



**A PATH TO TEACHING ENTREPRENEURSHIP**

**POLINA VENGLOVSKAIA**

- Teacher trainer
- 10+ years independent teaching practice
- Educational content creator
- Community manager at Amazy.uk



**1 UNDERSTANDING INDEPENDENCE**

**Working for a school / platform**

✓ Regular employment benefits	✗ Lower wages with fixed rates
✓ Simplified student acquisition	✗ Limited control over work conditions
✓ Professional community support	✗ Extra administrative work
	✗ Reduced flexibility in teaching methods

**A PATH TO TEACHING ENTREPRENEURSHIP**

- 1 Understanding Independence**
- 2 First Steps to Independence**
- 3 Business Foundations**
- 4 Competition and Growth**

**1 UNDERSTANDING INDEPENDENCE**

**Why do teachers choose to go independent?**

- Personal freedom in teaching approach
- Control over work schedule and student selection
- Potential for higher earnings

## 1 UNDERSTANDING INDEPENDENCE



### Is it for you?

You feel confident in your ability to work independently, without oversight and academic support.

You have experience and financial backing.

## 2 FIRST STEPS TO INDEPENDENCE



**YOU DON'T HAVE TO QUIT YOUR JOB IMMEDIATELY.  
YOU CAN BUILD YOUR INDEPENDENT PRACTICE GRADUALLY.**

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## 2 FIRST STEPS TO INDEPENDENCE



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## 2 FIRST STEPS TO INDEPENDENCE



### FIRST, TWEAK YOUR OFFER.

Don't try to teach everyone everything. Choose the age group, levels you feel comfortable with, and what aspects you are good at.

Example: Exam preparation for teens, Business English for Professionals, General English for adults.



## 2 FIRST STEPS TO INDEPENDENCE



1. What aspects of teaching bring you the most satisfaction?
2. What kind of students do you connect with best?
3. How much time can you dedicate to building your business?
4. What's your minimum viable income?

## 2 FIRST STEPS TO INDEPENDENCE



### TELL EVERYONE ABOUT YOUR SERVICES.

This feels uncomfortable at first, but it's crucial. Ask friends to share your posts, tell existing students you are open to new students. Post about it on your social media. Word-of-mouth remains the most powerful marketing tool.



## 2 FIRST STEPS TO INDEPENDENCE

### CREATE YOUR BASIC ONLINE PRESENCE.

You don't need a website initially. Choose one platform – LinkedIn for business professionals, Instagram for younger students, Facebook for general audiences. Post regularly about your teaching approach and expertise.



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## 3 BUSINESS FOUNDATIONS

GLOBAL  
TEACHERS'  
FESTIVAL  
2025  
10th-21st February

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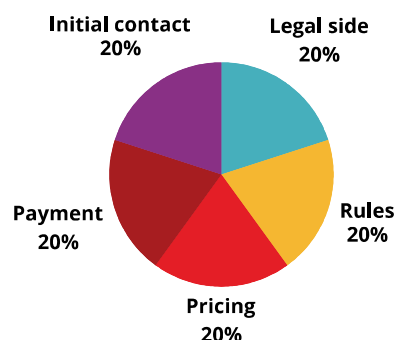
## 2 FIRST STEPS TO INDEPENDENCE

### CREATE YOUR BASIC ONLINE PRESENCE.

You don't have to become a blogger and make TikToks. Talk about things that matter to you – how you are getting ready for lessons, your students' successes, funny moments from your practice, testimonials etc.



## 3 BUSINESS FOUNDATIONS



## 2 FIRST STEPS TO INDEPENDENCE

Working at a language  
school teaching  
business English

**THIS CAN  
BE YOU**

One private student  
on the weekend

One student  
becomes five

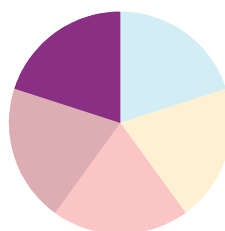
GO INDEPENDENT  
WITHIN A YEAR



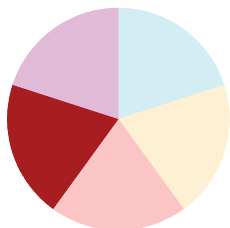
## 3 BUSINESS FOUNDATIONS

### INITIAL CONTACT

- Create a landing page on a social media platform or LinkTree.
- Basic information about you.
- A clear way to contact you or book a Discovery call (Calendly)
- 30-minute session at 50% of your regular rate



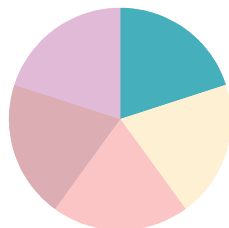
### 3 BUSINESS FOUNDATIONS



#### PAYMENT

- Research platforms (PayPal, Wise)
- What are your students comfortable with?
- Document for tax purposes

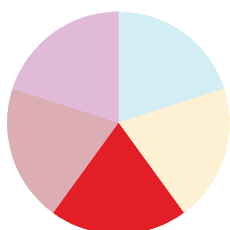
### 3 BUSINESS FOUNDATIONS



#### THE LEGAL SIDE

- Local business registration requirements
- Teaching qualification requirements
- Tax obligations
- Social security and healthcare requirements
- Any specific regulations for educational services

### 3 BUSINESS FOUNDATIONS



#### PRICING

- Do a market research
- Find a fare average
- Offer discounted packages
- Raise prices regularly (10% annually)

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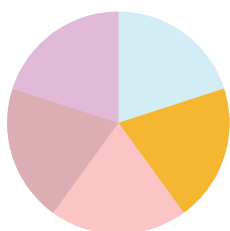
# 4

## COMPETITION & GROWTH



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### 3 BUSINESS FOUNDATIONS



#### RULES

- Your teaching methodology and what you deliver
- Cancellation policy with specific terms
- Your own rescheduling policy
- Payment terms and pricing structure
- Lesson package conditions

### 4 COMPETITION & GROWTH



- Create personalized learning plans
- Use modern teaching platforms and tools
- Address specific student needs
- Develop your own materials tailored to your students' goals





## 4 COMPETITION & GROWTH



**DO NOT COMPARE YOURSELF TO OTHERS**  
DO YOUR BEST AND FOCUS ON YOUR OWN GROWTH

## 4 COMPETITION & GROWTH



### BUILD A COMMUNITY

Students learn from each other's experiences

It creates a supportive learning environment

They stay motivated seeing others' progress

It adds value to your teaching service

It naturally leads to referrals



## 4 COMPETITION & GROWTH



### TARGETING YOUR CLIENTS

**1** Who is your ideal client?  
What is their motivation?



**3** Your message in posts, emails, chats creates a lightbulb moment

**2** Adapt your offer to show this is exactly what they were looking for

## 4 COMPETITION & GROWTH



### BUILD A COMMUNITY

#### CREATE STUDENT GROUPS

Use social media everyone is comfortable with.  
Set clear boundaries.  
Start small.

#### ENGAGEMENT STRATEGIES

Share success stories.  
Post weekly challenges or discussion topics.  
Create shared learning resources.

## 4 COMPETITION & GROWTH



### SCALING

- Group classes
- Digital products
- Specialized programs

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**Q&A**

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Scan for my LinkedIn

# LET'S CONNECT

