

The
BUSINESS
of TUTORING

Group Tuition Guide

Watch the **Bonus Masterclass**
when you download the app.



The BUSINESS of TUTORING

Meet the team
(We're a family team
delivering CPD-
accredited business
education for tutors.)



Mel
(Sister, Marketing Coach)



Terry
(Dad, Mindset Coach)

Ellie (Founder)

Have you given online groups a go, only to find they "didn't work"?

Maybe you charged less than your 1:1 rate, only managed to get 2 or 3 students, and it barely felt worth the effort. Sound familiar?

Back to the confusion of offering all things to all people, exhausting yourself trying to pack out your days with whatever work comes your way, evenings and weekends starting to slip away...

We get it. The transition to running groups didn't come easy for us either. It took years of trial, error, and refinement to create the group tuition model that now powers **The 2 Hour Tutor method** - a simple, scalable structure that brings in more income without burning out.

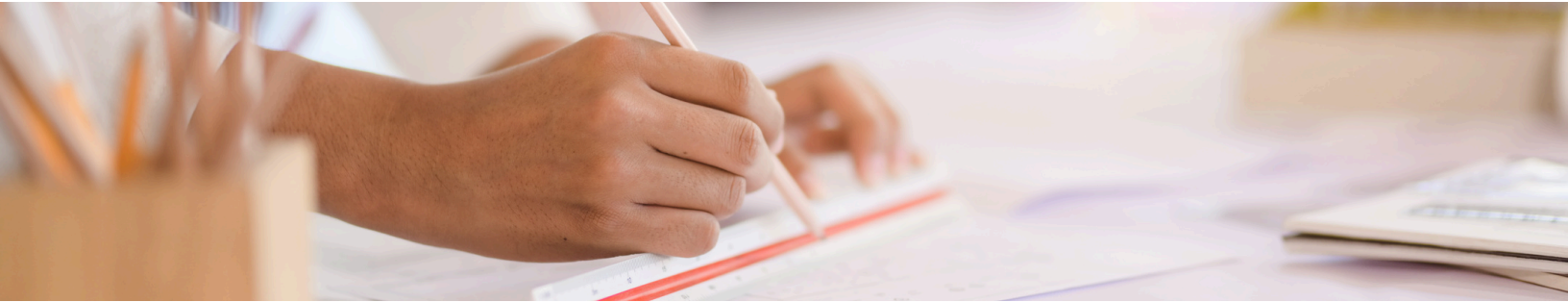
At the heart of this method are **5 key pillars**. Don't worry - they don't need to be perfect from day one.

"When I founded The Business of Tutoring, I kept coming back to one question: How do we give tutors the business education they never got - without the hustle, the hype, or the burnout? That's what we've built. And our team delivers it alongside me every day."

- Ellie Baker, Founder



Pillar 1: Nail Your Niche



We need to Specialise in order to Scale.




In order to win at group tuition - we need to stop being a Jack-of-all-trades (yes that means choosing **Maths GCSE foundation OR Maths GCSE higher**, A level Maths for OCR OR A level Maths for AQA . . . you get the picture)!

Why this is better than 1:1:

Slimming down your offering so that you become known as an expert in one niche allows you to become AMAZING at what you do and really hone your craft. It also allows you to charge higher prices - more on that later!

ACTION TO TAKE

List out all the current types of student you work with / could work with. **Cross out any that align with the three below.** Then, choose a niche from what's left!

-  a) it doesn't fill you with joy
-  b) it makes you feel like an impostor
-  c) you'd have to prep loads

A moment of reflection...

This is often where we see tutors get stuck - not because they can't choose, but because choosing feels like closing doors. Here's what we've learned: specialising doesn't limit you. It positions you. It gives you clarity. And clarity is where confident decisions come from.



For only £7 - plan out your specialism in our **Nail Your Niche Planner**.



Pillar 2: Create Your Core Curriculum

Design a programme that fits your niche like a glove

The 2 Hour Tutor system takes the **content structure of a course** and adds in the accountability of a live group tuition programme. Once you have your niche nailed, it's becomes easy to map out the steps they need to take.

The result? A curriculum that delivers a **'better than 1:1'** experience for your students.

While one-to-one tuition does provide individual attention, you've probably experienced first hand how it can also lead to an over-reliance on their weekly lessons with you and very little progress in between.

With the 2 Hour Tutor model, students access your video lessons weekly, **before** each live session. This trains them to take ownership of their learning and prepare them to go deeper in your live group sessions.

