hold</i>	<i>x</i>		
<i>decided</i>	<i>Didn't</i>	<i>x</i>		
<i>sell</i>	<i>see</i>	<i>x</i>		
<i>ad</i>	<i>an</i>	<i>x</i>		
<i>paper</i>	<i>pepper</i>	<i>x</i>		<i>x</i>
<i>many</i>	<i>main</i>	<i>x</i>		
<i>wanted</i>	<i>until</i>			
<i>visit</i>	<i>vit</i>	<i>x</i>		

<i>came</i>	<i>can</i>	<i>x</i>		
<i>they</i>	<i>there</i>	<i>x</i>		
<i>heard</i>	<i>had</i>	<i>x</i>		<i>x</i>
<i>afraid</i>	<i>after</i>	<i>x</i>		
<i>try</i>	<i>tear</i>	<i>x</i>		
<i>house</i>	<i>family</i>			
<i>heard</i>	<i>Hadn't</i>	<i>x</i>		
<i>We'll</i>	<i>we</i>	<i>x</i>		
		83%	5%	17%

**Comprehension 6-16-12**

*Child A's comprehension seemed to be heavily linked to how well he read the passage. If he read most of the words correctly, then he was able to answer the questions without a problem. The more errors he had the less he was able to understand what he was reading.*

	<i>Independent</i>	<i>Instructional</i>	<i>Frustration</i>
<i>Pre-Primer</i>	<i>x</i>		
<i>Primer</i>	<i>x</i>		
<i>1st</i>			<i>x</i>

---

So that is the actual assessment from one of my students. I know everything that this child is able to do and everything that he needs to know to become a better reader. I have also noticed that the child most likely has dyslexia, which is why he is struggling so much and slowly have started sharing this information through the report.

## Overall Observations

The overall observations is a place where you can take the information from the introduction and the information from the assessment to give an overall view of what this child is able to do up to this point. State what the actual reading level is so that the parent doesn't have to guess. Tell parents that if the report is too confusing, all they have to do is look at the introduction, overall observations, and the instructional plan. If the parent needs to know more, then they can certainly look through each of the results, but it is not necessary.

Here is an overall observation regarding the same child. This is to give a complete picture for you.

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*The assessor has noticed that Child A may have dyslexia. An additional diagnosis from a psychologist would only be suggested if it would help to get the services that Child A would need from school staff to support Child A. Otherwise, there would not be a benefit for getting the diagnosis.*

*Child A is reading at an end of the Kindergarten level between his decoding and comprehension skills. It is very probable at one point Child A was reading at a 2<sup>nd</sup> grade level, but due to the dyslexia has decreased in his ability.*

*Child A seemed to enjoy working on reading on the computer. Even though he was asked to do some activities that were difficult he cooperated every step of the way.*

*Child A struggles with being able to read sight words because he is not currently engaged in a reading program that focuses on them. He also struggles with reading words that do not fall into the closed pattern. Child A will benefit from a reading program that focuses on both sight words and phonics patterns along with reading lots of text.*

*Child A has been struggling with reading for a long time and his self-esteem has been affected as well. With Child A going to the 6<sup>th</sup> grade in the fall he will benefit from reading a lot of non-fiction text. This way he will not be reading books that seem to be too babyish for his intellect.*

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Some parents even use this as a tool with the school system to get additional help for their child. This is fantastic. Once the classroom teacher sees the amount of information that the parent now has regarding their child, they become more empowered to be an advocate for their child.

### **Instructional Plan**

On the assessment I don't go into huge details about what instruction I will be providing, but just the activities that will occur. Here is Child A's instructional plan.

---

*Sight Words*

*Vowel Pattern Chart*

*Reading Practice and Comprehension with RAZ kids*

---

That is it. It simply states the tools that the instructor will use. You don't have to go into detail on that part. The most important part is already in the parent's hand. The report

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identifies the problem the solution.

## **Conclusion**

This assessment is a peek into the amazing quality of services that you will be providing their child. Clearly, people that can come off in this kind of professional manner are going to be successful in their tutoring business and stand out against anyone else out there. Begin thinking how you can construct an assessment for the clients that you will be helping. This formula can be used for any subject.

## 12 Connecting with your students

Tutoring students online is only part of what you do to provide quality services. “Whatever you do, make sure you do it well,” right? There is another component to your tutoring services that will make you stand out from the crowd, get you noticed, and get you more referrals.

