



Badass Teacher Academy | Samantha Karim

Business Aspects

Context

Create an environment of professionalism that feels welcome, open, and credible and honors you as a business.

What you do on the backend helps the front end run smoothly

- First thing that's really important is to treat your business like a business and not a hobby.
- Insurance
- Money/Payment
- Bookkeeping
- Paying for Services/Vendors
- Continuing Education

Create your flow. Imagine you are a customer. What is your experience from beginning to end and how does it reflect the business?

Before people come to class:

- Communication
- Automate where you can
- Set the Tone
- Send your students a questionnaire/survey them
- Charge appropriately for your time



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Things to do when people come to class

- Greet people when they walk in
- Acknowledge people
- Create community
- Fulfill your promise to them

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- Communication
- Automate where you can
- Set the Tone
- Send your students a questionnaire/survey them
- Charge appropriately for your time

Run the joint like it matters:

- Customer service
- Teaching in person
- Teaching online
- When things go right in your business
- Know where you excel and your limitations

When a student ends classes/workshops with you

- Lifelong student
- Opportunities are everywhere



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- Let them be heard
- Continue to reach out

Going Outside to Inside the Classroom and Keeping Them Valued.

Retention and Growth:

- Marketing
- Sell
- Client Appreciation
- Collaborate

Other Helpful Resources:

- Customize any public documents for private clients