

Five Most Profitable



Online
Businesses
for
Teachers



Cheat Sheet



Dear Teacherpreneur,

Congratulations on taking this most important step in building your online business!

You may think that deciding to invest a small amount in a resource such as The Teacherpreneur Toolkit to help you build and launch your business online is a no brainer, but I assure you that it is not.

When I started my business, I didn't have access to a resource like I've created for you. *As a result, I spent the entire first year of my business buried in the tech and not building my community, my list, or serving as many clients as I wanted to.* And because there was no tool to help me decipher what I really needed to get started, I invested money, energy, and time in things that my business wasn't ready for. However, it led me to create the toolkit for new teacherpreneurs like yourself, so that you can actually building your business to serve clients and not get buried in it.

The truth is, teacher friend, I want MORE for you and by making this small investment in The Teacherpreneur Toolkit, you've shown that you are ready for more.

More **FREEDOM**

More **INCOME**

More **CLIENTS**

More **FULFILLMENT** in doing the work you love

More **JOY** by helping others achieve their goals

So I hope you find more value than you invested in this toolkit. And I hope that by accessing it, that it is just the beginning of a long and prosperous relationship with you and your business.

After working through the toolkit, you want to deepen the impact of this toolkit and continue learning with me, feel free to take advantage of your Clarity Conversation call. On the call we're going to assess the status of your business, how you can utilize your toolkit to move your business forward, and determine which of our programs, products, or services can help you to continue moving forward. You can schedule your call by simply visiting bit.ly/chatwithyvette.

Make it a GREAT day on purpose,

Yvette

How to Use The Teacherpreneur ToolKit

On the following pages, you'll find a cheat sheet for the five most profitable online businesses for teachers (5 Pillars to Profit) featured in The Teacherpreneur Toolkit. As you watch the videos, have this cheat sheet handy to take notes on which pillar your business is best suited for. I strongly suggest that you start with **ONE** pillar. You'll want to build your authority and credibility around one pillar and a new teacherpreneur. You can add on others as your brand starts grow and there is a demand for them. And the best part, as you build the systems for your **ONE SPECIALIZED** pillar, you'll be able to scale effortlessly. In turn, working smarter, not harder; working less and generating more income. It's truly about building a business that serves **YOU**.

Bringing your business online will require to have a number of systems and processes in place for it to run efficiently and on automation. These are the top four **MUST**haves:

- Scheduler
- Email Marketing System (Autoresponder)
- Payment System
- Landing Page Builder

And nothing moves in your business if there is no intention or strategy behind every decision you make in your business. In order for your online business to be successful, the content that you deliver online and off must be strategically delivered with your ideal client in mind. Therefore, you will need to have a content marketing strategy that includes:

- Content Calendar
- High Quality graphics
- Engaging social media posts
- Informative, engaging live streams and videos
- Printed materials
- Emails
- Free Webinar
- Paid ads



Online tutoring provides the opportunity for you to continue working with students to help them reach or surpass their academic goals. You'll find that you, your students, and their parents will love the convenience of online tutoring.

Landing Page or simple website

Intake Process

- Interview
- Assessment

Video Conferencing Equipment

- Webcam
- Headphones/mic
- Lighting
- Software (ex. Zoom)

Grade level/ Subject area content

Teaching Resources

- Manipulatives
- Books
- Whiteboard

As a teacher, online courses is the pot of gold at the end of the rainbow! This multi-billion dollar industry is perfectly suited for educators to teach what they know. If there is a specific topic, hobby, industry, subject area that you are well-versed in, creating online courses is your new JAM!

Course Development

- Market Analysis
- Design
- Development
- Implementation
- Evaluation

Course Funnel

- Opt-ins/Lead Magnets
- Discovery Call
- Webinar
- Challenge

Instructional Model

- Self-paced
- Instructor Led

Delivery Method

- Automated
- Email
- Live

Hosting Platform

Participant materials

- workbooks
- checklists
- worksheets

Video Conferencing equipment

- Webcam
- Headphones/mic
- Lightning
- Software (ex. Zoom)



ONLINE COURSES



Turn your love for teaching into a coaching or consulting business that can create opportunities for you to work in a group setting or one-on one with your clients.

Coaching Programs

- Signature Program
- Coaching/consulting packages
- Masterclasses
- Workshops
- Bootcamps
- VIP program

Course Funnel

- Opt-in
- Discovery Call
- Webinar
- Challenge

Program Delivery

- Membership site
- Facebook Group
- Online Course Delivery Platform

Video Conferencing Equipment

- Webcam
- Headphones/mic
- Lightning
- Platform (ex. Zoom)
- Recording and Editing software
- Lighting

Events

- Conferences
- Retreats

This platform provides the opportunity for you to share your story, tell a story, or teach a multitude of topics. Your book could also become the gateway to multi-streams of income.

Determine Your Writing Goal

Conduct Market Research

- Ideal reader
- Book Length
- Writing Style
- Broad Topics
- Readers Preferred Platform

Choose Your Topic

Outline and Organize Your Content

Editing and Formatting Your Content

Productivity Plan

- Daily/Weekly Writing Goal
- Set Deadlines
- Handling Distractions
- Overcoming Procrastination

Publishing

- Self-publishing
- Traditional publishing
- Digital Publishing (ex. Kindle, Amazon)

Pre and Post Sale Marketing Campaigns

- Media Kit
- Press Release
- Book Signing
- Book Tour/Trailer
- Interviews
- Podcasts
- Blog/Vlogs
- Opt-ins



Are you a creative? Do you have the gift of creating unique items such as jewelry, clothing, or home décor? Or are you a prolific creator of classroom resources? There's a place for you in the marketplace. Online shopping is also a multi-billion dollar industry. Just take a look at Amazon! People love the convenience and excitement of online shopping.

Market Research

- Competitors
- Consumer market
- Cost-profit ratio

Workroom/Storage Area

- Shelving
- Office equipment
- Crafting tools

Payment Processor/Reader

Shipping/Fulfilment Plan

Online Shop

- Website
- Squarespace
- Shopify
- Etsy
- TeachersPayTeachers
- Amazon
- Facebook
- Instagram

Photography/Video Equipment

- High quality smartphone or digital camera
- Light box
- Webcam
- Headphones/mic
- Lightning
- Recording and Editing software
- Lighting

