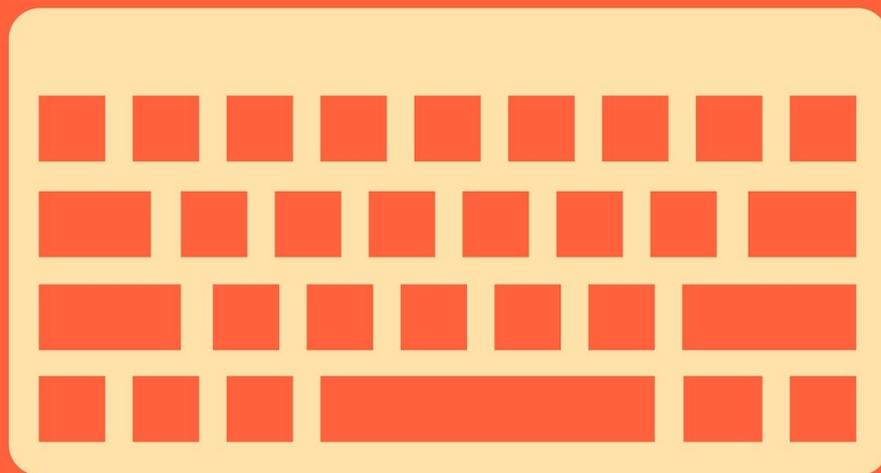


THE MARKETING GUIDE FOR PRIVATE TUTORS



**A TRIED AND TESTED FRAMEWORK FOR
INCREASING YOUR STUDENT BASE.**

THE TUTOR WEBSITE

JAMIE THOMSON

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The Marketing Guide for Private Tutors

Introduction from Jamie Thomson

Okay, so here's a bold statement: by the time you've reached the final chapter of this book, you'll have learned everything you need to know about how to market your tutoring business, find more students and make more money.



This isn't just another marketing book.

It's a guide specifically for self-employed private tutors. And for that reason, it's the only marketing book you'll need if you want to grow your tutoring business.

The single most challenging thing about growing a business is marketing. And the single most challenging thing about marketing is knowing which advice to follow. In this digital age, information overload makes it difficult for us to separate good advice from background noise.

To begin with, we'll look at how to create an effective strategy, because without a plan, your marketing efforts will go undocumented and you won't know what strategies have been the most successful for you. We'll then look more closely at the most effective ways you can market yourself offline and online without breaking the bank.

Remember, the secret to effective marketing isn't in the quantity but in the quality. And that's exactly what you'll get in this guide.

Figures suggest that there are an estimated 1.5 million private tutors currently working in the UK. These numbers surpass those of classroom teachers and even NHS workers.

So, in such a competitive environment, how exactly can you ensure that you stand out from the crowd and find those 1 in 4 students who are now using private tutors?

All will be revealed.

Don't Just Take My Word for it...Here's What Other People Say About This Guide...



'This eBook is very thorough and full of good information. It's ideal for tutors who want to change their marketing strategy or increase the number of students on their books. I liked the section about how to decide what to charge; as it's something I've always struggled with.'

John Pickles, English as a Foreign Language tutor, Hull



'The Ultimate Marketing Guide really is what it says on the tin! Especially for any private tutor who wants to get the word out about their services and doesn't know where to start. Individual tutors have a document here which really breaks down and signposts how to get up and running. Even agencies like our own can learn something from The Tutor Website's approach.'

Wesley Sanders, Chairman and Director, Athena Tuition



'The Ultimate Marketing Guide for Private Tutors is a highly comprehensive and informative resource for tutors who want to learn the ins and outs of marketing a tutoring business. I think the section on measuring your progress will come in handy for tutors who are keen to learn more about tracking their marketing efforts using online marketing tools. I would definitely recommend this book to tutors who want to grow their businesses and reach more students.'

Victoria Olubi, Tutor and Founder, The Tutoress

My Tutoring Story So Far...

I first started working as a freelance private tutor in 2008. At the time, I had just graduated from university and was looking to earn some extra income by tutoring Scottish Standard Grade and Higher students in English and French. With my experience of teaching abroad and working in classrooms in the UK, I thought my experience and 2:1 degree would be all I needed to start my own private tutoring businesses.

As it turned out though, I was wrong.

What I had in experience and enthusiasm, I completely lacked in marketing skills and it took me months before I landed my first paying student.

Back in 2008, there wasn't all that much advice online about how to market yourself as a private tutor and so inevitably I went down the path of advertising in local newspapers and shop windows with absolutely no success.

That's when I decided to give the online thing a go and discovered a website called A+ Tutors that had been online since 2000 (and still is). This website allowed private tutors to advertise in their directory for a small fee each year and students and parents contacted them directly without having to pay any agency fees.