What is that you may be thinking? Well, it is authentically connecting with your students. Your students could be watching t.v., playing with their friends, or doing anything else but hanging out with you on the computer. If you are not connecting with them, then they are not going to enjoy coming to their sessions and they are going to fight with their parents to begin their tutoring. When this kind of resistance exists, parents stop paying for the service. The worst part is the parent will most likely not tell you why they no longer need tutoring from you. They may make up an excuse about money or losing a job. In other words, they may lie as to why they are stopping.

I have found that I just don’t always connect well with all kids, but I try every single day. In this chapter you are going to learn about the things that you can do to connect and engage with the students and the student’s parents to be

satisfied with the services that you are providing them.

**Tip #1 - If there is another kid or animal in the background, make note of it.**

Personalize the time that you have with each of your students. Most likely you will be able to hear sounds in the background that will open the door for that child to connect with you. If you hear that the child has siblings in the background ask them how old they are and what their names are. That way when they come up to the computer you can greet them by their name instead of referring to them as sister or brother. You can easily write this information down on a document placed in the child's folder. That way, anytime you hear the brother in the background you can say something like, "Oh sounds like Joey is having a lot of fun today." That usually gets the child laughing or a little smile. You can usually figure out the relationship the sibling has because of the look on his/her face. Then you connect with that.

I don't know of any kids that don't love their pets. If you hear that there is a dog in the background, then you can ask what kind of dog the child has. Ask the child the name of the pet and if you can't determine if it is a boy or a girl, then ask. That way when you hear Marley in the background you say something like, "Did you get to play with Marley today?"

**Tip #2 - Tell your student that he or she is not allowed to smile.**

Seriously, say this with the sincerest (not mean) tone that you can. Your student will begin laughing and smiling instantly. Then you follow it all up with, "Hey, I told you no smiling." This gets them in a good mood in no time.

If the parents can see that their child is smiling and having fun, even if the child didn't want to tutor, they feel like they are leaving their child in capable hands. At the end of the day, parents want their kids to have fun and if you can engage their child and make it fun for them, then they view the SERVICES that you are providing as a worthwhile investment.

### **Tip #3 - Smile**

It is amazing how one little smile from you can spark a smile from the child. I love greeting the child with a smile. This is one of the reasons I tell them they can't smile if they are not smiling when we get onto the session together. This automatically changes the mindset of the child. If the child was having a bad day before, then this could change everything around for them.

I often have kids surprised that their time is up already after a half hour or hour. Most of the time it is because I try to make it as fun as I can.

### **Tip #4 - Give your student choices**

Anytime that you can give a child choice, then it will result in a child that is more engaged than if you make all of the choices. My students that need to work on sight words are not allowed to make choices about that activity, but I have different background slides they can choose and they love choosing what their background is going to be. This little personalization makes the entire process special.

I always allow my students to choose the book that they want to read as well. I can even ask them why they chose the book and that will give me more information about the

child to connect with them about.

**Tip #5 – Ask your student about his/her day.**

Every time I get on a new session with one of my students, I start it off by asking about their day. I usually get the very short response of, “Good.” But, I can probe deeper if time allows and say something like, “Tell me about your favorite thing that happened today?” Another good one is, “Did you have a good lunch? What did you have?” I am usually asking these kinds of questions, listening to the response and opening up their materials. It is a great use of time.

**Tip #6 – Be genuinely interested in what your student has to tell you.**

At certain times your student is going to feel so comfortable with you that he/she will want to share stories with you. Listen with a genuine heart and then get back to the lesson. It usually only takes a minute or two for the child to share his or her excitement with you and this allows you to connect with him/her in a new way.

Kids love sharing information about the sports they are in. They want to share their victories with you because you are an important person to them.

These are all great ways to connect with the person on the other end. I do all of this during the lesson and keep my lessons to the time allotted. I am forced to because I have another student scheduled after them.

None of these ways of connecting with students takes a lot of time. The time that you invest in them will have big dividends for you. You will come off as personable and likeable. Guess what? People like to do business with

people they like, know, and trust. So give people a reason to like you by being the most authentic you that you can be. If any of the tips don't feel authentic to you, then try some other ways that fit your personality better. Trying to be someone that you are not will never make people feel authentically connected to you.

