

GROWING YOUR TUTORING BUSINESS

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TUTORING BUSINESS MODELS

ONE TO ONE HOME TUTORING

COMMERCIAL CENTRE BASED
TUTORING

LIVE WITHIN FAMILY TUTORING

GROUP HOME TUTORING

FRANCHISE TUTORING

TUTORING AGENCY

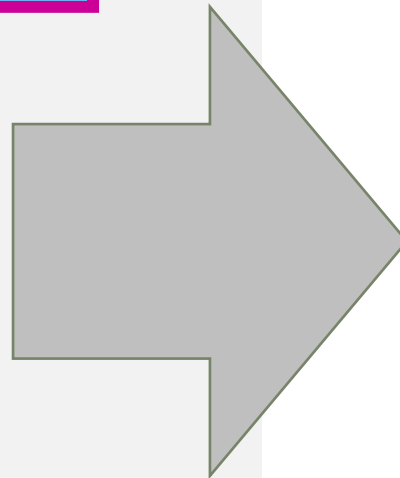


FOR A BUSINESS TO
GROW WHAT DO YOU
NEED?

5 PILLARS KEY ELEMENTS FOR BUSINESS GROWTH

All Professional Business
Owners

Seek to optimise and
work on



- ✓ SALES
- ✓ MARKETING
- ✓ PRODUCT/ PACKAGES
- ✓ FINANCE
- ✓ PEOPLE—YOUR
ORGANISATION



HIT FIRST
BRICK WALL

ALL BUSINESSES FOLLOW
THE SAME PATTERN.

WHAT ARE THE CORE
ELEMENTS FOR
A PROFESSIONAL TUTORING
BUSINESS TO GROW?

CORE ELEMENTS FOR
PROFESSIONAL TUTORING
BUSINESS GROWTH?

