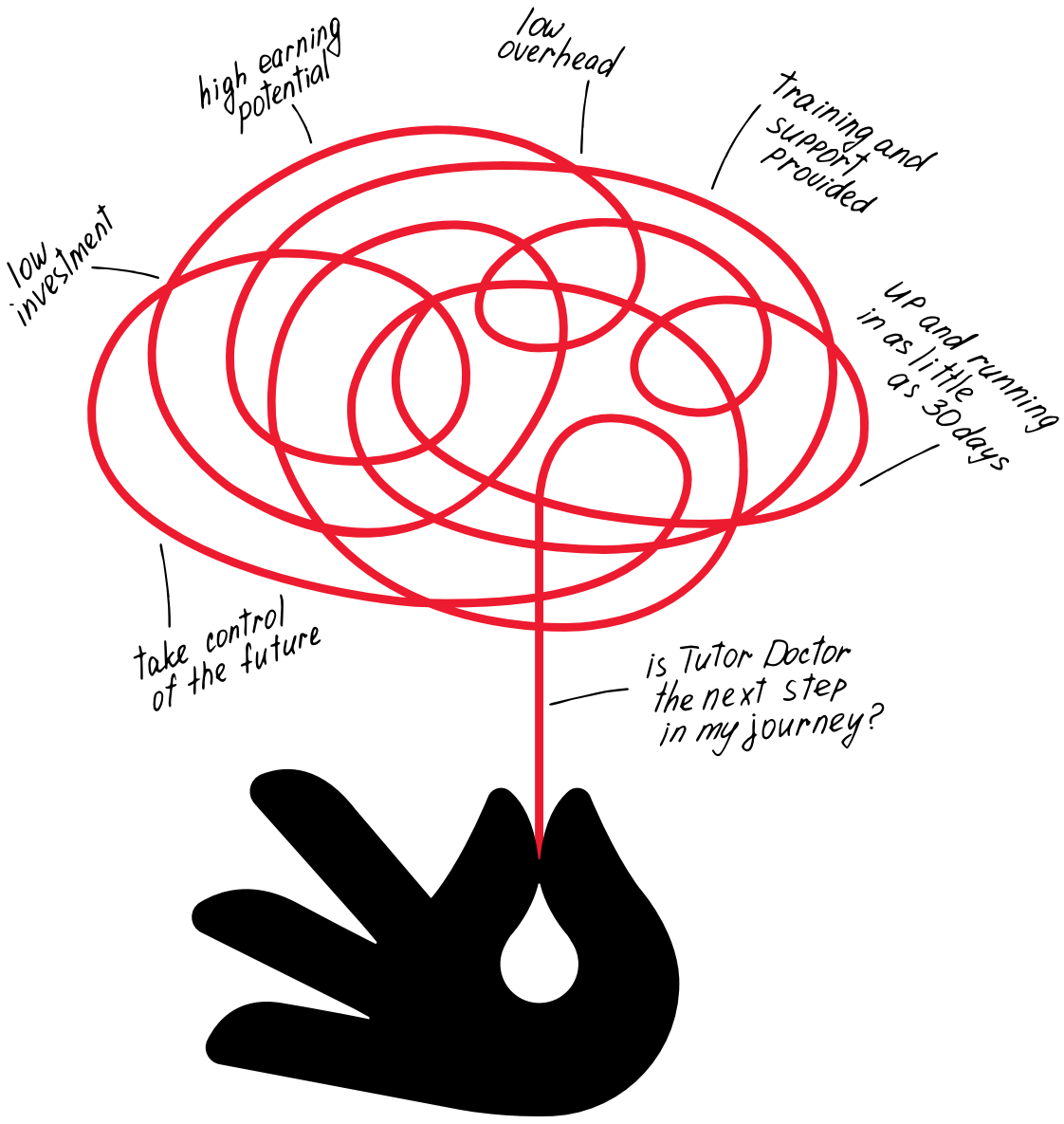


tutor doctor

FRANCHISE CONSULTANT HANDBOOK

HELLO FRANCHISE PARTNERS,

Tutor Doctor has been in the franchise business for a decade now – a time where we've grown our brand exponentially and achieved a success we're incredibly proud of. Like anything worth striving for, it was never easy – and took hard work and devotion along the way – but we have been able to build a system that adds true value to each franchisee's experience.

Our success would not be possible without your support, and we are committed to maintaining our high placement rates with your prospects. We are very aware of how precious your leads are, and will continue to manage them as the priority they should be.

