



How to Start an Online Tutoring Business Checklist

1. Choose a subject. ☐

1.1. Think about what is in demand. ☐

The most popular online tutoring subjects are Mathematics, English, and Science.

2. Decide on class sizes. ☐

2.1. Consider your experience and resources. ☐

You may prefer to do one-on-one classes or work with groups of varying sizes.

3. Write a business plan. ☐

3.1. Write an executive summary. ☐

Describe your business's aims and identity to give investors a better understanding of your vision.

3.2. State your legal structure. ☐

Let investors know which legal structure you will be registering as. Most tutoring businesses register as a sole proprietorship.

3.3. Describe your launch plan

Mention any ideas you have for your launch, such as offering discounts or free lessons.

3.4. List your sources of revenue. ☐

Explain how you will earn an income. For example, indicate whether you will host group lessons, individual lessons, or both.

3.5. List your essential staff. ☐

You should list the staff members you intend to start with.

3.6. Explain your marketing plan. ☐



Describe your target market, list the promotional outlets you will use to advertise your business, and provide a SWOT analysis.

3.7. List your competition. ☐

Describe at least three close competitors and discuss how you are similar as well as how your business is unique.

3.8. Describe your finances. ☐

Investors will want to see what your startup expenses are and what you anticipate your business will earn in the next few months.

3.9. Explain your future plans. ☐

Describe any plans you have for hiring more tutors, offering more subjects, or finding additional ways to earn money.

4. Form a legal entity. ☐

4.1. Choose a legal structure. ☐

Key options include a sole proprietorship, S corporation, C corporation, Limited Liability Company (LLC), and partnership.

5. Purchase equipment and software. ☐

5.1. Ensure that you have a high-quality setup. ☐

You may already have a laptop with a webcam, but you will also need a high-quality headset with a microphone.

5.2. Set up a booking system. ☐

If your business begins to grow, it may be a good idea to have a booking system so that clients can view your availability and schedule a lesson without having to email you.

6. Set up a professional website. ☐

6.1. Purchase a domain name. ☐

You can purchase a domain name through Namecheap.

6.2. Choose a website hosting platform. ☐

You will need to build your website on a platform that offers affordable rates and is easy to use.

6.3. Set up online payment services. ☐

Online payment options are important for international clients. Your website should have either a direct or external gateway for payments.

7. Market your business. ☐

7.1. Consider your target market. ☐

Since your target market will be students looking for online tutorship, advertising online will most likely be the best avenue for marketing.

7.2. Create social media accounts. ☐

Do market research to find out which platforms your target market uses most often and create accounts on those platforms.

7.3. Use pay-per-click marketing to appear first in Google searches. ☐

When people search for online tutors, it would be beneficial to have your company come up early on the results page.

7.4. Write a blog that uses SEO to attract visitors. ☐

Using trending keywords in blog posts on your website will make your site more visible in search results.