This way, far more progress can be made both individually and as part of the group learning experience. Learning is accelerated, leading to better results when compared to traditional 1:1.

ACTION TO TAKE

Now that you've chosen a niche, **bullet out the steps they will need to take to get from where your students are now to where they want to be**. This becomes your group curriculum.

START
*Hovering at
around a grade
3/4 for English
GCSE*



Step 1



Step 2



Step 3



Step 4

GOAL
*Aiming to
get a 5/6*



Pillar 3: Simple Structure

The 'Hat Trick' that accelerates progress



The 3-Part Power Play That Makes Group Tuition Work

This three-part system works together to deliver better results than 1:1 tutoring ever could – while saving you hours each week:



Core Element 1: Pre-Session Set-Up

Give Students Access to Your Weekly Modules

Choose a simple and sustainable way for your students to access your curriculum before they show up to the live session.

It could be as low-tech as a **weekly email with a video and worksheet**, or you might prefer a **polished student portal with logins and downloadable resources**. The goal? To give them a head start, so they arrive feeling confident and prepared (and you're not repeating yourself over and over).

Core Element 2: High Impact Group Sessions

Now that students already know the “what,” your live sessions can focus on the “why” and “how.” Instead of delivering the same content on repeat, **you get to go deeper, answer questions, explore misconceptions, and challenge their thinking.**

Group tuition reduces pressure and increases engagement — with space for peer learning, games, discussions and breakout rooms to keep things fresh and fun. **This model taps into the best parts of classroom teaching**, without the stress of trying to manage a full class or repeat the same explanation six times a day.



Core Element 3: Personalised Support That Doesn't Drain You

Want to give that VIP, 1:1 experience without actually offering 1:1 sessions?

1. Use screen recordings or voice notes (we love Vimeo and voice memos) to deliver quick, personalised feedback. **Students can rewatch or relisten at their own pace** — and it takes you far less time than a full call.
2. Combine this with **a way for students to reach out between sessions** — like Google Classroom, WhatsApp, or a private messenger channel — and you've created the feeling of having you in their pocket.

ACTION TO TAKE

Research the different tools you can use for your programme. In The 2 Hour Tutor programme, we use **Vimeo and Slack**, but a free video conferencing tool like Google Meet paired with a WhatsApp group can work just as well.

Tool for...	
Recording your lecture/ programme	
Hosting live sessions	
Screen-recording feedback	
Messaging your students	



Check out our [Group Tuition Toolkit](#) for a breakdown of our [favourite softwares!](#)





Pillar 4: Marketing = Magnetic Messaging

Now You Know Who You're Talking To, Here's What to Say

Once you've chosen a niche, the marketing part gets so much easier (we promise!). Rather than wondering what course / offer / type of student you should be trying to attract and throwing out mixed messages, **you now have an ideal student in mind**. A confused audience never buys!

What is Magnetic Messaging?

It's simply imagining the struggles of that student, and showing deep empathy for them. Show them in your posts and emails that you understand the challenges they are going through with your subject, and give them value by showing them how they can overcome them.

If you're a 1:1 tutor already and have built an email list and/or social following, you can start seeding the idea for your group programme straight away and get the right people interested.

However, if you haven't really considered who your ideal audience is, much less done any 'real' marketing, you'll need to give some thought as to **where your new niche audience hangs out** and start from there.

ACTION TO TAKE

Make a list of the top **10 things** you'd like them to know **about how to succeed in your niche area** (eg how to ace the GCSE French speaking exam) and use each one as:



email newsletter



social media post



free guide



Pillar 5: Package-Based Pricing

Is 1:1 Tuition Really Better than Group?

It's a common misconception that 1:1 tuition offers better value than a group programme. In reality, 1:1 tuition fees can range from £30 to £80 per hour or even more.

If you're delivering these sessions every week for an indefinite period — often longer than an academic year — **the total cost can easily exceed £2,000 per student**. And that's just the surface cost. It doesn't account for travel expenses for face-to-face sessions, or the hidden cost of poor retention between widely spaced sessions.

Why Group Programmes are a Win for Families

A well-structured group tuition programme, led by a specialist tutor, typically ranges from £500 to £1000 — a clear saving for the family and a more time-efficient model for the student (and you, of course)!

But the real magic isn't just in the money saved... it's in the **results delivered**, the **time saved** and the **life balance** it helps restore.



What Parents Actually Want (Hint: It's Not Always PAYG)

What if you could build an audience of students (and parents) who actually **want to pay you upfront for your group programme** — instead of dealing with the faff of Pay-As-You-Go?