We hope this manual gives you a taste of what Tutor Doctor is doing to assist the franchisees you bring to us. No candidate is left in the cold – we're committed to creating the support system they need to build a successful business. We'd also like to use this opportunity to thank you again for the trust you have in Tutor Doctor and our Development Team. We share all of our past and future success with you.

Respectfully,

Frank Milner
President



TABLE OF CONTENTS

2 Making a Difference

3 What Tutor Doctor Values

4 The Journey to Franchisee

5 Improving the Brand Experience

6 Getting the Word Out

8 Creating an Online Presence

9 Getting Social

10 Introducing BANG

11 Your Franchise Development Team

> “Our success is measured not just by whether we made a profit, but whether we **made a difference.**”

tutor doctor

IN ONE SENTENCE:

“We take private tutoring and make it professional.”

- **Home Based**
- **Owner Operator**
- **95% of our customers recommend us – franchisees can rely on referrals and re-enrollments**
- **Launch Support Program designed to facilitate immediate growth for a new franchisee over their first year in business**
- **Virtual tutoring to complement our in-person business model**
- **Our CRM allows our franchise partners to scale the business in a significant way**
- **Franchisees love the work-life balance and strong franchisee community**







WHILE WE ARE EXPERIENCING RAPID GROWTH, WE STILL HAVE LOTS OF PRIME TERRITORIES AVAILABLE



At Tutor Doctor, we believe that success isn’t just measured by profit – it’s also about making a difference!

WHAT TUTOR DOCTOR VALUES

UNDERSTANDING

We begin by presuming the goodwill of others. We seek first to hear, not tell. To empathize, not criticize. To know before we do.

CURIOSITY

We demonstrate the power of learning by learning. We're interested and inquisitive, looking beyond what is to what could be.

INGENUITY

We imagine, create, devise and design. We fashion, we fit, and we form. We do what it takes to meet the needs of those we serve.

OWNERSHIP

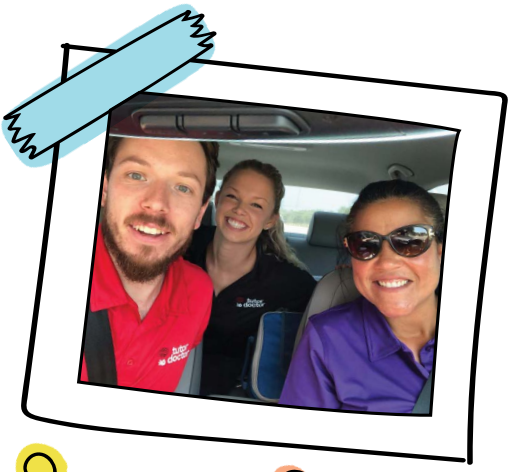
We're accountable for all that we do. We step up and seek responsibility. We own our work and earn our results.

GRIT

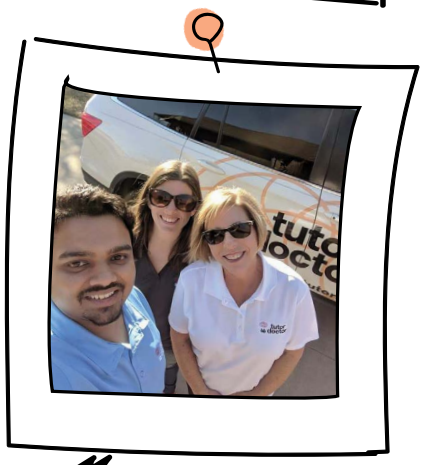
We don't quit.

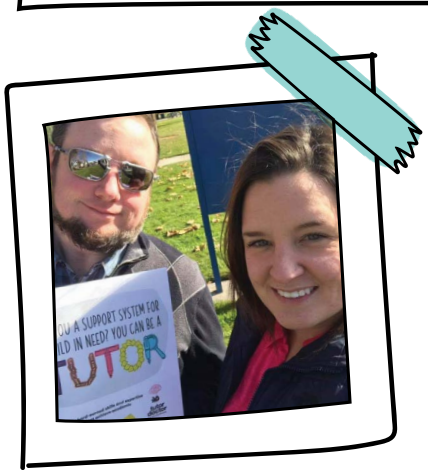
THE JOURNEY TO FRANCHISEE

Our team of business professionals provides support to each candidate as they transition to their new role as Tutor Doctor franchisee. From the training class to the field, we give new franchisees the tools they need to successfully launch their business.













