

# Tutoring On Your Terms

Launch and Grow a Thriving  
Online Teaching Business

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# Tutoring on Your Terms: Strategies for Building a Successful Tutor Business

Join Taylor Gaikema, author of *Tutoring on Your Terms* and creator of the accompanying online course, for an interactive webinar designed for tutors looking to grow their business, streamline their workflow, and create customized learning experiences for their students. Taylor will walk through key strategies from the book, share tips from the course, and share a few marketing must haves for new and established tutors.

**Code: koala100 for \$100 off** Launch Lab or Teach and Thrive Mastermind, available for 1 week post webinar

## Welcome

- Who I am
  - Mom, tutor, business owner, author
- Who this book and training is for
  - Tutors building sustainable, referral-based businesses
- Big idea: A thriving tutoring business rests on three pillars
  - a. Strong foundations
  - b. Clear, client-centered marketing
  - c. A culture of connection inside your lessons

## Today's Outline

### 1) Book overview

- Section 1: Business Setup
- Section 2: Marketing
- Section 3: Lesson Setup

Core message: Marketing works best when your foundations are clear.

### 2) Marketing Deep Dive

- Section 1: Marketing Begins with Your Foundation
- Section 2: Outline for a Powerful Consultation (Marketing in Action)
- Section 3: The Culture of Connection and Communication
- Section 4: Setting the Client Up as the Hero
- Section 5: Sneak Peek into Paid Ads and Broader Communication

## 1 Business Foundations That Set You Apart Ch 1-5 ^

 Introduction

 Chapter 1: The Power of Choosing a Niche

 Chapter 2: Setting Up Your Business Presence

 Chapter 3: Gear, Space, and Presence

 Chapter 4: Tech That Works While You Teach

 Chapter 5: Laying the Legal and Financial Foundation

## 2 Your Tutoring Model: Solo, Scaling, and Staying Sharp Ch 6-8 ^

 Chapter 6: Building Your Team or Going Solo

 Chapter 7: Staying Sharp

 Chapter 8: Common Set Up Mistakes and How to Avoid Them

## 3 Marketing That Actually Works Ch 9-11 ^

 Chapter 9: Marketing Content That Builds Trust and Drives Action

 Chapter 10: Finding Clients

 Chapter 11: First Contact

## 4 Policies, Pricing, and Fit Ch 12-14 ^

 Chapter 12: Pricing and Contracts

 Chapter 13: Client Fit

 Chapter 14: Common Mistakes in Marketing

## 5 Delivering Transformational Lessons Ch 15-18 ^

 Chapter 15: Building Rapport and Engagement

 Chapter 16: Tracking Progress and Sharing Results

## Section 1: Business Setup

- Choosing a niche
- Setting up business
  - Name, slogan, logo, colors, email, website, hardware
- Systems for scheduling, payments, communication
  - My DIY systems and recommended paid programs
- Legal and financial structure
  - Sole Proprietorship, LLC, S Corp
  - Insurance, taxes,
- Hiring and growth planning
  - When to hire, contractors vs employees, payment structures, contract examples
- Staying sharp
  - Best tutors are students themselves

Clarity creates confidence. Confidence converts.

Your niche, website, and policies directly affect your marketing success.

Inside the full program, we workshop and refine your messaging together.

## Section 2: Marketing

- Marketing content
  - Parent as the Hero, share knowledge, share results,
- Finding Clients
  - Organic ads vs paid ads, referral strategies across platforms, setting up paid ads (in online course bonus)
- First contact
  - Initial consultation setup, make families feel heard, follow up, email welcome series
- Pricing and Contracts
  - What to charge, how to raise prices, pricing models, psychology of pricing, contract example, tricky situations (divorced parents)
- Client Fit
  - When to say no, defining your boundaries, pricing and first contact set the stage
- Common mistakes

Today we will go deeper here. Marketing is not separate from your foundation. It is built on it.

