



# How to start, run and grow a lucrative tutoring business

with Sarah Capewell



# How can you be successful in the tutoring world?



# A little about me

- **July 2020 -**  
Head of English in a prep school
- **September 2020 -**  
Set up as a tutor and created Aster Tuition
- **May 2021 -**  
Started working with first Chinese Agent
- **September 2021 -**  
Became an accredited member of the Boarding School Association
- **October 2021 -**  
Began recruiting freelance tutors to work with Aster Tuition
- **January 2023 -**  
Set up networks with 5 more international agents
- **May 2023 -**  
Began process of applying for VAT registration





# **Why I created this programme in the first place**

**These are the questions I get asked...**

**How did you do it?**

**What do I  
need to know?**

**Is it possible for  
me to do what  
you have done?**

**How can I  
do it?**



# Aster Academy

## Nurturing Knowledge, Empowering Growth

A 12-week mentorship to launch a successful tutoring business

### Month 1 Nurture

Key things you need to overcome to enable you to grow your brand

### Month 2 Blossom

Taking action and making meaningful collaborations

### Month 3 Flourish

Securing clients and guaranteeing growth



# 5 key principles

## Take action to create a viable tutoring business

- ➊ How to step out of teaching and going it alone
- ➋ Running a business that substitutes your salary
- ➌ Selling into different markets
- ➍ Using social media to promote your brand
- ➎ Surrounding yourself with the right people for your growth





# Actionable Activities

- ✓ Research and follow others
- ✓ Earnings for now and future you
- ✓ Using socials to share your voice



# What's going to hold you back from taking action?



**Fear of not having a secure income**



**Not knowing how to run a business**



**Not having the right connections**



**Not understanding the international sector**





# Aster Academy

Nurturing Knowledge, Empowering Growth

**Introductory Offer**

**£500+vat**

(Full price will be £1,500+vat)





Q&A



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