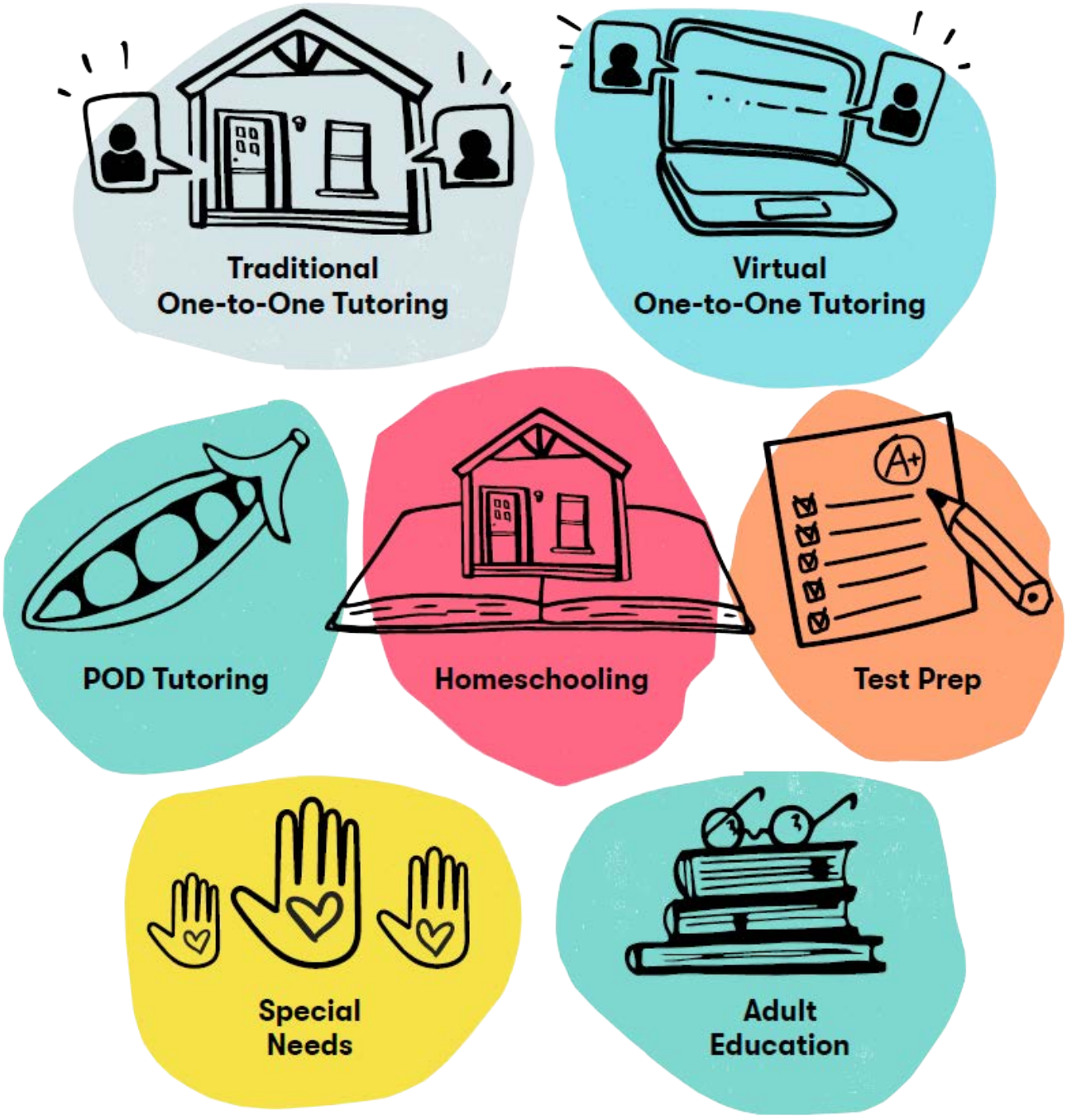


"Training in Toronto, with the launch support team behind me, helped put things in place to provide a good start to my business. The time we spent together in my territory was empowering and helped me realize I am in control of my future. By following Tutor Doctor's system and their advice, I now have an 86% consultation-to-enrollment rate and couldn't be happier."

