

Educator Profile Checklist

Build a profile that makes families and founders say “Her — let’s message her.”



On the Learning Pods Network, your profile IS your first conversation.

Families and pod founders scan dozens of them; the ones that get messages aren't the most credentialed — they're the most *specific*. Every item below shows the weak version and the strong version. **Aim strong.**

The Checklist

- ☐ **A real photo of your face.**
Weak: logo, landscape, or empty.
Strong: warm, clear, recent, just you. (Profiles with faces get far more messages — families are choosing a person.)
- ☐ **A headline that says what you DO, not what you are.**
Weak: "Certified Teacher, 12 years experience."
Strong: "I help reluctant readers (6–9) become confident, independent readers."
- ☐ **Your one-sentence offer, first line of your bio.**
Weak: opening with your education history.
Strong: opening with who you help and what changes for them.
- ☐ **Specific services, not categories.**
Weak: "Tutoring, enrichment, support."
Strong: "Twice-weekly reading groups · 1:1 math catch-up (gr. 3–6) · homeschool planning sessions."
- ☐ **Ages and formats you actually serve.**
Weak: "All ages, flexible!"
Strong: "Ages 6–10 · small groups · in person (west end) or online."
- ☐ **Availability that's current.**
Weak: blank, or set once in September.
Strong: real days/times, updated when they change.
- ☐ **Your approach, in one honest paragraph.**
Weak: education-degree language.
Strong: what a session with you actually feels like, in words a tired parent understands.
- ☐ **Proof — anything real.**
Weak: nothing.

Strong: one parent quote, one small result, one “families I’ve worked with say…” line.
One is infinitely more than zero.

☐ **Rates or a rate range.**

Weak: silence (reads as “expensive” or “undecided”).

Strong: a range plus “message me about your situation.” (You can hold detail for the conversation — but give them a number to say yes to.)

☐ **A clear next step.**

Weak: profile just... ends.

Strong: “Message me with your child’s age and what’s going on — I reply within a day.”

☐ **Reply habits.**

The invisible checklist item: fast, warm replies are the most persuasive feature a profile can have. Set a response habit you can keep, then keep it.

Two-minute self-test

Read your profile as the mom of a struggling 7-year-old at 11pm. Can she tell in ten seconds (1) whether you serve her kid, (2) what working with you looks like, and (3) what to do next? If any answer is no — fix that line first.

Now make it live.

Complete (or upgrade) your **Educator Profile** on the **Learning Pods Network** — families and founders are searching now.

Complete Your [Educator Profile](#)