## Section 3: Lesson Setup

- Building rapport and engagement
  - first lesson, continued engagement, balancing structure and flexibility
- Tracking progress and sharing results
  - Data matters for retention (parent satisfaction) and marketing, student data sharing examples, using AI to create progress reports
- Ending Well
  - When to end tutoring, offboarding progress for reviews and referrals
- You've got this
  - Building a business that works for you, one piece at a time
- Appendix
  - Templates you can download and customize

### Core ideas:

- Retention is marketing.
- Results are marketing.
- Culture is marketing.

Now we go deeper into marketing and how it connects to your foundations and lesson success.

## Part 2: Marketing in Depth

### Section 1: Marketing Begins with Your Foundation

#### 1. Your Niche

If you try to speak to everyone, no one feels seen.

Examples:

- “Reading tutor” vs
- “Online dyslexia reading specialist using a speech-to-print approach”

Clarity attracts alignment.

Who do you serve? What problem do you solve?

#### 2. Your Website

Your website should:

- Speak directly to the parent's fears and hopes
- Use “you” and “your” language
- Focus on transformation

Instead of:

“We provide structured literacy tutoring.”

Say:

“You will finally understand why your child is struggling, and you will have a clear plan forward.”

Your website should:

- Position the parent as the hero
- Position you as the guide
- Show the path forward

## Inside the course you will learn how a strong website....

### Establishes Authority

- Clear specialty
- Strong About page
- Specific language
- How to position testimonials

### Captures Leads

- Lead magnet integration -link to a funnel
- Clear calls to action
- Simple booking pathways

### Supports Referrals

- Easy link to share
- Clear explanation of who you help
- FAQs that address parent concerns

Your website is not just information. It is:

- Proof of professionalism
- A trust builder for high-value families
- A referral anchor
- A content library

When a psychologist, school staff member, or parent refers you, the first thing families do is look at your website. It either confirms trust or creates doubt.

Inside the course, we audit and refine your website messaging, so it converts.

### 3. Your Policies

Clear policies:

- Increase trust
- Reduce anxiety
- Prevent burnout

Marketing works better when:

- You communicate confidently
- You have boundaries
- You are not operating from fear

Contracts vs Policies for families

Student expectations and policies to guide student growth

Confidence converts.

Inside the course, you will see examples of...

- Policy documents
- Language you can use

## Section 2: Outline for a Powerful Consultation (Marketing in Action)

### Step 1: Client First

Open with: "Tell me about your child." Then stop talking.

Let them:

- Share frustrations
- Share history

### Step 2: Reflect and Validate

Use phrases like:

- "That makes sense."
- "You're not alone in that."
- "I can hear how frustrating that has been."

### Step 3: Clarify the Problem

Summarize: "What I'm hearing is..."

This builds trust and authority simultaneously.

### Step 4: Present the Path

Now you guide. Use visuals!

Keep it simple:

- Assessment
- Targeted instruction
- Progress monitoring
- Parent communication

### Step 5: Invite, Do Not Pressure

"This sounds like something that could really support your child. Would you like to get started with tutoring?"

## Section 3: The Culture of Connection and Communication

Marketing is not just attracting clients.  
It is keeping them.

Inside your tutoring business:

- Clear onboarding
- Warm welcome email sequence
- Regular progress updates
- Predictable communication rhythms

Parents stay when they:

- Feel heard
- Understand the plan
- See progress
- Feel connected
- Trust you

Lesson success strengthens marketing because:

- Results create referrals
- Communication creates referrals
- Confidence creates referrals

## Section 4: Setting the Client Up as the Hero

Your messaging should always say:

You want...

You deserve...

Your child can...

You will see...

You are the guide.

They are the hero.

This applies to:

- Website
- Emails
- Consultations
- Social posts
- Ads

Tutor-centered

“We provide structured literacy tutoring using evidence-based practices.”

Hero-centered

“You want your child to read with confidence. You want to understand why reading has been so hard and what will actually help. Here you will find clear answers and a plan that supports your child step by step.”

## Section 5: Sneak Peek Into Paid Ads and Broader Communication

When your foundation is clear paid ads become simple amplification.

