

MELODY
tutors.co.uk

Become a Tutor: Information Pack

www.melodytutors.co.uk

info@melodytutors.co.uk

01233 800 700

Hello,

Thank you for requesting more information about Melody Tutors! We are completely different to other music tutor websites, and can help you make the most of your teaching business.

Rather than just listing you on our website, we also build you a personalised website and take care of advertising your site on search engines, and pay for a cost-per-click advertising campaign on Google. There no setup costs for this and you are still in charge of your business.

You can teach from your home, students homes, local schools, online, any way you would like. Your time is still yours, you get to arrange the lessons and rearrange if you go on holiday. And you charge your students your going rate, as decided by you.

Summary

- We take care of all of the advertising and marketing for you, even making you your own personalised website and adverts.
- No set up cost or membership charges, making this the cheapest and easiest way to start your business
- You charge your going rate, but just pay a small fee for each lesson or student that we find for you, everything else goes to you. This is to cover the cost of marketing your teaching services, and the costs go down the more hours you work through us.
- You are still in charge; we do not dictate your lesson plans, hours, where you teach or anything else.
- You tell us how many hours you will do and how often, from an evening a week to full time, we don't mind!

What's included?

| | |
|-----------------------------------|--|
| Summary | Complete package, including website and Google advertising campaign. Fees are a percentage of revenue we generate for you. |
| Ideal for ... | Tutors who don't already have a website, or need some extra help starting out or finding new students after relocating. |
| Personalised website | We create and manage your personalised website <ul style="list-style-type: none"> • Choice of designs • Hosting on our servers • Email address and .co.uk domain included • Traffic reports by email |
| Premium advertising | We create a personalised advertising campaign on Google AdWords so that your website appears when people search for keywords and locations relevant to you. |
| Online listings | We create online listings and adverts for you on popular sites like Yell.com, Google Maps, and others |
| Flyers | We print a starter pack of A4 posters, A5 flyers, and A6 postcards. |
| Business stationary | Optional extra - we can design and print business cards, letterheads and compliment slips. Contact us for prices. |
| MelodyTutors.co.uk Listing | We create you a listing on MelodyTutors.co.uk with a link to your personalised website |
| Enquiry Handling | We handle the initial contact from all student enquiries, to ensure calls and messages are answered when you're busy teaching |
| Advice and support | We take an active interest in your teaching and can provide you with individual consultation and advice on everything business and music related. We can also recommend and supply teaching materials, instruments, insurance, and various other necessities. |
| Setup Cost | Free |
| Fees | Fees are between 10%-20% of each lesson you teach our students. The percentage reduces the more you teach. There is a minimum monthly fee of £15. |

Tutor website example

Please visit www.naomistokes.co.uk for a live example of a tutor website.

Your site will include a homepage, biography, prices, location and direction finder and contact details. We are happy to add more pages and functionality, but please contact us to discuss prices for any extras which you need.

Naomi Stokes
music teacher

Singing Piano Trumpet

MELODY APPROVED
tutors.co.uk TUTOR

Phone:
07834 836 321

Email:
music@naomistokes.co.uk

Near Ashford, Kent

Church Lane, Shadoxhurst,
Ashford, TN26 1LS

Enter your Postcode... GO

| | | |
|---------|---------|--------|
| 30 mins | 45 mins | 1 hour |
| £16.50 | £25 | £33 |

First lesson is half price!

MELODY
tutors.co.uk

Naomi Stokes is an approved teacher for Melody Tutors

[About Us](#) [Contact Us](#) [Privacy Policy](#) [Terms and Conditions](#)

Get your own site like this

Copyright © Melody Tutors 2011. All Rights Reserved.

How it works

At the beginning

Once you sign up to Melody Tutors, we will create you a personal website from the information you provide, and will supply you with a starter pack containing a selection of different sized advert cards for you to place in your local shops, schools and community areas. We will also update our main Melody Tutors website with your information, so students can find you through there.

Arranging Students

From your website or local advertising, any communication will originally come through to Melody Tutors. We will take the necessary details from any prospective students and pass their details onto you. If any student applies through the Melody Tutors website asking for a tutor of your abilities in your location, we will contact you with their details in the same way.

Once we have contacted you with a student's details, you then call the student to arrange lessons with them.

Advertising

We continue to advertise you online through your personal website unless you tell us otherwise. We will also advertise through the main Melody Tutors website, and any enquiries that come through specifically for yourself, or that suit your style and abilities will be passed on to you. There can be times when we may reduce the amount of premium advertising, for example if your schedule becomes too full, but this can be turned on again when you need more students.

Ongoing Work

Other than teaching the students, and keeping yourself up to date with all necessary things you need to do to ensure you stay an amazing teacher, we only need you to do a couple of ongoing things. These are:

- Ensure you provide details each month of the lessons taught through Melody Tutors
- Ensure that we receive all copies of relevant paperwork when necessary, e.g. contracts, updated qualifications, up to date contact details etc.
- Keep us up to date with any holidays or changes affecting your teaching availability

Costs

There is no cost to start up with Melody Tutors. We will take a small percentage each month from the lessons you teach to students found through our advertising, this is subject to a minimum of £15 each month.

The percentage we take from you covers the inclusive advertising campaigns generating traffic to your website, servers, hosting, email account, domain name, software updates, and general website management.

The fee we charge per lesson reduces if you teach more hours:

| | |
|-------------------------------------|--------------------|
| First 10 hours per week charged at: | 20% of each lesson |
| 10-20 hours per week charged at: | 15% of each lesson |
| 20+ hours per week charged at: | 10% of each lesson |

Additional costs

There are no extra products or services that you have to take advantage of in order to sign up with us, but you may find that you want some of these in the future. These can include (but are not limited to):

- Business cards, compliment slips and letter headed paper, or extra advertising packs
- Additional cost-per-click advertising to promote your website if required
- Significant customisation to your website, if you require something different to the examples and templates provided
- Customised adverts for magazines or newspapers, as requested by you
- Customisation to our system or tools

Contact Us

Hopefully this has covered many of your questions, but if you have anything more you would like to know, or if you would like to join Melody Tutors, please get in touch.

Email:

info@melodytutors.co.uk

Phone:

01233 800 700

Website:

www.melodytutors.co.uk

Address:

Melody Tutors, 68 Lewis Road, Folkestone, Kent, CT18 7SE