Weekly payments



Endless scheduling



Juggling activities



Cancelling when they're sick

Here's what our tutor clients are discovering: the right-fit parents are delighted to spend **upwards of £600 in one go** when they trust that it will solve their child's challenge. Their biggest problem isn't the cost. It's the lack of time — to research options, manage logistics, and endlessly drag things out.

Your Programme = Faster Results + More Freedom

With your group programme, you're offering more than just tutoring. **You're giving families a way to help their child overcome a challenge in as little as 12 weeks**, get them back on track academically, free up time for hobbies, social life, and being a kid again. And that? **That's priceless.**

ACTION TO TAKE

Play with the earning potential of your business! If you took on 5, 6, 10 students per month at £500, £550, £600, £700 . . . at what point does this start to feel exciting?



Consider purchasing our Group Tuition Toolkit to use the Tutor's Profit Calculator!



Here's what tutors who joined our 6 month programme have to say . . .



Claire Davidson
1 review

★★★★★ a year ago

Ellie is a TOP educational business coach whose programme has been inspirational and life-changing. After teaching for thirty years, I have now left the classroom and am about half way through building my own GCSE fast-track programme, which I'm feeling very confident about. I'm looking forward to moving from tutoring 1-2-1 to my group programme, which promises to be more effective for the students and a more sustainable income for me. I highly recommend Ellie's programme. It is superb.



Mark Williams
1 review

★★★★★ 3 months ago

The support I have had from Ellie, Mel, Terry, Kelly & Nerys has been fantastic!

I have learnt so much about how to grow my business and developed the required skills needed. I am amazed by how much my personal growth has been through from completing the course – you can teach an old dog new tricks!

I have already seen the return on my investment and without hesitation recommend Ellie & her team – it was the game-changer that I was looking for!



James Forster-Rea
15 reviews · 12 photos

★★★★★ a month ago

I decided to set up an online A-Level Geography tutoring business in order to top up my teaching salary.

Taking part in Ellie's course has been a fantastic experience and equipped me with the right mindset, technical knowledge and passion to take my new tutoring business forward. Ellie is so down-to-earth and approachable which, alongside Mel & Terry, means I have never felt alone in this process. Also on that note, the weekly Zoom calls with fellow budding tutors on this journey has helped me feel part of a community and I know there is always a pool of people out there who can answer any questions I may have and provide moral support when needed. Perhaps the best part of Ellie's course is the way in which she has taught me to become a digital marketer and given me the technical know-how with how to set up funnels using social media and generate leads for my business.



Tom Hawkins - Maths Education
recommends **The 2-Hour Tutor.**

13 January 2024 · 🌐

Ellie and her lovely (family) team gave me the guidance I needed! I loved the care and attention I was given and I felt supported every step of the way.

I would not be running my business, if it wasn't for them. I would have given up when things got hard. The simplicity of the pathway allowed me to focus and do things well enough to survive those early bumps.

If you're thinking about taking the leap of faith, you're lucky you've found Ellie.



Luci Crookes ★★★★★

Posted 2 days ago

The best investment I've ever made

I was in such a deep hole of career gloom when I started this course. Ellie has made me realise what I am capable of and has held my hand along every step of the way, she is such an inspirational business woman! This is something I never would have imagined myself being able to do. Thank you to Terry who has made me lose any seed of self-doubt and has boosted my positivity throughout.

[Read more stories from real tutors](#)



5 Pillars of The 2 Hour Tutor Method

Niche
Curriculum
Structure
Messaging
Package

So there you have it!

The **5 Pillars** that help you build an epic group tuition programme, and an audience of parents and students that are **EXCITED** to work with you.

You've now seen what goes into building a successful group tuition offer — the 5 pillars that hold everything up. But how do you know which one is your **priority**?

Let's slow it down for a moment. Grab a pen and paper and answer these quick questions:

1. Which pillar/s felt like a **"YES, I've got this"**?
2. Which one gave you a little imposter syndrome flutter?
3. If you had to pick one to focus on for one month — which would it be?

"Not all progress is loud. Some of the biggest shifts are invisible: confidence, clarity, self-trust, identity. The intangible creates the tangible. So if reading this guide has sparked something - even just a quiet sense of possibility - that's progress. Honour it."

- Ellie Baker, Founder

Pillar 3: **Structure**

Would you feel proud to show your support process to a new parent today? Describe how you would tell them.

Pillar 4: **Marketing**

How will you consistently attract students to sign up to your programme?

Pillar 5: **Package**

When you say your prices out loud, do they feel exciting — or a bit too low, or scary high? Why?

