



## How to Start a Tutoring Business (Checklist)

- **1. Decide if starting a tutoring business is for you.**
  - a. Evaluate your skills.
  - b. Build experience working with students.
  - c. Choose a niche.
  - d. Plan a budget.
  - e. Research the responsibilities of a tutor.
  
- **2. Do market research of the tutoring service industry.**
  - a. Study local tutoring businesses.
  - b. Interview current and potential clients.
  - c. Determine growth potential.
  - d. Educate yourself on the latest tutoring techniques.
  - e. Read books about opening a tutoring business.
  - f. Analyze the demographics of your target market.
  
- **3. Decide what type of tutoring business you want to open.**
  - a. Research the different types of tutoring businesses.
    - i. Home-based tutoring.
    - ii. Formal tutoring businesses.
    - iii. Online tutoring.
  
- **4. Create a Business Plan.**
  - a. Executive summary.
  - b. Business description.
  - c. Market analysis.
  - d. Organization management.
  - e. Sales strategy.
  - f. Funding needs.
  - g. Financial projections.
  
- **5. Form your business.**
  - a. Choose a business name.
    - i. Register business name with the Secretary of State.
  - b. Choose your legal structure.
  - c. Register with your State.
  - d. Get an Employer Identification Number (EIN).
  - e. Open a bank account.
  - f. Purchase Insurance.
    - i. Find out what type of insurance your business needs.
    - ii. Find a provider or agent.
    - iii. Purchase a policy.

- g. Comply with all tax requirements.
  - h. Create an accounting system.
- 6. Obtain applicable licenses and permits.**
  - a. Research the applicable licenses or permits your business needs.
  - b. Register for permits with local and state government offices.
- 7. Obtain funding.**
  - a. Attract investors.
    - i. Sell equity in your business.
    - ii. Secure a private loan from friends or family.
  - b. Apply for a loan.
    - i. Meet with a lender.
    - ii. Fill out the application form.
    - iii. Provide collateral and your credit history.
    - iv. Sign a loan agreement after approval.
  - c. Start small.
    - i. Start a small landscaping service and build up capital.
- 8. Find location.**
  - a. Determine if you really need a space.
  - b. Calculate costs.
    - i. Find out what's in your budget.
    - ii. Total utilities.
    - iii. Total technology costs.
    - iv. Total rent and maintenance.
  - c. Shop around.
- 9. Prepare tutoring materials and supplies.**
  - a. Research the cost of supplies and equipment.
  - b. Equip your business with supplies and equipment.
  - c. Prepare lesson plans.
- 10. Hire Employees.**
  - a. Write a job description.
  - b. Post on a job board.
  - c. Review applications and resumes.
  - d. Interview candidates.
  - e. Check references.
  - f. Send a job offer.
  - g. Fill out the mandatory IRS forms.
- 11. Set hourly rate.**
  - a. Determine going rate.
  - b. Consider traveling expenses.
  - c. Research competitor prices.

- d. Consider subjects that will be offered.
- e. Look at qualifications.
  
- 12. Market your business.**
  - a. Craft your brand.
    - i. Write an elevator pitch.
    - ii. Find out who your customers are.
    - iii. Decide what kind of brand personality you want to have.
    - iv. Determine what you want people to associate your brand with.
  - b. Connect with customers through advertising.
    - i. Set up email marketing software.
    - ii. Set up SMS marketing software.
    - iii. Create social media accounts for your business.
  
- 13. Set a daily schedule.**
  - a. Manage employee schedules.
  - b. Set up lesson plans.