

EMPOWER YOUR EARNINGS: EXPAND YOUR INCOME BEYOND THE CLASSROOM

3 ESSENTIAL TIPS FOR LAUNCHING A
SUCCESSFUL ONLINE BUSINESS



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HOW DO I EVEN START AN ONLINE BUSINESS?

The first step to starting a profitable online business is to define what it is you want. Is it...

- the **financial security** to pay off debt
- the **freedom** to go on holidays without worrying about every single dollar you spend
- the **flexibility and independence** to work when and where you want
- the **joy** of knowing your aren't missing out on any big moments with your family
- or maybe you just want to book that haircut or go shopping **without feeling guilty**

WHAT AN ONLINE BUSINESS CAN MAKE POSSIBLE:

- an **extra stream of income**
- the **potential to replace** your teacher income
- **time & location freedom** - you choose when and where you work
- the **choice** to stay home with your children (if you have them and this is what you want!) whilst still bring in extra income
- **low overhead costs** because you can build your online business yourself without the need to outsource to web designers and marketing agencies
- you're in charge - you literally get to **be your own boss** and decide what you work on each day
- your products can **help** so many other teachers and families that need the resources you are offering.



YOU MIGHT FEEL LIKE THIS IS IMPOSSIBLE

I'll be honest, starting an online business isn't easy. It takes some hustle in the beginning. But what makes it so much easier is **knowing exactly what you need to do to ensure you are successful.**

DOES THIS SOUND LIKE YOU?

- An online business feels impossible and you have no idea where to start
- You have NO business knowledge and it all feels overwhelming
- You've longed for another income option for your family
- You feel like you never have enough time to get everything done
- You're constantly trying to balance family, work, home, and taking care of yourself
- You worry about debt, saving for the future, and the constant rising costs of living.

That's exactly how I felt.

Imagine how it would feel to

- have a step by step plan to follow to set up a website quickly and easily
- feel confident that you can actually sell your products once your website is created
- start a business that helps other people while providing financial freedom for your family

I CAN HELP YOU

I'm passionate about helping other teachers earn more income online so they can realise their full potential and reclaim precious time with family and friends.

My step by step program will walk you through the complete process of setting up and selling your own products online with a ready to use template



3 SIMPLE STEPS TO GET STARTED

STEP 2 - How will you help your audience?

How can you use your teacher expertise and knowledge to help your audience?

The options here are endless. Literally anything is possible.

Here are my top online business ideas you could set up and start selling today:

1. **Educational e-books** - write & sell an ebook
2. **Virtual tutoring** - offer one on one or group tutoring online via zoom or Facebook groups
3. **Curriculum design or programs** - create & sell customised curriculum materials for specific subjects or grades
4. **Teacher planners & resources** - design & sell digital planners, lesson plans or any organisational resource
5. **Digital worksheets & printables** - develop & sell interactive or paper based worksheets, games or any kind of printable resource
6. **Online courses** - this is perhaps the easiest and most in demand product offering at the moment. And the beauty is you can cover anything from hobbies, health & fitness, self development, parenting, education, technology, gardening... the list is endless!

Canva is an easy to use and really affordable design software. You can use it to design and make any of the above products and you don't need a background in graphic design to be able to create professional looking resources quickly. As an educator you can access it for free, or you can pay monthly or annually for the pro plan like I do.

But if that still sounds too overwhelming, then there are a range of ready made, "done for you" digital marketing courses that come with Master Resell Rights that you can rebrand and resell as your own, for 100% profit.



3 SIMPLE STEPS TO GET STARTED

STEP 3 - How to sell your offer

Building your audience is crucial in selling your business, whether it's an online course, digital or physical product.

The best course or product will not sell if nobody knows about it. And in today's digital world, selling on social media is THE way to sell your product. Facebook, Instagram and TikTok all have their own unique strategies for selling on them. Once you know what your product will be, decide who you want to be talking to, what you want to be known for and how you want your page and posts to look.

The other decision you need to make is whether to sell your product on an existing sales platform (think etsy, TeachersPayTeachers, Amazon etc) or whether to create your own website and sales pages.

There are pros and cons to both, but selling on an existing sales platform generally means less revenue for you (as they charge transaction & selling fees) and more restrictions (like email addresses of customers being withheld).

Setting up your own website or sales page is easier than you think, especially when you have step-by step tutorials to follow showing what to do. And it allows you to stay in full control of your business with more revenue going to you.

THINGS TO CONSIDER

WHERE TO SELL YOUR OFFER

- **Facebook** - posts, stories, reels, Facebook Live videos
- **Instagram** - stories & reels, posts
- **TikTok** - short form videos

HOW TO SELL YOUR OFFER

- **Third party platforms** (somewhat easier but you have less control & will lose a portion of revenue to selling & transaction fees)
- **Build your own website/sales page** and regain complete control with higher revenue straight to you



"Let your teaching passion guide you to new horizons beyond the classroom."



ABOUT ME

I'm Kate, a mum of two young boys (aged 9 and 6) and wife. I'm a Marketing Communications Professional and Primary Teacher by trade and have been a part time teacher/stay at home mum since having my children.

Whilst I love teaching children with all of my heart, once my own children came along I began to struggle with the amount of time I was spending outside of the classroom planning, preparing, marking and assessing and I began to resent the time it was taking away from my family. So I started to investigate how I could make some money on the side online.

I've spent the past year delving into the world of digital marketing and online sales and it is now my mission to help fellow educators create opportunities for themselves. I started out in social selling and now share digital products with the Roadmap/MRR as well as creating my own products to sell.

You already have what it takes to be successful: the desire for **MORE**. More time with your family, more financial freedom, more choice.

Lets channel that desire into making it happen, I'm here for you every step of the way!

Kate

xxx

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