

Template to Advertise Tutoring

Seven Steps to your Tutoring Marketing Plan:

1. What is the purpose of your marketing?
2. What is the largest benefit that will entice people to use your tutoring services?
3. What is your target audience?
4. What are all the marketing tactics that you will use?
5. What is your niche or what do you stand for? Examples: Quality, Success Rates, Average Grade Improvement, Online Tutoring, Advanced Courses, etc.
6. What is your identity? Company Personality and who you are.
7. What is your tutoring marketing budget for the year? Monthly startup marketing amount?

How will you communicate and build your list of tutoring clients and potential clients?

Potential Leads	Current Clients	Former Clients

30 Day Action Plan: _____
