

**Learn Communication Skills that Attract Your
Ideal Clients and Referral Strategies to Keep
Your Summer Spots Full**

The Speakers:

Mario Ronci: Education Marketer

Working with self employed tutoring businesses and helping them get better clients and more of them.

Michael Gibben: IAC-MP (Coaching Designation) and OCT (Teaching Certification)

Built his own tutoring company and now coaches other tutor company owners and private tutors toward development of skills to gain more clients and sales.

Why does USP matter to attract clients (not just referrals)?

Refresh of a USP

The Big 3

Problem:

What is the biggest pressing problem your market has?

The bigger the problem, the better.

Outcome:

How will they know they got to the place of success after they worked with you?

WIIFM have they arrived at their destination.

Objections:

What stops them from buying (spoken and unspoken)? For example: “It’s too expensive.” “I’m a strong parent, I don’t need help otherwise I’d admit I’m a failure.”

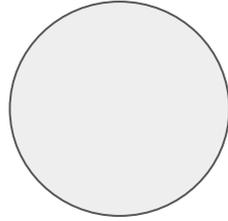
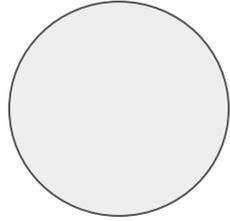


Concept of positioning (why USP is important)

- Your customer has categorised you already (your x tutor part of x group of tutors).
- Positioning is where you stand in the customers mind, you want to avoid comparison.
- Positioning matrix: Two extremes that represent a market category (a place where each person stands in the mind of the customer) and you plot yourself among the extremes to see if your differentiated.

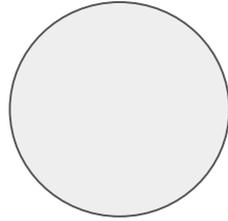
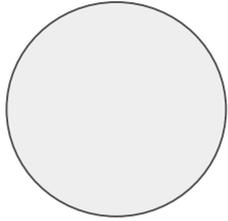
Choice is given to the customer but your prices go down because the differentiating factor is price.

Math Tutoring Center



cheap

expensive



Experienced Private Math Tutor

tutors have at least a masters. I have a bachelors in physics from Columbia masters in math from Brooklyn College, and a PhD in instructional design from Keiser University. I will be a presenter at the Sunshine State Teaching Conference early in 2021. I am experienced with the unique challenges faced with learning disabilities, and I can provide customized strategies designed to overcome these challenges.

mssg me for good rates applied mathematics & physics masters bachelors degree.

rdiner company ELG Tutoring can tutor maths! Our rates are very reasonable we have lots of availability. Please message the page, www.Facebook.com/ELG

nd I'm a tutor for K-12 math and science, as well as college physics and several years of voluntary and paid tutoring. I can tutor in all areas of STEM at advanced levels. I'm very familiar with

m. I am a math tutor

in addition to being a tutor for students in grades 7-12, I am also a tenured university professor with degrees from NYU, Northwestern, and the University of Pittsburgh. I would be happy to talk with you about helping your daughter. You can contact me here on Facebook, or on our website (our being my wife and myself)

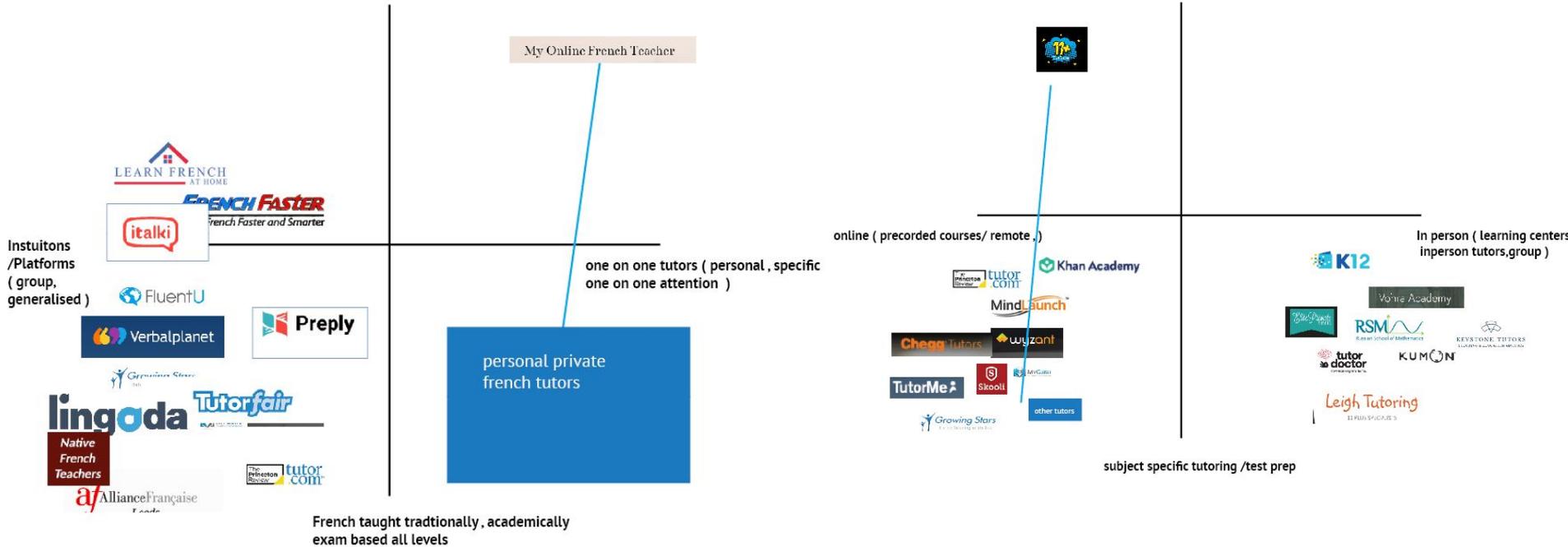
Positioning leads to differentiation (no comparison)