A+ TUTORS
The advice site for UK students and tutors.

Home Find A Tutor Info for Tutors Info for Students About Us

Welcome to A+ Tutors

This site aims to help both students and tutors in their endeavours. The information you need is just a few seconds away!

Please enjoy exploring the site but if you are in a hurry, the navigation bar at the top uses pop-up menus for easy access to the main pages.

[If you are a student:](#)

Advice: We have very popular [tips pages for GCSE students](#). Also, if you are looking for a tutor then you will be interested in our [FAQ for students on private tuition](#). It answers questions such as, how to pick a tutor and how much you should pay.

Scotland: It is always difficult for [Scottish students](#) to find information specific to their needs. At last, a site for you!

Tutor Directory: You can find a [local tutor](#), for home/private tuition, by clicking where you live on the map. You will then be taken to your regional index. Alternatively, there is a UK wide [tutor directory](#) where you can click on the name of your town or county council to find the tutors nearest to you.

Please note, **this site is not an agency**. When using student-tutor sites like this one, it is important that you are aware of their legal status and that it is [explained](#) to you.

A+ Tutors – the very first website for freelance tutors

A few weeks after I placed my advert on their site, I was contacted by a parent looking for an English tutor for their daughter and low and behold, I was in business.

Through trial and error, I started to learn the most effective ways of marketing my services both online and offline and over the next few years, these efforts enabled me to grow a thriving part-time tutoring business.

Through speaking with several other freelance tutors, I realised that the biggest challenge of running a tutoring business on your own wasn't gaining experience or qualifications but actually getting your name out there to students and parents.

So, in 2011, with help from a team of web developers, I set up The Tutor Website to pass on all the information I had learned about marketing as a tutor and the industry in general.

To begin with, the website took a while to appear in search engines but slowly and surely, more and more tutors began signing up to the directory and more and more parents started visiting the site to find tutors in their local area.

What I'm about to share with you in this guide, are my tried and tested methods of marketing yourself as a tutor both online and off. Over the last 11 years, I've spoken with hundreds of freelance tutors and agencies and learned from their marketing strategies too. What you're about to read in this guide are the most effective marketing methods that you can implement as a private tutor in 2019 and beyond.

A Practical Marketing Strategy for Your Tutoring Business

The key to successful marketing as a private tutor is having a plan.

Marketing your services all guns blazing is all well and good but what you may have in enthusiasm, you also need to match in strategy. What you need is a plan that outlines how your marketing will consistently work for you in the long term.

Think of your marketing strategy as a combination of your online and offline efforts. If you strike the correct balance between digital and traditional marketing, you'll start to see the fruits of your efforts. Having a strategy is all about organising your ideas into actions, so here is our 5 step guide to creating your marketing strategy.

1. Goals – What Are You Trying to Achieve?

From a marketing perspective, most tutors want two things – more students and more money.

Now, consider what timescale you're working to. How quickly do you think you can realistically start to see an increase in student enquiries from your efforts? It's probably best to look at your strategy in quarterly chunks.

Whereas it doesn't take long to market yourself in the real world, it can take some time to market yourself online – especially if you're new to the idea of online marketing.

2. Who Do You Think You're Marketing to?

Sounds like a question with an obvious answer, right?

Your target audience is students.

Well, maybe.

In actual fact, most enquiries for tutoring come from parents or other family members so they should be the ones you're pitching to. Ask yourself where your prospective customers are likely to hang out, and then go there.

Offline, it may be local meet-up groups, the town hall, the library etc. and online it may be parenting forums, educational websites or tutoring platforms.

To help you refine your audience better, try customer profiling. Write down who your ideal customer is. What age are they? Where do they live? How much are they willing to spend on your services? Customer profiling can be an effective way of identifying exactly who your audience are and where you're likely to find them.

3. Raising the Bar – Who Are Your Pacemakers?

Keeping a watchful eye on the competition provides you with useful insights that you can use in your marketing.

Which tutors in your local area seem to be generating the most business? How are they marketing themselves? Using other tutors' marketing efforts as a benchmark can help you focus yours more effectively.

4. Where Exactly Will You Market Yourself?

If your initial answer to this question is 'in my local area', then perhaps you need to think outside the box a bit more.

With your marketing strategy, you're looking to gain as much exposure as possible from your efforts so you'll want to be selective in where you do your marketing.

Perhaps your offline marketing efforts will be better served in areas near schools, where you know there'll be families living nearby?

And how about social media – have you considered which platforms your marketing will be best suited to in terms of exposure?

There's a whole lot more information about online marketing methods for tutors later in the guide.