– Rommel Velasquez

IMPROVING THE BRAND EXPERIENCE

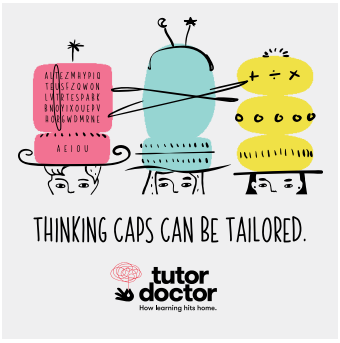
Our NPS score is going up, reaching 82%, parents love the flexibility and the different options we offer for their children to receive the help they need.

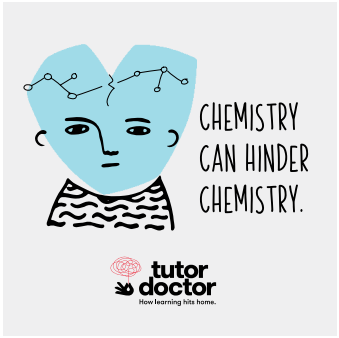


GETTING THE WORD OUT

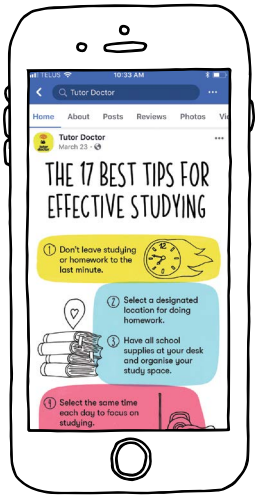
Tutor Doctor is always there to assist franchisees with their marketing efforts. A Ticketing System is monitored by our marketing team, who will respond to requests about social media, reviews, creative, content, ideas, community marketing, car wraps, PPC, website questions, and more.

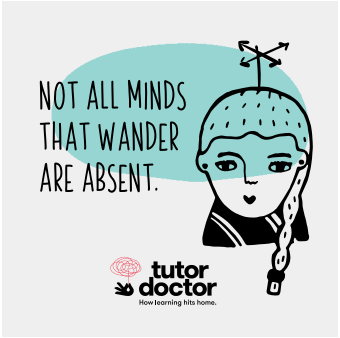
We also provide two to three infographics every month, for franchisees to use for marketing purposes.





