

# Three Ways to be an Independent Online English Teacher



5 steps to launch your career!



Dreaming of being your own boss? There are three main paths to building an independent teaching career. Pick a path or combine them to meet your unique goals. Ready to learn the steps?

## 01

### Online Language Company Freelancer

This is a great starting point for teachers who are new to independently teaching English online. Students may range from children to adults, and courses may be 1:1 or small groups. Language companies handle all payment transactions and provide course curriculum. They also typically provide access to continued professional development or "CPD." Some examples of online language schools include [BridgeEnglish](#), EF Teach Online, and Lingoda.

## 02

### Marketplace Tutor

This is a "sweet spot" between freelancing and being a fully independent teacherpreneur. Marketplaces still provide technical support, including all payment transactions, but you'll set your rates and develop your courses. Marketplace tutors create profiles showcasing their services to students who register with the marketplace. You can tutor children or adults, 1:1 or in small groups. You can offer a variety of courses. Marketplaces are free to use but charge a commission. Some examples of marketplaces include Langu, Preply, and Cambly.

## 03

### Independent Teacherpreneur

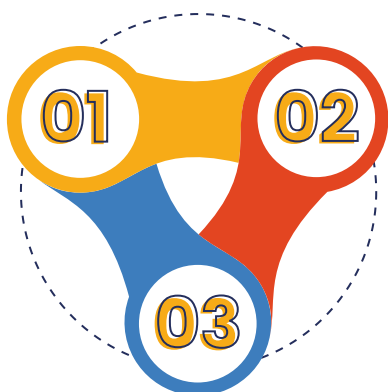
Teacherpreneurs are fully independent teachers who set up a website or subscribe to an eLearning platform to host their courses. As a teacherpreneur, you'll develop your own brand and market your services on your site, on social media, and on other channels, develop custom courses, handle all client interactions, and take care of all accounting. You choose your course offerings and rates.

#### Depending on the path you choose, you will:

- ✓ Provide your hours of availability.
- ✓ Access CPD.
- ✓ Use provided curriculum.
- ✓ Teach students assigned to you.

- ✓ Create an effective teaching profile.
- ✓ Develop a schedule.
- ✓ Set your own competitive rates.
- ✓ Market your services.
- ✓ Create some of your own lessons.

- ✓ Develop your schedule and calendar system.
- ✓ Choose your rates and identify payment portal options.
- ✓ Market your services to your target client audience.
- ✓ Design your custom courses.
- ✓ Create your own teaching materials and resources.
- ✓ Decide on your learning platform.



#### Mix and Match

Many independent online English teachers combine these options to meet their unique needs. As an independent online English teacher, you can customize your career. Teachers do independent work for a variety of reasons, such as:

- ✓ Part-time work for extra income
- ✓ Gaining online teaching experience
- ✓ Growing business and marketing skills
- ✓ Making teacher and student connections
- ✓ Preparing to launch a teaching business



## Steps 1 & 2 of Launching Your

# Independent Online English Teacher Career

Training and certification are the first steps for any of these independent teaching options.

Step

1

### Get qualified with professional TESOL/TEFL certification.

**TEFL certification** is typically required to freelance with language companies, and you'll need to market yourself as a professionally certified teacher to private students as a fully independent teacherpreneur.

Some certifications to consider include:



Step

2

### Earn specialized certification in teaching English online.

After completing your TEFL professional certification, you'll need teaching English online certification. Learn about technologies and teaching methods needed for online instruction so you can teach with confidence. Bridge offers a full suite of Teaching English Online certificates, including:



120-hour Teaching English Online Specialized Certificate bundle of both courses

Step

2

Step

1

Or you can combine **Steps 1-2** with the **Comprehensive 240-hour TEFL/TESOL Certification Bundle**, which includes:

- 120-hour Master Certificate
- 120-hour Teaching English Online Specialized Certificate Bundle

### Certification Options

Training in an in-demand niche or specialization can increase your earnings and help you find more clients! Some in-demand niche examples include Business English, test prep, and ESL pronunciation and phonics.

Bridge offers short, online micro-credential courses, as well as specialized TEFL certification courses that can provide the training you need for your independent career goals.

