

Who do I want to tutor?

It is so important that you know exactly who it is that you want to tutor. Who it is may evolve over time as most things in life do, so this is an exercise you may want to review every few months.

Take time now in answering these questions so that when you write your profile, create an advert or communicate with someone about what you do, you can be relevant and thoughtful in your answer.

The first set of questions are to help you be specific about you and the service you want to provide. When you write your profile think how this will serve them.

The second section looks at the tutee themselves, the person; who you want to tutor, the final set of questions will ask you to think about the parents. This will also help you to think about where you need to place your marketing. You need to make sure it's prominent in the places that the person you want to tutor will see it.

On the final page there is space for you to place your own thoughts .

Any questions or thoughts, why not share them in the Tutor's Group?

Who do I want to tutor?

What subject do I want to tutor?

What level are they working at?
KS1, KS2, GCSE, A' Level, Grade 1-8, etc.

Where am I going to tutor them: online or in the physical environment?

If I'm tutoring them in a physical environment, where will it be? How far am I willing to travel / should I expect them to travel?

If I'm tutoring online, which platform will I use?

How long will a lesson last?

Will I provide everything needed for the lessons/ what will they need to provide?

Will the family have any additional fees, such as your travel, text books, etc?

Will you take time at the end of the lesson explaining what you have gone through?

Will you offer a welcome pack? If yes, what will it include?

Will you make a plan of the lesson in advance? Will you share this with the family?

Will I provide everything needed for the lessons/ what will they need to provide?

Will the family have any additional fees, such as your travel, text books, etc?

If they are traveling to you, does everyone in your house over the age of 16 have an up to date dbs check? (This isn't compulsory but would be reassuring for the parents' and a great unique selling point!)

Will you do an initial assessment?
Why/ why not?

What type of resources do I want to produce / will they want to use? (A 5 year old is going to have different expectations to an A' Level student...)

Getting to know them better

What's their name?

How old are they?

What school do they go to?

Do they have any siblings?

What things do they enjoy doing?

Do they belong to any clubs?

Where do they live?

What sort of a house is it?

Do they have any special educational needs? If yes,
what?

Are they quiet or chatty, confident or shy?

Will they one to focus on one long task or do they have
a short concentration span?

Getting to know the parents

What is their attitude to tutoring?

Do they work?

Where do they work?

What do they earn?

What hours do they work?

Getting to know the parents

Are they on social media?

What social media are they on: Twitter, LinkedIn, Facebook, etc?

Where do they shop ?

What newspapers do they read?

What are their hobbies?

Getting to know the parents

Do they drive, cycle, walk?

What route do they take to work/ school?

Do they have much family / support around?

Are they influenced by their peers?

Getting to know the parents

What are their hobbies?

Are they likely to seek out a tutor from an established company that has a reputation or are they just looking for the person with the best fit to their needs?

Where do they shop ?

What newspapers do they read?

Any other thoughts:

