

The One-Page Tutoring Business Plan

The five things that actually decide whether you have a business or an expensive hobby. Fill these in with real numbers before anything else.

1. The model

☐ Solo tutor (you are buying yourself a job) ☐ Company with employed / contracted tutors (you earn the spread)

Who I teach and how I make money, in one line:

2. Financial model

Charge per hour to the family	\$
Pay per hour to the tutor	\$
Margin per hour (charge – pay)	\$
Students I can realistically hold	
Sessions per student per year (≈ 40)	
Annual gross margin (margin/hr $\times$ students $\times$ sessions)	\$
Overhead per year (marketing, admin, software, churn, bad debt)	\$
Owner profit (gross margin – overhead)	\$

Set the charge by the market and your positioning. Set tutor pay by what the margin can carry. If the tutor you want costs more than the spread allows, the plan does not work yet.

3. Market

My niche (subject + year level)

Geography (suburbs / online)

Realistic number of families in that niche and area (a plan, not a wish):

4. Pricing

Advertised rate (transparency wins enquiries)

When and how I raise rates

from \$ / hr

Packages? ☐ Yes ☐ No Free / low-risk first session? ☐ Yes ☐ No

5. Operations — how each runs (tick one per row)

	By hand	Spreadsheet	One system
Bookings & scheduling	☐	☐	☐
Homework & marking	☐	☐	☐
Parent updates & progress	☐	☐	☐
Invoicing & payments	☐	☐	☐
Tutor pay / payroll	☐	☐	☐

The moment more than one person needs to see the same information is the moment "by hand" starts to leak.