

Turn Your Skills Into An Education Offer

Clarify who you serve, what you provide, and how to package it — in one sitting.



“I can teach” is a skill. It is not an offer.

An offer is specific: *who it's for, what they get, in what format, for what result, at what price.*
Families don't buy skills — they buy specific solutions to their specific kid's specific situation. This worksheet turns the first into the second. Write in it. **Messy answers now beat perfect answers never.**

Part 1 — Your raw material

1. Subjects, skills, or experiences I can genuinely deliver well:	
2. Ages I'm strongest with (be honest, not ambitious):	
3. What people already ask me for help with:	
4. The learning problem I most enjoy solving:	

Part 2 — Your person

5. Describe ONE real family who needs what you do (a real one you know, ideally):	
6. What is that family struggling with, in their words — not education-speak:	
7. Where does that family currently look for help, and why hasn't it worked:	

Part 3 — Your format

8. Circle what fits YOUR life: (1-on-1 / small group / recurring weekly / package of sessions / workshop series / in-person / online / hybrid)	
9. Hours per week I can truly give:	
10. Which format above delivers the most value inside those hours:	

Part 4 — Your outcome

11. After working with me for [a term / 10 sessions / 3 months], the child will be able to:	
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12. And the PARENT will feel: _____ (Parents buy the second one as much as the first.)

Part 5 — The one-sentence offer

Fill the frame:

"I help **[WHO — your Part 2 family]** **[GET WHAT OUTCOME — Part 4]** through **[FORMAT — Part 3].**"

Example:

"I help homeschooling families with reluctant readers (ages 6–9) build confident, independent reading through twice-weekly small-group sessions." Notice what makes it work: a specific family, a specific kid-problem, a specific outcome, a specific format. Nothing about degrees. Nothing about passion. Parents supply the passion — you supply the solution.

Write yours below ↓ :

Part 6 — First reality checks

13. What would I need to charge per family per month for this to be worth my hours? \$_____

14. How many families make that work?

15. Do I know where those families gather (groups, co-ops, the Network)?

16. What's genuinely stopping me from telling ten of them this week:

Got the sentence? Pressure-test it.

The **Educator Strategy Deep Dive** is 50 minutes on your offer, your rates, and what's realistic for your hours and income goal.

Book Your Educator Deep Dive (\$99)