## 13 Good Communication

People who provide good services to their clients are good communicators. Not answering phone calls, responding to e-mail messages, or not showing up to a session are all signs of poor communication. If your communication skills are not clear, then you will have sales falling through the cracks of your business. This chapter is broken down into rules. Rules must be followed or their will be consequences and in an online world where people seem to disappear into cyberspace. If you don't follow these rules people will not only discontinue their services with you, but they will also not refer your tutoring services to other people. They are also more likely to leave a bad review.

### **Rule #1 Promptly return phone messages**

Nothing proves your professionalism than responding to people in a quick manner. In this day and age, people expect other people to get back to them within 24 hours. If you wait days or weeks, then you can expect that they have already begun searching for someone else.

### **Rule #2 Listen to your customer**

Your customer is going to reveal a lot about their communication right from the start. People tend to use the

type of communication they like to use best. So, if you are receiving e-mails from a client, most likely they prefer that method. If they send you texts, then they prefer that method. Whatever method you receive a message, return your response in the same manner.

There are so many methods out there today that it is impossible for everyone to keep up with them. But here's the thing, if you expect your client to change their methods to communicate with you because you only use one type of communication, then this is going to lead to poor communication.

What would you expect to happen to a business that has poor communication? It closes down eventually or goes bankrupt, right? Well, the same thing can happen with your tutoring business.

I have to remember to keep my cell phone with me in my office because some clients will text me that they can't make a session. I have a 24 hour policy, but I also believe in flexibility. Sometimes parents just can't make it home in time and it is not my place to judge. I appreciate that people are trying to communicate with me, so I need to open myself up to listen to their form of communication.

Here are the different forms of communication to get familiar with.

Facebook messages

e-mail

phone call

text

Zoom chat

**Rule #3 Send a welcome packet stating all of the useful information they need to know in the mail**

People appreciate being informed. Sending a welcome packet in the mail vs. e-mail is going to do two things. First, it is going to get their attention more amongst all the noise of e-mail and they will be more apt to read it. Second, it is going to show your professionalism. Sometimes e-mails don't have the same professional quality as a packet that is received in the mail.

In the letter you can include

1. Why you are excited to work with them
2. Information about your cancellation policy
3. How often you will assess and give feedback
4. All of the ways that they can communicate with you
5. Payment plan
6. How to cancel services
7. How to put services on hold
8. How to reinstate services
9. How to leave a testimonial or recommendation
10. Thank them for the opportunity to work with their child

You might also want to inform them on how to send you referrals. Referrals are one of the biggest ways that companies stay in business and this is true in the online tutoring world as well. Just think of it, if each of your clients referred you to two people, you could stay in business just off of referrals. In fact, many tutors do.

In the packet you can even put a bookmark or something small that will give your new client great tips. Everybody loves free goodies.

**Rule #4 - Create a schedule where you assess each of your students every 3 months.**

Every 10 weeks the school system provides an overview of how a child is doing. They use the report card. In online tutoring, since the parents are forking over more of their money, they want feedback as well.

However, the parents don't want general feedback like your child is getting much better in understanding what she is reading. They want details that back up how you know they are improving. So, reassess the child every 3 months and then report back to the parents regarding the results. The parents will be grateful that you did.

**Rule #5 - Always communicate with your client when you need to cancel a session.**

Sometimes things happen in life and you are not able to meet with a student at a certain time. Have blocks of time on your schedule that you are able to do makeup sessions. Here is an example e-mail of not being able to make a session.

*Dear Angela,*

*I am so sorry, but I will not be able to tutor Brendon on Thursday night. My daughter is having her Christmas concert. I do have two other days that might work for you. One is Wednesday night at 7:00 pm and the other is Saturday morning at 10:00 am. Which time would work best for you?*

I don't cancel sessions often, but the beauty of having an online business is that it is pretty easy to switch things around. I love it. I don't even have to put the reason on there as to why I can't make the session. The important thing is that when I am not able to make a session I offer two other times that will work.

In conclusion, you want to be as clear in communication

with each of your clients as you can, because at the end of the day this is what people who provide good service do. Remember to communicate with your client in the form of communication they use best and respond quickly. Send a welcome packet to their home that goes through all the details they need to know. Provide ongoing assessments and ongoing feedback to your clients regarding progress. Lastly, contact your clients through their favorite form of communication when you are not able to make a session. These tools are the basis of a good client relationship. Each of your clients deserves the VIP treatment, so give it to them.

## 14 Jumpstart Program

Throughout the book I have made reference to the Jumpstart Program. You may be wondering more about it and how it is different than the information that is provided in this book.