The Group Tutoring Success Wheel

Score / shade in each area from 1 to 5 to see what's working and which areas you need support with

Pillar 2: Curriculum

Is your group programme mapped out and do you know how to put it all together? (1 = not yet, 5 = 100% yes)

Pillar 3: Structure

Do you feel like you have the elements you need already in place? (1 = not at all, 5 = all ready!)

Pillar 4: Marketing

How confident are you about filling your groups? (1 = hit and miss, 5 = I got this covered!)

Pillar 5: Package

How confident are you in pricing and packaging your group programme? (1 = I have always charged less than most, 5 = I already charge more than most tutors)

Pillar 1: Niche

How clear are you on your niche? (1 = fuzzy, 5 = totally clear)



6. Mindset Matters!

Let's be real: none of the pillars matter if deep down you don't have the self-belief and confidence to see it through. You will struggle to stop undercharging, undervaluing, and end up doing this half-in.

How would you evaluate your mindset at the moment? 1 = not great, 5 = fully confident)

Which of these tutors feels most like you?

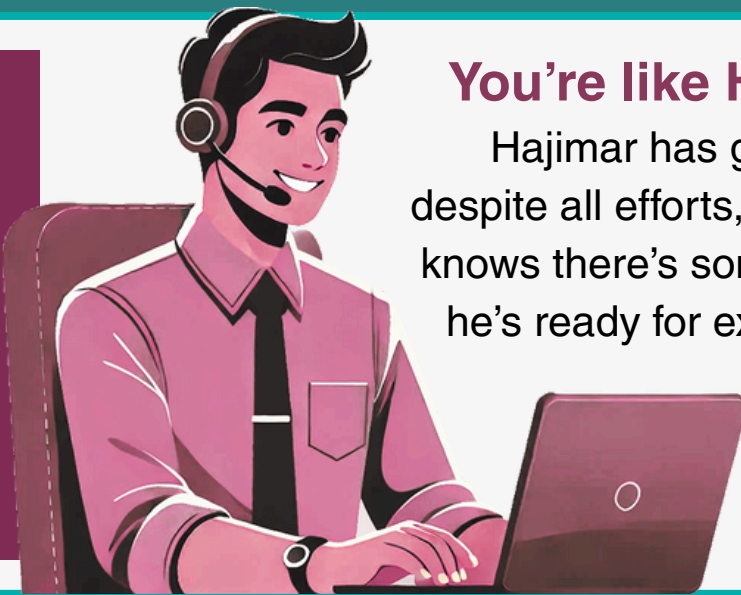
PATH A



You're like DIY Dani!

Dani's a brilliant tutor with back-to-back 1:1 lessons and a growing feeling that there has to be a better way. She's curious about group tuition but isn't ready to overhaul everything just yet — she just wants a simple way to explore the idea and see what's possible!

PATH B



You're like Helping Hand Hajimar!

Hajimar has given group tuition a go — but despite all efforts, sign-ups have been slow. He knows there's something not quite clicking and he's ready for expert eyes on his business to build a strategy that will fix it!

PATH C



You're like All-In Annie!

Annie is completely done with duct-taping her group tuition business together. She doesn't want to waste time trying to figure things out. She's ready for a streamlined, scalable system that gives her more time and income, and she's excited to invest in the right coaching to make it happen!

From all of us at 2 Hour Tutor, we can't wait to support you with your next step!



Hi, I'm Ellie!

Founder & Lead Coach at The 2 Hour Tutor. Former MFL teacher/ tutor & CEO of the BilinguaSing franchise network, I've been helping teachers build thriving, scalable businesses since 2013. I help you add **tech, automation, meta ads** and **great copy** to your business skillset!



Hi, I'm Terry!

Business Psychologist & Mindset Mentor for tutors turned entrepreneurs. Formerly a maths & science teacher, I help you **break through mindset blocks** and achieve the success that you and your business were always meant for!



Hi, I'm Mel!

Organic Marketing & Client Attraction Coach for tutors ready to grow their group programmes. Experienced from **EYFS-A level**, I'll help you fill your sessions with dream students—no fluff, no cringy tactics, just **confident, authentic marketing** that works.

Ready to Find Your Path Forward?

You've seen the different paths tutors take, but **which one is right for your business right now?**

[Book your free Gameplan Call](#) and let's discuss where you currently are, which path matches your situation, and what we'd recommend based on our experience helping tutors like you build sustainable businesses.



[Book your No-Charge Gameplan Call](#)

No suitable times available? [Submit an application here](#) and we'll reach out to you.