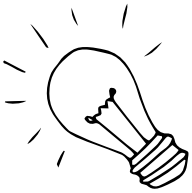




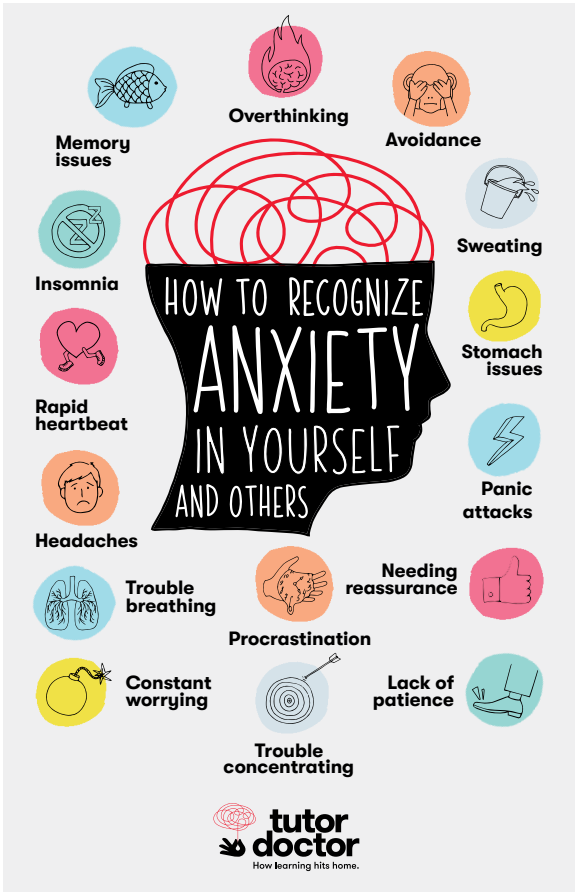


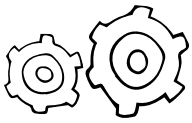


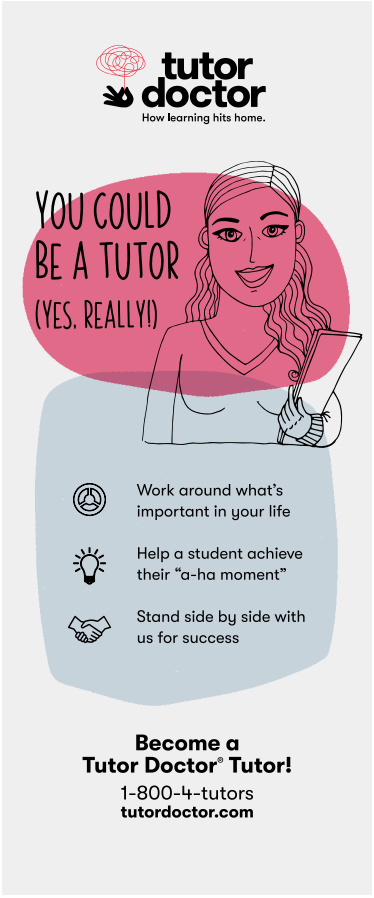


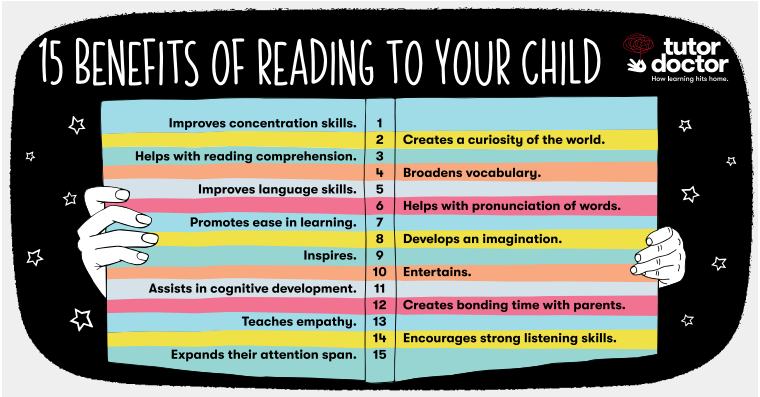


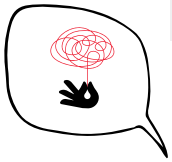


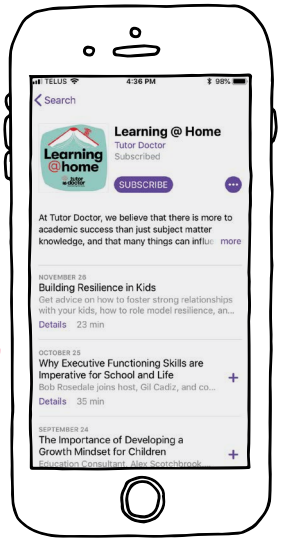


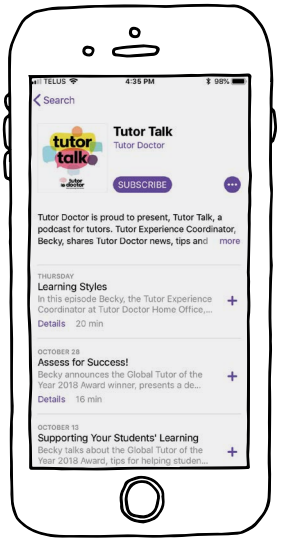










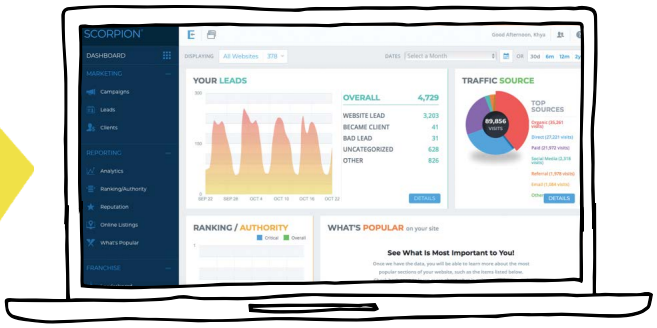


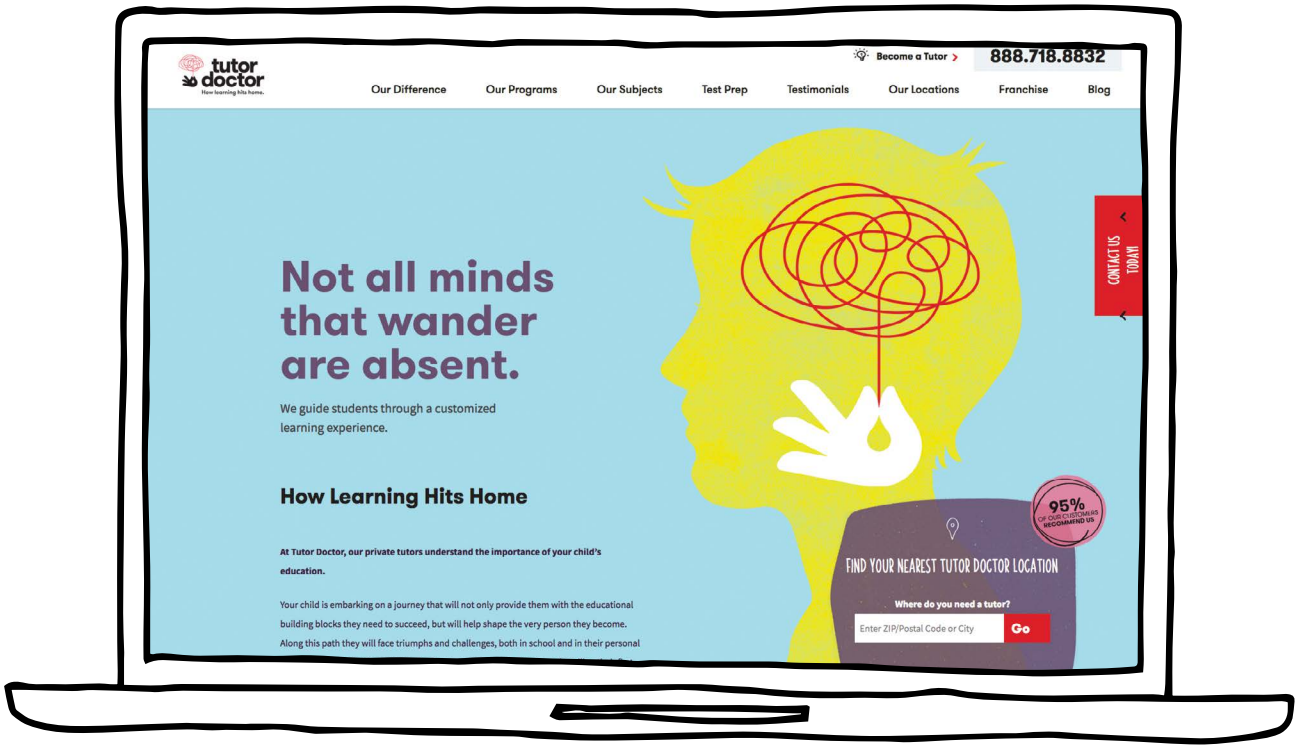
Tune in! Tutor Doctor has launched two podcasts especially for our growing community. With one geared at