Your ads should:

- Mirror your website language
- Use client focused language
- Speak to one clear problem
- Invite to one clear next step

Example structure:

Hook (pain point)

Empathy

Promise of clarity

Invitation to consultation

Because your consultation is strong, ads convert better.

Because your policies are clear, you feel confident enrolling.

Because your lesson culture is strong, clients stay.

Everything connects and builds referrals.

## Ready for Implementation?

If this training brings clarity, imagine having the entire system built out for you.

Inside **Teach and Thrive Mastermind**, we go far beyond the overview and build your marketing engine together.

You will:

- Clarify your niche and messaging
- Refine and develop your website
- Create a high-converting lead magnet
- Build your email sequence
- Implement referral strategies
- Walk through an introduction to paid ads

This program is for tutors who want structure, support, and sustainable growth.

It is not for those looking for quick hacks or passive shortcuts.

## How It Works

To access the paid training:

- Enroll at  
<https://www.growingthroughdyslexia.com/tutoring-on-your-terms>

This training solves part of the problem.  
The full program helps you implement it.

**1**  
**Start Smart:**  
 Print or Digital Book

A practical, step-by-step guide to building a tutoring business that works for you. Learn how to choose your niche, set up your systems, market confidently, and create lessons that help students grow.

Starting at \$9.99

**2**  
**Launch Lab:**  
 Online Video  
 Training Course

A self-paced course that walks you through every part of launching and running your tutoring business. Watch short video lessons, see real examples, and follow simple action steps to build as you learn. Video lessons only.

\$497

**3**  
**Teach and Thrive**  
**Mastermind:**  
 Online Training Package

1 year of access to video training course plus live monthly coaching calls, 1 website review, and a 30-minute private consultation call included. Get clear guidance, practical next steps, and expert feedback tailored to your goals.

\$1297 (\$3147 value)

**koala100**  
**\$100 off**

## The Teach and Thrive Mastermind: Online Training Package includes...

**Launch Lab: Online Training Course**  
 \$497 value

You'll receive one year of full access to the complete online training library, featuring step-by-step video lessons, guided walkthroughs, and downloadable resources. These lessons are designed to help you build your tutoring business with clarity and confidence—from foundational setup to marketing, pricing, systems, and growth. You can move through the material at your own pace and revisit lessons throughout the year as your business evolves.

**Personalized Website Review**  
 \$250 value

You will receive a detailed, personalized review of your website with clear, actionable feedback. This includes guidance on your messaging, structure, calls to action, and clarity for parents. The goal is to ensure your website reflects your value, builds trust quickly, and converts visitors into inquiries and enrollments.

**Private Coaching 30-minutes**  
 \$250 value

Private coaching gives you individualized support tailored to your specific goals and challenges. These one-on-one sessions provide space to ask questions, refine your strategy, troubleshoot obstacles, and create a clear plan forward. You'll receive targeted guidance, accountability, and expert insight so you're not navigating your business growth alone.

**Monthly Coaching Calls**  
 over \$1000 value

Monthly coaching calls provide live guidance, real-time support, and open Q&A to help you stay clear, focused, and moving forward. Each call offers practical strategy, personalized feedback, and accountability as you grow your tutoring business. All sessions are recorded and saved in your member library so you can revisit the insights anytime. You have access to all current and previous calls.

**Bonus Video Walkthroughs**  
 \$1150 value

Get exclusive bonus walkthrough videos to accelerate your business growth:

- Website Workshop: Build a website that converts visitors into consultations. \$250
- Software Sneak Peek: Compare top video call platforms with a detailed showcase of features and usability for tutoring sessions. \$150
- Level Up Your Leads Marketing Funnel Walkthrough: Step-by-step demonstration of a proven marketing funnel tailored for tutors. \$350
- Promote with Paid Ads: Practical guidance on setting up and running effective paid ads for your services. \$350
- Toolkit Templates: We will take a guided tour of the spreadsheets and templates provided in the book and online training course. \$50

These bonus videos provide visual, hands-on guidance to make implementation simple and actionable.

**Sign Up for \$1297**

**Over \$3147 Value!**