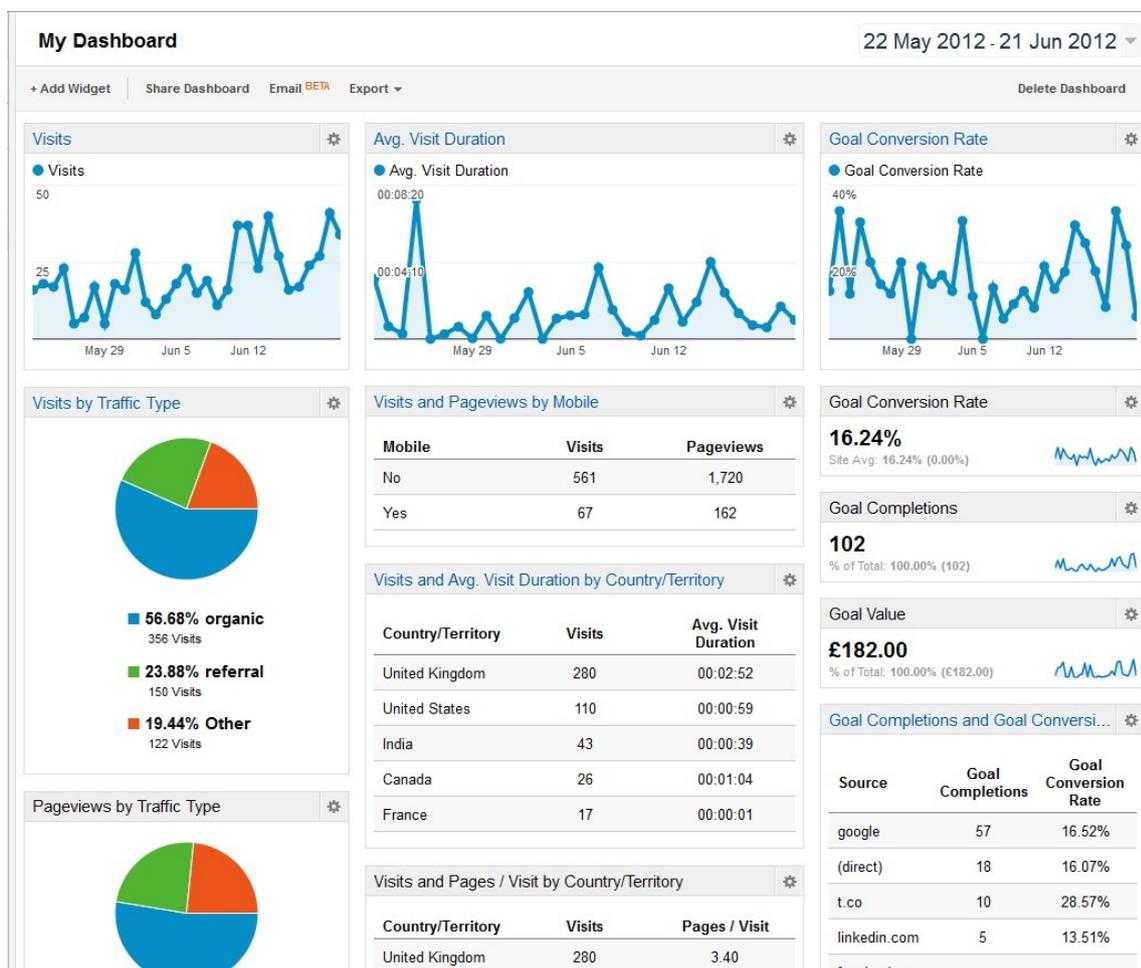
5. How to Measure Your Progress

Your marketing efforts can be tricky to measure.

To help you decide on the best way to measure your marketing success, have a look back at your goals to remind yourself what you were trying to achieve in the first place.

For your offline marketing, it may be the number of phone calls you receive over the course of a month. And for your online efforts, it may be the number of emails you receive.

If you have your own website, Google Analytics is a great place to start for gaining insights into your marketing success and it can really help you quantify your online marketing goals.



Google Analytics – the best way to track your online marketing efforts

For the tech savvy, metrics like unique visits, individual page views, organic search terms, bounce rates and direct referrals can help you work out which particular elements of your online marketing are working well. For example, if you feel that the number of student enquiries you're receiving aren't reflected in the amount of visitors your website receives, then you know that you need to improve your sales pages.

Action – Complete Your Marketing Strategy Template

Create your own documented marketing strategy by answering the questions set out in our *Marketing Strategy Template* that comes with this guide. This is the basis upon which you'll approach your marketing. Even if this is the only action from the guide that you follow through on, it'll still prove beneficial in the long-term.

Want to Find Out More...?

I hope you enjoyed reading your free chapter. To discover the next steps to marketing your tutoring business, you can buy the rest of this guide for £21.99 from The Tutor Website – that's less than the average tutor charges per hour.

[Download your copy now.](#)