customers and the other at tutors, these provide another important resource and marketing tool.

CREATING AN ONLINE PRESENCE

Tutor Doctor's website is set up in a parent-child structure to maximize SEO and provide an online presence for all of our franchisees. Local pages offer customizable features, while the website dashboard allows franchisees to track:

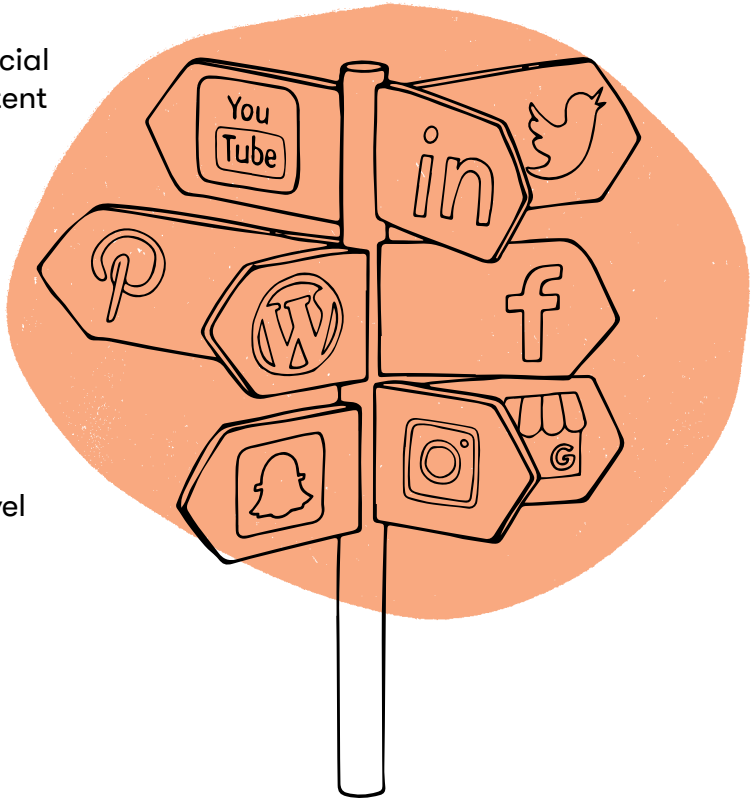
- **Leads**
- **Analytics data (pages visited, devices used, etc.)**
- **Recorded calls for North America**
- **Reputation management data**





