|  |  |
| --- | --- |
|  |  |

# New Online Tutoring Business Checklist

|  |  |
| --- | --- |
| COMPANY INFORMATION | |
| Company name: |  |
| How many hours do you want to work? |  |
| How many students do you want to have? |  |
| How much will you charge? |  |

|  |  |  |
| --- | --- | --- |
| Getting Started: Things to Think about | | |
|  | Choose type of business entity.  Business entity type: | [Sole Proprietorship/LLC/Corporation] |
|  | Decide what tool to use to deliver your lessons | Skype, Google Hangouts, Zoom.us |
|  | How will you get paid? | Cash, check, Paypal, Stripe, Google Wallet, Dwolla, Automatic Payment |
|  | What website tools will you use to teach to your students? | IXL, Khan Academy, Reading A-Z, Raz-kids, Off2Class, read.org |
|  | Create Web site. | Wix.com, Weebly, |
|  | Get a Vanity URL | Bluehost, GoDaddy, Wix, |
|  | Decide what the best computer will be for you | Surface Pro 3, the one you currently have, Macbook Air, |
|  | Where will you store your resources and student information? | Dropbox, OneDrive, Computer |
|  | Where are places where you can currently get clients? What connections do you already have? | Other teachers, friends, family, social media |
|  | Do you want to turn any in person clients into online tutoring clients? |  |
|  | Consider contracting with payroll processing firm and/or  record-keeping firm. |  |
|  | Write a Business Plan |  |
|  |  |  |
|  |  |  |
| Organizing for Taxes | | |
|  | Have a system for storying all of your receipts | Folder, Taxbot |
|  | Who will do your taxes? | Hire someone, Turbotax, Spouse |
|  | How will you keep track of income each month? | Excel spreadsheet, Paypal |
|  | Put money aside to pay taxes quarterly | Put 40% earnings away for taxes, |
|  | Inform yourself about tax deductions |  |
|  | Establish a retirement plan |  |
|  |  |  |
| Organizing resources | | |
|  | Open a business banking account. | Ally has a great online account. |
|  | Where will you store resources and student information? | Dropbox, OneDrive, Computer, My School Books |
|  | Obtain a business credit card. | Paypal has a business debit card so you can access your money as soon as it is delivered. |
|  |  |  |
|  |  |  |
|  |  |  |
| Free Advertising | | |
|  | Blogging |  |
|  | Video |  |
|  | Lives |  |
|  | Podcasts |  |
|  | Be a guest blogger |  |
|  | Contact relevant podcasts and be a guest |  |
|  | Collaborate with others on videos |  |
|  | Set up Linkedin account and fill it out to 100% |  |
|  | Facebook page |  |
|  | Facebook group |  |
|  | Pinterest Business Account |  |
|  | Twitter |  |
|  | Instagram business account |  |
|  | YouTube |  |
|  |  |  |
|  |  |  |