The program is not something that you mindlessly consume hoping it will get you results. It is a place where I carefully guide you step by step. The best part is we do with others to get group momentum going. Group momentum will allow you to feel more inspired and motivated to take actions. It is amazing.

I also assign you with a team and a coach so that you can begin making connections with other tutors. Many tutors don't realize this, but other tutors make great referral partners. Most tutors don't like referring people they don't know so working together as a team begins to create this camaraderie and a relationship that will begin building that trust with other tutors.

The goal of the course is to help you get one student or a whole lot more so that you can experience more lightbulb moments from your students. In fact, I want you to get so many students that you light up and entire city. Top tutors get 10-25 students every time I open the 10-week course. Imagine having a fully booked business in 3 months' time. It is possible and has happened several times.

If you are the type of person that does well with specific steps to put into place at the right moment, then this will be perfect for you. This program only opens a few times throughout the year, but you can always reserve your seat.

**Get on the Waiting List for the Jumpstart Program** <sup>29</sup>

I have personally found that when I am taking a class or course that I accomplish more than when I am not. I feel like I have direction and I take action on the things that I am learning. When I am not part of a class or course I sometimes can fall into the mode of I will do it later. Then later never comes because I make excuses to not follow through on it again. Accountability is huge for me and when I take a class and follow through with the activities it always has a huge impact on me and my business.

Here is what a couple of the students that went through the Jumpstart Program had to say about their experience.

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<sup>29</sup> <https://www.onlinetutorcoach.com/waiting-list-for-jumpstart>

*It has been a lovely experience working with Joanne. I found her through the internet and I mailed her one day with no hope of my mail being answered. And guess what? She replied to my mail in less than 24 hours with each point covered in depth. She pointed out where I was going wrong and motivated me to not give up. After that there has been no looking back. I took her Jumpstart Program where she systematically shows us what to do. She starts with mindset and guides us into positive thinking. Then she leads us through how to strategize, organize and market our business.*

*Joanne is always there for you and supports you in your greatest time of need. She is an amazing business coach. Quite honestly I consider myself very lucky to have her in my life. Life without her would be very difficult. I operate from Mumbai, India and I currently work with 20 students from all over the globe. Undoubtedly she is the pillar of my success.*

*Sandhya Bajaj,*



Another client of the Jumpstart Program raved about her experience as well.

*Before working with Joanne and the Jumpstart Program, I had about 5 students and wasn't getting paid enough. I had started my tutoring business about a year before. I loved what I did but I knew I wasn't really making money at it. I knew I had to get more students and/or charge more.*

*In addition I felt unorganized and overwhelmed. How could I possibly tutor more students? I was driving to my client's houses. I would drive as far as 70 miles round trip. I was only getting paid enough to cover costs, if that.*

*During the program, I focused on developing my online presence, getting organized using Joanne's systems, and getting my name out there in my community. I toyed with the idea of tutoring online and even advertised that I tutored online, on my website. I still wasn't fully convinced it would be best for the kids I tutored. Besides I was afraid my technical skills would cause too many issues. I did get some new students during the course and I did manage to raise my price. It actually took me several months to fully implement all that I learned from the Jumpstart course. It especially took a while to fully embrace the idea of tutoring online.*

*As a result of the program, and the pain of having my clients miss tutoring when I travelled, I have finally transitioned all of my students but one to online tutoring. Even though it took some time to get here, I would not go back! Kids are able to meet with me more often. I can travel without clients missing their tutoring sessions. I have gained confidence to the place where I am charging what I need to make money. The majority of my clients are set up to pay monthly, automatically, via paypal. What a huge time saver. I now have 9 students and make \$1200 a month putting in less time then I was before the Jumpstart Program. The best part, I feel relaxed and in control. With the systems I have put in place because of the program I feel I could easily take on several more students and still be relaxed. I love my job!!*

Laura Kulp,



## 15 What Your Life Could Look Like

As you have been reading this book, you are probably one of two types of people. You are either someone who has already started your own tutoring company at home and are looking for new strategies and ideas, or you are thinking of becoming an online tutor. Either way, congratulations for being a part of this journey.

Online tutoring is a new career path that didn't exist when any of us were children. We are on the cutting edge of technology and it is an exciting place to be.

Recently I had a dyslexic 3<sup>rd</sup> grade student begin to make major growth. She has made slow progress, but all of a sudden it has all started to click for her. She is beginning to see patterns and she is reading words that once she wouldn't even attempt. The feeling that I had in my heart was priceless. Seriously, I felt like I was walking on cloud nine.

