



3 WAYS TO *Brand Yourself*



As an Online ESL Teacher

By Tim Gascoigne



What are you going to get here?

I am so glad you are here and wanting to get better at branding yourself! When I started branding and treating my online teaching like a business, great things happened financially, personally & professionally.

In this short document, absolutely free, you will get my thoughts, tips and strategies for branding yourself as a :

1. Teacher

As a teacher, we have so many opportunities to brand ourselves with our students and parents to increase our bookings and online teaching income. We also have unique opportunities to brand ourselves within our teaching community!

2. Recruiter

A wonderful aspect of working for online ESL companies is the opportunity to also recruit and receive a referral bonus as a reward for our efforts in sharing the company we work for with others and bringing them along into our community!

3. Authority

Online ESL teaching is a relatively new industry and there are so many aspects within it that we can become an authority on and speak to with confidence. Branding yourself as an authority on an aspect of online ESL teaching can have the potential of growing into something great for you.

As a teacher, we have so many opportunities to make money beyond just teaching. You are a business owner, whether you see yourself in that light or not, once you leverage that possibility, you will start to see the potential to grow your business into something you can be really proud of!



My Branding Story

I have found success over the last two years with branding myself and reaching a larger audience (of students & online teachers). I was hired in January, 2018 and spent the year teaching and learning how to recruit. In 2019 I began to see this journey as a business that I was in control of building. It was when I was recognised as one of VIPKid's top 15 referring teachers that I took things more seriously.



As a teacher, I have branded myself with my students and have taught nearly 4,000 classes with a 5.0 apple rating. I have been hired and taught with three different online ESL companies over the course of two years. I teach only short notice and open my schedule 24 hours in advance. I have had a fully booked schedule since Day 1 and have learned how to create meaningful connections with my students and families.

As a recruiter, I have helped nearly 300 teachers get hired to teach online. I tripled my income in 2019 and made over \$40,000 in just recruiting alone. I built this from scratch and by creating systems that worked. I love helping others do the same!

As an authority, I continue to work on areas of online ESL teaching that I have learned to master and I love sharing tips and tricks on many aspects of building your business, increasing your income and being the best teacher you can be!

I continue to learn how to diversify my income and try to generate multiple income streams from various sources so that I can create more security and flexibility.

Do you want to be recognised for your efforts and make an income from your passions and service to others?



What is Branding?

Branding is not font, colour and logos. However, those can be secondary aspects to your brand as you move forward!

What is branding?

Think of a brand that you like? Think of McDonalds, Nike, Fox News, etc...

You know what to expect. You know what they deliver. You go to them for what they offer and for how they can help you. If I need some good youtube / video / editing advice I check out a channel like [Think Media](#), because I know they provide honest, valuable and effective tips and tricks for creating video content.

Who do you go to for support and help with various aspects of online teaching?

Here are a couple good examples of people who are branding well on youtube:



Teacher Megann - Google Slides Pro!



Teacher Michael - Teacher profile videos

There are so many great examples of teachers online who are branding themselves successfully and becoming influencers in their communities. When you can think of someone you can support you in a topic, area, situation or struggle, you can be sure that they have worked on their own personal brand. I like to watch those people closely and figure out what they are doing well, and how I can learn from them!



Brand yourself as...



1. a Teacher

Did you know that, as an independent contractor, you are a business owner? Had you thought of this teaching opportunity in that way? You are in control of your hours, your schedule, and there are lots of great opportunities for you to build your brand as a teacher in the classroom. Maybe you want to go independent some day?

Here are 3 ways for branding yourself as a teacher:

1. **Profile** - this is your 1st point of contact with a potentially new client/student/family. What can you do to stand out in your profile? Are you the juggling teacher? Do you use your pets in your video and will they become a part of your classroom? Stand out from the crowd! There are lots of ways to showcase your unique “thing” or personality in your profile.
2. **Teaching** - make sure that when you teach a new student, you introduce them to who you are and what you are going to offer in that 1st class. Do you have a special puppet that you will use as a “sidekick” in your classroom? Are you someone who uses lots of physical props and realia? Consider how you can highlight something unique to brand your teaching.
3. **Classroom** - Is your background unique? Are you a digital prop user and special effects using green screening and applications like Manycam & Camtwist? Think of what you can offer in your classroom. Students come back because of consistency and they like to recognise you and your classroom.