#### Specialized TEFL certification courses, such as:

- 120-hour Teaching English to Young Learners and Teenagers
- 60-hour Teaching Business English
- 40-hour Designing Custom Courses

#### TEFL/TESOL Micro-credential courses, such as:

- 30-hour Teaching English Pronunciation
- 20-hour Teaching IELTS Exam Prep or 20-hour Teaching PTE Test Prep

### Support for Independent Teachers

Going independent doesn't mean working in a vacuum! Professional development, connecting with like-minded educators, leveraging the power of networking, and gaining industry expert insights will make your independent teacher journey rewarding and successful.

Bridge's **Teacherpreneur Academy**, a one-of-a-kind pathway program for independent teachers, provides all of that and more. Members gain access to an exclusive platform with:



a library of resources



a network of like-minded educators



Interactive monthly networking events



expert-led workshops and webinars

Members also complete the **Specialized Certificate Succeeding as an English Teacherpreneur**, which teaches business and marketing skills and ends with designing a business plan.





## Steps 3-5 of Launching Your:

01

### Online Language Company Freelancer Career

#### Prepare Your Resume

Your resume is a reflection of you, so you want to make it shine! **Here are some things to consider:**

- ✔ your technology skills
- ✔ your equipment specifications and relevant equipment such as a webcam and headset
- ✔ a link to a video introduction

**General resume writing skills are important as well. Here are some tips:**

- ✔ Use an easy-to-read font.
- ✔ Emphasize headings or subheadings with consistency.
- ✔ Avoid abbreviations and jargon.
- ✔ Make good use of bullet points.
- ✔ Proofread and ask a friend to proofread as well.

#### BONUS TIPS

- ★ Include language qualifications.
- ★ Include [digital badges](#).

02

### Online Marketplace Tutor Career

#### Choose a Marketplace

There are many marketplaces on which you can offer your online English courses, but not all marketplaces cater to the same student groups and the commission fees charged to tutors may vary.

While marketplaces typically offer a variety of coursework options for students, if you plan to focus on a specific niche like English proficiency test prep, you'll want to look for a marketplace that includes that niche.

Only some marketplaces provide curriculum resources, and some platforms are easier to navigate.

**Marketplace factors to consider include:**

- ✔ student categories
- ✔ course offerings
- ✔ tutor fee rates
- ✔ platform ease-of-use
- ✔ technology requirements

03

### Independent Online Teacherpreneur Career

#### Choose Your Teaching Niche

For independent teachers, [finding a niche](#) will help you stand out from a crowd.

**A niche will help you:**

- ✔ Streamline your preparation.
- ✔ Target specific students.
- ✔ Improve your referral rate.

**Examples of ESL niches include:**

- ✔ Business English
- ✔ Specific Professions
- ✔ English Proficiency Test Preparation
- ✔ Pronunciation Reduction
- ✔ Age-Specific English

**To choose your niche, ask yourself:**

- ✔ What do I love about teaching?
- ✔ What do I have a passion for?
- ✔ What kind of classes do I like to teach?
- ✔ What age group do I enjoy working with?
- ✔ What's my teaching style?
- ✔ What do students say they like most about my classes?
- ✔ What niches could I combine effectively?

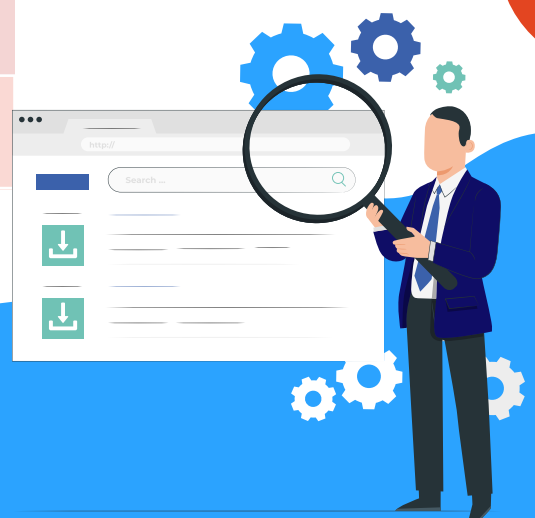
#### Resources

Read tips for making a [stand-out online teacher resume](#), and get a sample!

Read tips for making a [self-introduction video](#) for teaching online.

Learn more about the [pros and cons of tutoring with a marketplace](#).

