



Coach for Tutors

Six Steps to a **6-Figure** Tutoring Business



Michael Gibben

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1. Build Joint Ventures

Goal: Leverage other people's audiences to grow your client base.

- Identify 3–5 local businesses or professionals that serve your ideal clients (e.g., schools, educational consultants, pediatricians, sports academies).
- Craft a win-win partnership proposal (e.g., referral exchange, co-hosted events, bundled offers).
- Schedule meetings or calls to pitch the collaboration.
- Finalize agreements and track referred leads and conversions.
- Promote your JV partners to your audience to build trust and reciprocity.

Bonus Tip: Offer a special JV-only offer (discount, free class, etc.) to make the partnership attractive.

2. Join Networking Groups

Goal: Build visibility and trust within your local or professional community.

- Research and select 2–3 networking groups (BNI, Chamber of Commerce, parent/guardian networks, educational forums).
- Attend at least 3 meetings per group to build relationships.
- Prepare a 30–60 second “elevator pitch” focused on value and results.
- Follow up with key connections after meetings—aim for coffee chats or Zoom calls.
- Regularly share wins, client success stories, or valuable resources to stay top of mind.

Bonus Tip: Volunteer for a small role (e.g., greeter, timekeeper) to raise your profile faster.

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3. Onboard a Team of Tutors

Goal: Scale beyond your own time by building a team.

- Define subject areas and grade levels where support is needed.
- Write clear job descriptions and post on tutoring job boards or reach out to your network.
- Interview and vet candidates—look for alignment in values and communication style.
- Set up onboarding systems: contracts/due diligence items, training materials, mock sessions, and communication platforms.
- Delegate clients or group classes in a phased approach to maintain quality.
- Establish regular check-ins and performance reviews.

Bonus Tip: Record onboarding/training videos to save time as your team grows.

4. Begin Group Tutoring and One-Off Classes

Goal: Increase income per hour and serve more students at once.

- Pick a subject or topic in high demand (e.g., SAT prep, math bootcamps, reading skills).
- Design a 4–6 week group program or single-session masterclass.
- Choose a platform (Zoom, Google Meet, Kajabi, etc.) and set up registration pages.
- Promote via your email list, social media, and JV/network partners.
- Collect testimonials and iterate based on feedback.

Bonus Tip: Record your sessions to repurpose as future passive products.

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5. Expand Networking to Other Chapters of Groups

Goal: Multiply your visibility and referrals across new audiences.

- Identify additional chapters of your existing networking groups (e.g., other BNI chapters or regions).
- Reach out to chapter leaders to request guest visits or presentations.
- Offer to deliver a free value-packed mini-training or workshop for their group.
- Stay consistent in follow-up with new contacts; add them to your email list (with permission).
- Track where referrals are coming from and invest time where ROI is highest.

Bonus Tip: Bring value first—don't just pitch; educate and engage.

6. Add Passive Income Streams

Goal: Create revenue that doesn't require you to be present.

- Package your expertise into digital products (e.g., eBooks, courses, templates, printables).
- Identify platforms for hosting/selling.
- Set up email automations and funnels for product delivery and follow-up.
- Promote via your content, partnerships, and past clients.
- Consider affiliate marketing for products your audience would value.

Bonus Tip: Use feedback from group classes to identify top-selling digital product ideas.

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✔ Final Notes:

Track Your Metrics Weekly: Revenue, leads, conversions, and referrals.

Systematize: Create SOPs (standard operating procedures) as you grow.

Delegate: Hire help earlier than you think.

Automate: Use tools to streamline.

💡 Ready to turn this checklist into consistent revenue?

Join us for the [Leadership Skills Summit for Tutors: Six Steps to a 6-Figure Tutoring Business](#), where we break down each step, share real examples, and help you build your scalable tutoring business in real time.

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