



# NameSnack

#1 Business Name Generator

## 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 a 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