CUSTOMER ACQUISITION

CUSTOMER RETENTION

CUSTOMER CONVERSION



THE TUTORS'
ASSOCIATION

GENERATING
INTEREST IN THE
PRODUCT OR
SERVICE YOU
OFFER

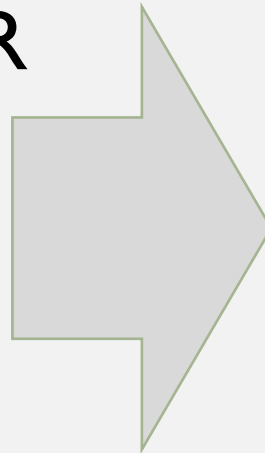
SALES LEADS
AQUISITION

Hi
Juice GET SMART

SALES LEADS AQUISITION

GENERATING
INTEREST IN THE
PRODUCT OR
SERVICE YOU OFFER

SOME EXAMPLES

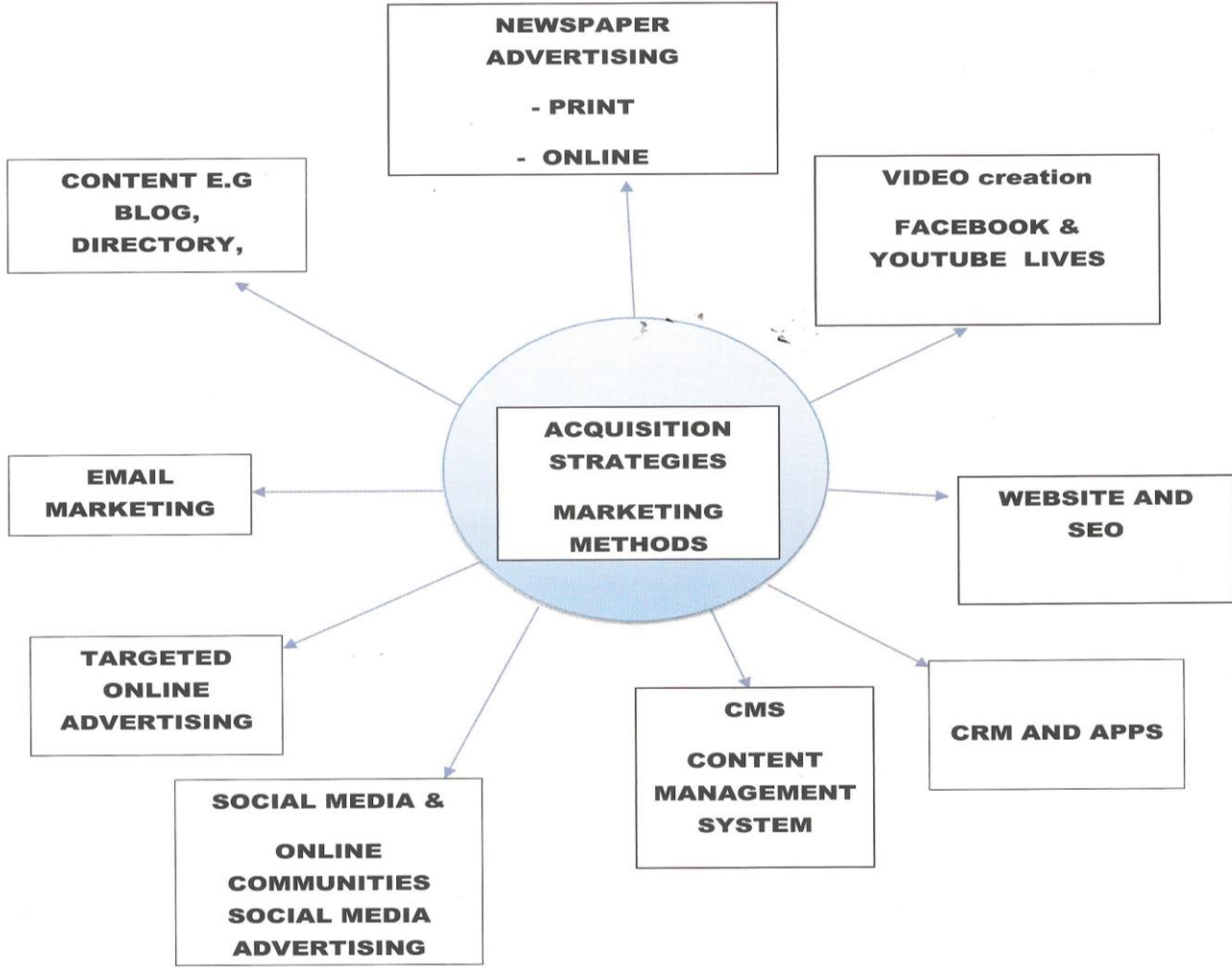


- ✓ Do you have a Sales Process? Packages?
- ✓ Do you have a Marketing Plan & budget?
- ✓ Do you have a customer referral scheme?
- ✓ Do you have a good online presence?
- ✓ Are you listed on all possible online directories? Online Groups.
- ✓ Are you using Online Social Media to your advantage? Online community?
- ✓ Are you attending networking events?
- ✓ Have you got a plan to target your specific audience? AVATAR, PROFILE.
- ✓ Have you distributed leaflets online and offline?

