**NameSnack**
#1 Business Name Generator

# Online Tutoring Business (Checklist)

1. **Choose a subject.** ☐

   1.1 Think about what is in demand. ☐

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

2. **Decide on class sizes.** ☐

   2.1 Consider your experience and resources. ☐

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

3. **Write a business plan.** ☐

   3.1 Write an executive summary. ☐

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

   3.2 State your legal structure. ☐

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

   3.3 Describe your launch plan. ☐

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

   3.4 List your sources of revenue. ☐

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

   3.5 List your essential staff. ☐

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

   3.6 Explain your marketing plan. ☐

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

   3.7 List your competition. ☐

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

   3.8 Describe your finances. ☐

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

   3.9 Explain your future plans. ☐

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

4. **Form a legal entity.** ☐

   4.1 Choose a legal structure. ☐

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

5. **Purchase equipment and software.** ☐

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

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

   5.2 Set up a booking system. ☐

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

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

   6.1 Purchase a domain name. ☐

   You can purchase a domain name through Namecheap.

   6.2 Choose a website hosting platform. ☐

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

   6.3 Set up online payment services. ☐

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

7. **Market your business.** ☐

   7.1 Consider your target market. ☐

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

   7.2 Create social media accounts. ☐

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

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

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

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

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