GETTING SOCIAL

Tutor Doctor uses Rallio to manage our social media presence, with both corporate content and a local franchisee dashboard.



STEP 1

Content is scheduled locally.

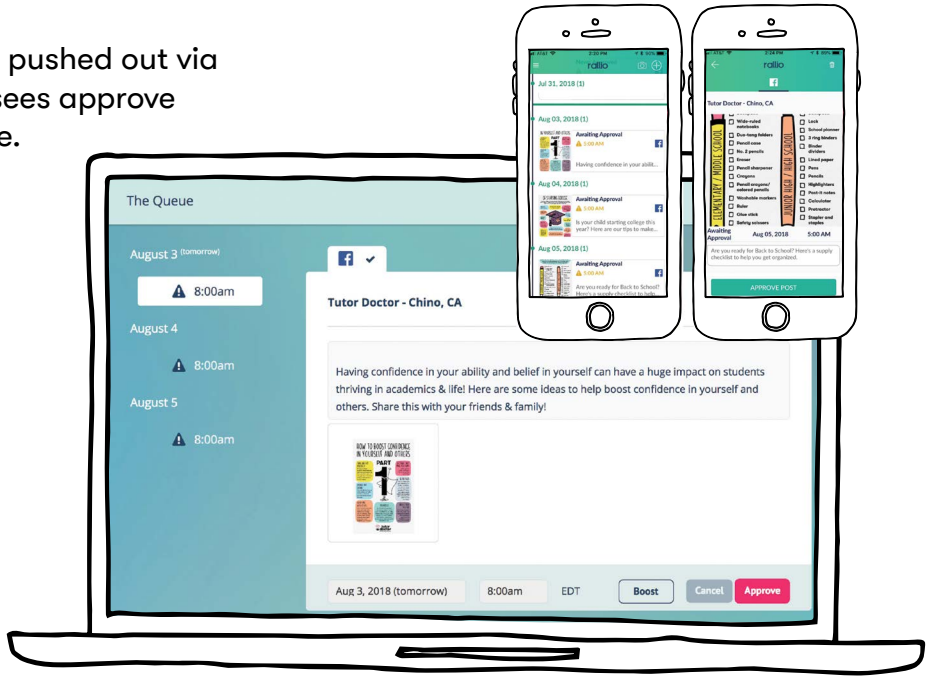
STEP 2

Content is personalized at the location level (phone number, URL, etc.).

STEP 3

Content is set to be approved, either manually or automatically.

National posts are written and pushed out via the Rallio dashboard. Franchisees approve only the posts they want to use.



INTRODUCING BANG

BANG (Big Apple Next Generation) is a custom CRM System built specifically for Tutor Doctor. Franchisees can use it for:

MANAGING BUSINESS

- Client and tutor relationship management
- Reporting on benchmarks, business goals and marketing campaigns
- Seamless lead-to-consultation booking



MANAGING FAMILIES AND STUDENTS

- Session reports
- Billing and reenrollments
- Consultation notes

MANAGING TUTORS

- Tutor information
- Tutor job board
- Tutor and student matching

FAMILY, TUTOR AND EDUCATION CONSULTANT PORTALS

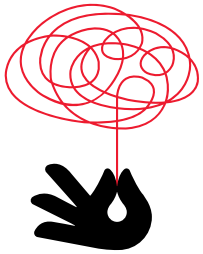
- Families can access their account, session reports, etc.
- Tutors can submit session reports and invoices
- Education consultants can access consultation information and submit notes

tutor doctor

How learning hits home.

FOR TERRITORY CHECKS AND REFERRALS, PLEASE EMAIL

brokerleads@tutordoctor.com.



tutor doctor

How learning hits home.