

# They Learn You Earn

**COURSE OUTLINE – [www.TheyLearnYouEarn.com](http://www.TheyLearnYouEarn.com)**

1. Quick Start
  - a. Bonus Lesson: 21 Ways to Get Startup Cash
2. Your Business Foundation—Legal and Financial Decisions
  - a. Your Business Foundation Part 2 – Professional Decisions
3. Creating a Tutoring Business That Matches Your Talents, Gifts, and Abilities
  - a. Bonus Lesson: A Tip for the Experienced
4. Creating Routines and Policies That Keep Your Business Enjoyable
  - a. Resources: Example Parent/Student Information Sheets
5. Direct Marketing – Your Secret To Getting More of the Right Clients
6. Creating Your Irresistible Offer
7. Your Marketing Funnel
8. What to Do When Clients Start Calling
9. Free and Cheap Marketing Resources—Part 1
10. Free and Cheap Marketing Resources – Part 2
11. Advanced (More Expensive) Marketing Methods
12. Road Map For A Tutoring Session—Who, What, Where, When, Why
13. Road Map For A Tutoring Session – Part 2
14. Your Most Important Questions
15. Example Tutoring Businesses – Successful and Not (Yet) Successful
16. Record Keeping Strategies
17. Accounting Best Practices
18. What To Do With Your Weaknesses? Do it Yourself vs. Outsourcing
19. How to Double Your Client List and Your Profits
20. Using PayPal to Accept Credit Cards and Receive Payments
21. The Art of Retaining Clients Long Term – Part 1
22. The Art of Retaining Clients Long Term – Part 2
23. Branching Out—Growing, Hiring, and Changing Directions
24. Final Lesson – Where to Go From Here