To know that I have made a difference for this child in ways that other educators couldn't is the most priceless gift that I get to receive on a daily basis and you will get to receive this gift as well.

Most likely you became a teacher or a tutor for reasons just

like this, right? As soon as I had my own children though there was a big hole in my life. I love my kids more than anything in the world and I was sacrificing that to be of service to other people's kids in the classroom. Now I have the best of both worlds. Supermom by day, Super Tutor by night and it is all from the comfort of my home.

There couldn't be a more glorious lifestyle. I can travel the world whenever I want. I don't have to wait for when I have time off from school, which happens to be the busy season for traveling. I can travel to awesome places on the off season and enjoy them without all of the hustle and bustle. I can bring my tutoring company wherever I go. I have the ultimate in flexibility. If I want to take a week off, I just let my clients know. We work it out. There are times like when I took my family to Disney World for Mickey's Spectacular Halloween event and I just wanted to focus on my family. So, I did. I added sessions in during the month to make up for the time that would be lost. It was wonderful.



I went to the beach in the winter when it is super cold here in Wisconsin and worked a few hours during the day and enjoyed the rest of the time at the beach in San Diego. I got to visit the zoo, Sea World, and just soak in the rays. It was awesome.

I get to be home for my kids on the first day every single

year, without having to ask someone if I can.



I took my whole family to China and experienced the world in ways I never thought possible.



I took my kids to Disney world in Hong Kong.



We've gotten to experience toilets that we had no idea even how to use. Those of you that have been to China know what I mean.



I got to be room mom and volunteer in my daughter's schools when they were younger.



I am a #1 top selling author on Amazon for 31 Days to Become a Better Reader: Increasing your Struggling Reader's Reading Level all because I have time to write about my passions.



I have spoken at schools and motivated kids to read, write

and illustrate. The picture below shows me talking to a group of 4<sup>th</sup> graders about my book *Three Little Sisters Learn to Get Along*.



I am living a life I couldn't even have dreamed of as a child. Now, I know that my dream life is not what your dream life looks like or what you may want it to look like. We are all different right? So this book isn't going to end with my story. It is going to end with yours. I want you to think about what your dreams are. What do you want to accomplish, how much money do you want to make, where are places that you want to go, who do you want to meet, who do you want to inspire? Do you want to do this with time freedom, financial freedom, and complete flexibility? Then make that part of your story. You can be, do, and have, whatever your heart desires. If you can think it, then you can achieve it. Don't let people who aren't living their dreams sidetrack you from living yours. Teachers have been locked up in classrooms for too long. It is time to break free, do what you love, and get paid what your worth.



## 16 Now What?

*"Happiness is not something that you get once you are successful. Success is a direct result of being happy."*

If you are like me, then you don't want this journey that we have had together to end. There is so much more that I want to be able to teach you so that you can be recession, pandemic and competition proof doing what you love doing.

I mentioned earlier that I have created a community of people that want to support you in your journey. If you decide to join us, then go the Ultimate Support Group for Online Tutors on Facebook. Let us stand out as the best tutors all over the world that are the most highly sought out group of educators.

I am sure that people have told you your whole life that teachers don't make a 6-figure income. Well, they don't make it because nobody has ever believed that they can. We are starting a new era here. Without teachers we wouldn't have doctors, lawyers, or presidents. So, let's continue making a difference in the lives of others and in our own lives as well.



# ABOUT THE AUTHOR

Joanne Kaminski is #1 topselling author and recipient of the S.T.A.R. award for her book *31 Days to Become a Better Reader: Increasing your Struggling Reader's Reading Level*. She has also written *Three Little Sisters Learn to Get Along* and *How to Raise Non-fiction reading levels*. She has been an online reading tutor since 2010 and is able to close the reading gap a full year with just 8-12 hours of instruction.

Joanne is currently teaching kids online, but also teaching teachers how to increase or replace their current income by becoming an online tutor in whatever area of teaching they love the most. Not only are teachers and tutors able to learn more than has ever been available to them before about this career choice but they are also receiving support every step of the way.

Joanne works with tutors that are great tutors, but have no idea how to market themselves all over the world to get students. Most tutors that work with her make 4-5 figures a month doing what they love.

As a mom, wife, friend and daughter Joanne has realized that too much of our time is spent being concerned about the wrong things. Being of service to her family, friends, students, and other teachers gives her a sense of purpose.