- Being different means no one can compare you to anyone in your marketplace , if people can find a similar offering you're not differentiated enough.
- Differentiation causes a phenomenon, called blue ocean , where you're in a completely new marketplace that has no competition.
- To be different you don't need to look far or try to pull a super PR stunt, you can look at your values, your product offering as how it's relevant to a particular set of people the market isn't serving etc.

Case study of (positioning and difference)

French taught for real life convos for advanced speakers (coaching and mindset shifts, confidence)

getting grammar school offers



Extreme 1

cheap

expensive

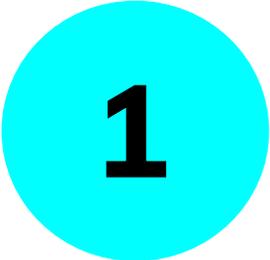
Extreme 2

I help (niche) get (outcome) without (pain or objections).

3 Alternative Approaches to Summer Client Growth

Parent-Child Learning Packages

1. Assessment of student
2. Goals and materials for families
3. Midsummer check-in
4. Reassessment of student



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Janie Hunter Evaluation: June 22, 2018

Student: Janie Hunter

Grade: 3 (going into 4)

Subject: Mathematics

Grade 3: Mathematics

Janie should review the following areas:

Number Sense and Numeration:

- Fractions of number lines
- Balance addition equations up to three or four digits
- Addition input/output up to four digits
- Balance subtraction equations up to three or four digits
- Subtraction input/output up to four digits
- Subtraction: missing digit fill-in
- Multiplication times tables up to 12x12
- Division facts up to 12x12
- Multiplication word problems
- Division word problems
- Conversions between place values

Measurement

- Perimeter of rectilinear shapes
- Comparing and conversions between units of mass (grams and kilograms)

Piggy Slime Inc.

INVENTORY BALANCE

Cinnamon Slime 389 + ___ = 140 + 360 Lemon Slime

How many more cinnamon slimes are needed to equal the amount of lemon slime?

Bubblegum Slime 1123 + ___ = 900 + 500 Vanilla Slime

How many more bubblegum slimes are needed to equal the amount of vanilla slime?

3 Alternative Approaches to Summer Client Growth

Back to School Booster Programs

1. 1-on-1 or group program
2. Sessions on old and new topics
3. Back to school report for student(s)

3 Alternative Approaches to Summer Client Growth

August Learning Hubs

1. Online learning portal for group
2. Activities/objectives for group
3. Back to school report for student(s)

3 Referral Strategies for Summer Growth

Mini-Booster Sessions

1. Special 15 minute sessions
2. Referral reward for clients +1
3. Summary on next steps

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3 Referral Strategies for Summer Growth

Referral Reward Contests

1. Back to school contest
2. What are your contest rewards?
3. How will you track referrals?

3 Referral Strategies for Summer Growth

Two for One Offer

1. Start with special bonus offer for clients.
2. To activate their special offer, clients share this offer voucher with another family.
3. Set up a timeline for this offer.

Thank you for attending today's session!

Sign up today for your special bonuses:

- **Summer Tutoring Client Growth Meeting (link in chat box)**
 - **Your needs and initial goals for summer client growth.**
 - **Your summer tutoring client growth strategy roadmap.**

- **45 min Tutor Marketing Strategy Session (link in chat box)**
 - **Find out what makes you stand out to your clients.**
 - **Learn what your missing in your marketing plan to fix it.**
 - **Discover who your ideal client is to start focusing the clients that will pay you better.**

Q&A

Answering questions we got from you.