SALES LEADS AQUISITION



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CUSTOMER CONVERSION

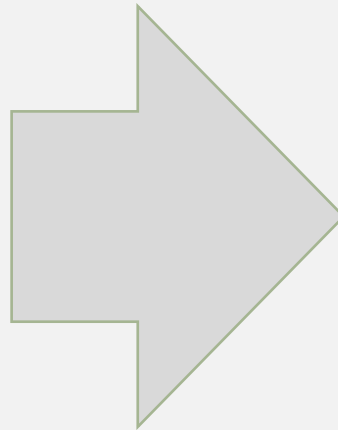
ENSURE THAT
INTERESTED LEADS
CONVERT INTO
FEE PAYING
CUSTOMERS



CUSTOMER CONVERSION

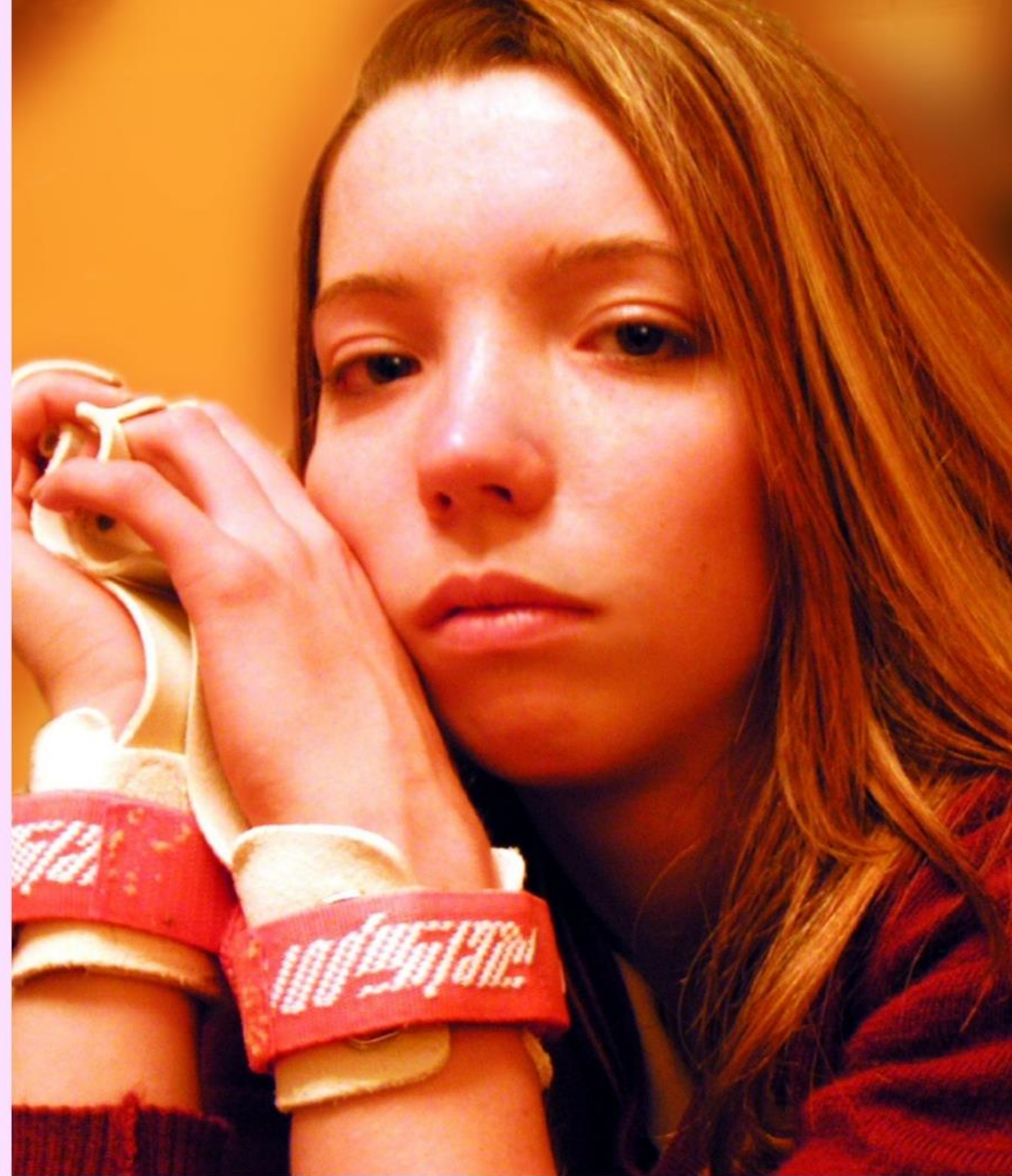
ENSURE THAT
INTERESTED LEADS
CONVERT INTO
FEE PAYING
CUSTOMERS

SOME EXAMPLES



- ✓ When does an enquiry become a customer ?
- ✓ Do you have an optimised web presence?
- ✓ Are you writing online content e.g BLOG
- ✓ Online course on e-content platforms?
- ✓ Have you e-documented many testimonials
- ✓ Do you have a documented telephone technique?
- ✓ Have you worked on a tutoring sales funnel?
- ✓ Have you got CLARITY on your branding- ? P & C
- ✓ Have you created a SALES CONVERSION FLOWCHART

WHAT PAIN CAN YOU HELP WITH?



CUSTOMER RETENTION

ENSURE THAT
CUSTOMERS KEEP
ENJOYING YOUR
BUSINESS SERVICES AND
THEY BENEFIT = THEY
DON'T LEAVE.



CUSTOMER RETENTION

ENSURE THAT
CUSTOMERS KEEPS
ENJOYING YOUR
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AND THEY BENEFIT=
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SOME EXAMPLES

- ✓ Are you giving regular parental/client feedback?
- ✓ Is your administration good? Do you need online system?
- ✓ Do you need a internet based scheduling system?
- ✓ Are you providing QUALITY LESSONS ?
- ✓ Are your tutoring products and services outstanding?
- ✓ Are you awarding your students with prizes & rewards?
- ✓ Do you provide a conducive learning environment?