Read about [how English tutor marketplaces are continuing to evolve](#).



## Steps 3-5 of Launching Your:



### 01

## Online Language Company Freelancer Career

### Begin the Application Process

An online language company will first look at an applicant's resume, focusing on teaching experience and TEFL certification and any additional education or certifications.

After checking qualifications, an interview will be scheduled. The purpose of the interview will not only be to discuss qualifications, but for the interviewer to observe your body language, how you speak, and how you present yourself.

#### Components of an interview may include:

- ✓ a teaching demo
- ✓ questions about your teaching background
- ✓ conducting a trial class
- ✓ questions to engage your adaptability
- ✓ questions about your teaching philosophy

#### To prepare for the interview, you'll want to:

- ✓ Conduct research on the company.
- ✓ Practice speaking with confidence.
- ✓ Test your technology ahead of time.
- ✓ Dress professionally.
- ✓ Set your computer up and analyze the lighting and background.
- ✓ Check the interview time, taking into consideration time zone differences.

### 02

## Online Marketplace Tutor Career

### Set Up an Eye-Catching Profile

A good profile is engaging, professional, and personal. Each tutor in a marketplace sets their own schedule and rates, as will you. Marketplaces are made up of teacher profiles, so you'll be competing for students with other professionals. To make a profile that stands out, you'll want to:

- ✓ Include a good profile picture.
- ✓ Write a strong bio.
- ✓ Summarize your qualifications and experience.
- ✓ Highlight your specializations and teaching niche.
- ✓ Include a self-introduction video.
- ✓ Include your resume.
- ✓ Mention other relevant services you offer.
- ✓ Include your [digital badges](#).
- ✓ Include student reviews.
- ✓ Include your contact information.

Remember, a profile is the first impression students will have of you, so be sure everything included is carefully curated to make the best first impression.

### 03

## Independent Online Teacherpreneur Career

### Prepare Your Business Plan

To build a successful fully independent English teaching career, you'll need to learn how to launch and maintain your business, and how to acquire students. Developing your business plan is the fun part! The first step is identifying your niche. After that, ask yourself questions such as:

- ✓ What's my plan for curriculum development and teaching resources?
- ✓ What technology, software, and services will I need?
- ✓ How will I manage student communications?
- ✓ What will I use for scheduling and how will I deal with different time zones?
- ✓ What is my pricing strategy?
- ✓ How will I manage payments and bookkeeping?
- ✓ How will I market my services?

#### And the most important questions, which impact all of your answers:

- ✓ What is my budget?
- ✓ What kind of financial cushion should I have in place while my business develops?

### Resources

Read an interview by a tutoring business owner in Mexico, who describes the [qualities she looks for in an applicant](#).

Read about [preparing for a TEFL/TESOL interview](#).

Read about [what to expect during an interview and live demo](#).

Read more about [how to make an online teacher profile](#) that will catch students' attention.

Read about [how to stand out on a teacher marketplace](#).

Read more about [Teacherpreneur Academy](#).

Learn about [choosing a learning platform](#) for your online teaching business.

#### Download free eBooks:

- ↓ [New to TEFL? How to Become an Independent English Teacher](#)
- ↓ [The Teacherpreneur Playbook Sample](#)
- ↓ [The Teacherpreneur's Guide to LMS and Learning Platforms](#)



## Steps 3-5 of Launching Your:

01

**Online Language  
Company Freelancer  
Career**

02

**Online Marketplace  
Tutor Career**

03

**Independent Online  
Teacherpreneur  
Career**

### Start Your...

Step  
5

#### Career as a Freelancer!

It's time to start your new career as a freelancer with an online language company. You'll likely have:

- ✔ training to complete
- ✔ access to professional development
- ✔ technology support for any questions

#### Career as a Marketplace Tutor!

Once you start tutoring students, you'll be off and running in your new career as a marketplace tutor! Don't forget to regularly update your profile with:

- ✔ student reviews and testimonials
- ✔ new digital badges

#### Career as a Teacherpreneur!

With the right preparation, you'll start your new fully independent teaching career strong! But there are a few things to consider for continued success, such as:

- ✔ maintaining a healthy work/life balance
- ✔ continuing professional development
- ✔ staying current with industry trends and new developments