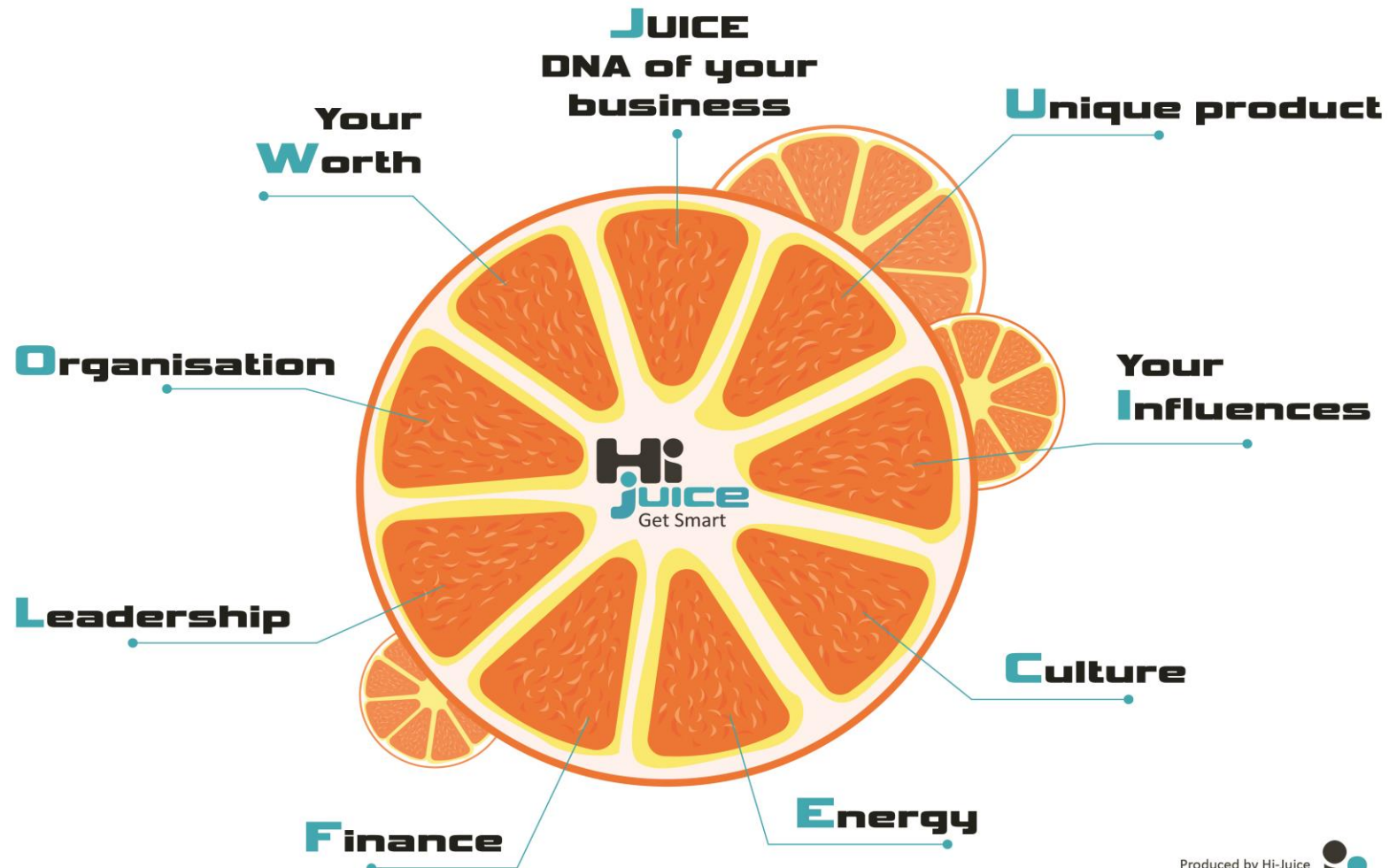
HAPPY CLIENTS



WHAT ELSE DO YOU NEED
FOR YOUR BUSINESS TO
GROW?

YOU NEED JUICE FLOW

THE TUTORS'
ASSOCIATION



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Hi Juice
GET SMART

WHAT CORE ELEMENTS HELP A PROFESSIONAL TUTORING BUSINESS GROW?

**YOUR PARENTAL/CLIENT
ENGAGEMENT**

**YOUR TUTORING PRODUCT
OR SERVICE**

**YOUR PERSONAL OR
COMPANY BRANDING**

YOUR ONLINE EXPOSURE

TRUST PARTNERSHIP

YOUR NETWORK

PROFILE: A PROFESSIONAL TUTORING BUSINESS OPERATING FOR 2 YEARS

PROFESSIONAL TUTORING SERVICE

- Your Client Servicing
- Conditions of Services- T & Cs
- Professional Service Status
- Tutor- Client Contract
- Advance Fees & Payment schemes

TO GROW YOUR BUSINESS

- Getting external help e.g Mentor
- Keep learning & training yourself in business
- Keep learning & updating your tutoring products and services.

HOW CAN HI-JUICE HELP YOU?

HI-JUICE SERVICE

- Business Mentoring
- Qualified Business Coaches
- Proven Expertise in Tuition Industry
- Support you online or face to face
- Individual bespoke support

TAKE ACTION
MAKE A DIFFERENCE

TAKE ACTION MAKE A DIFFERENCE

- Empower Business Owners
- Build through Growth
- Gain Knowledge for a Lifetime
- Make it Happen
- Enjoy a Healthy Life



THE TUTORS'
ASSOCIATION



Be the
ENERGY
you want
to attract.