“Stay true to your values.
That’s why you were a
success in the first place,
and that’s how you make
incredible things happen.” –
Rafe Offer

2. a Recruiter

Many of these online ESL companies have referral bonuses whereby you can make money from telling your friends and family about this great opportunity to work at home teaching online! Usually this means that you are given a referral link / code to give out to people. Once that person is hired and teaching (varies from company to company), you are paid a referral bonus in exchange for your efforts to help applicants through the hiring process.

This is where I focused my efforts in 2019. I built a small recruiting business on the side of teaching to the point where I made over \$40,000 in just recruiting bonuses.

Here are my 4 steps to scaling a recruiting business where you can see extra money come into your pay check each month, passively and without the early morning hours!

Step 1: Share. Decide what platforms you want to share on, where you are comfortable and start sharing so that you can build up an audience, following and people who are interested in what you are saying. I have found online platforms like youtube, facebook and instagram the best places to share.

Step 2: Create Content. You need to be relevant and show that you know what you are talking about. Maybe you want to create a website, blog, or youtube channel where you regularly share and build up a following or audience.

Step 3: Build systems that work. The best thing I did to scale my business was build systems that supported applicants but meant I wasn’t working all day. Create mailings lists, access to your offering, content, free guides, videos, small group coaching sessions, etc...

Step 4: Share. Support. Repeat.



“Loyalty is not won by being first. It is won by being best.” – Stefan Persson



3. an Authority

There is so much opportunity to brand yourself as an authority in a specific area of online ESL teaching. By branding yourself as an authority, you can create products, both digital and physical, to sell. There is also opportunity to sell your services as an authority on various aspects of online ESL teaching. The opportunities are endless!

How do you become an authority?

- Choose something that interests you and that you are passionate about.
- Research, study and work hard at learning all you can about something.
- Write content, share content and use online platforms to market yourself.

What happens when you are an authority on a topic?

- People might reach out to you for help / advice / support.
- You can charge money for services related to your authority because people recognise your expertise and want your help.
- Your business grows = you make more money!

Here are some possible areas that you can brand yourself in as an authority:

- | | |
|---------------------------------|---|
| ■ Short notice bookings | ■ Extension and conversation strategies |
| ■ Teaching full-time | ■ Creating / Editing your intro. video |
| ■ Using digital rewards / props | ■ Coaching applicants / teachers |
| ■ Using ManyCam & Camtwist | ■ Recruiting & Referring |



“You can't build a reputation on what you are going to do.” – Henry Ford

You are awesome for reading this far! I find branding an exciting adventure and there are so many opportunities to brand yourself and stand out from the crowd!

Maybe you are reading this and thinking...this is way too much work! Well, yeah, you're kind of right. There is work involved. You will need to spend time working on your brand and deciding what fits, what you are passionate about and how you can best service others in an authentic way that fits your lifestyle and what you want to build for yourself.

BUT....

Wouldn't it be cool if you could turn your passions into pennies, well...dollars....thousands of them! :)

You can make money as an online ESL teacher by building your teaching business but you can also build it when you really see yourself as the BOSS! I say the word “BOSS” because you control what is possible. I like to think of BOSS as “Building Opportunities for Self Sufficiency”. If you are limiting yourself with limiting beliefs then you won't be able to turn your thoughts into realities. So, let's turn those thoughts into actionable plans and take steps to brand ourselves and stand out from the crowd!

Let's do this together!

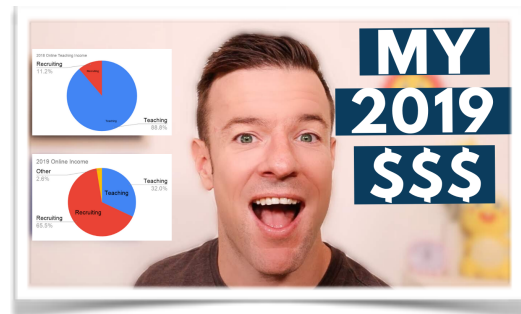


Additional Resources

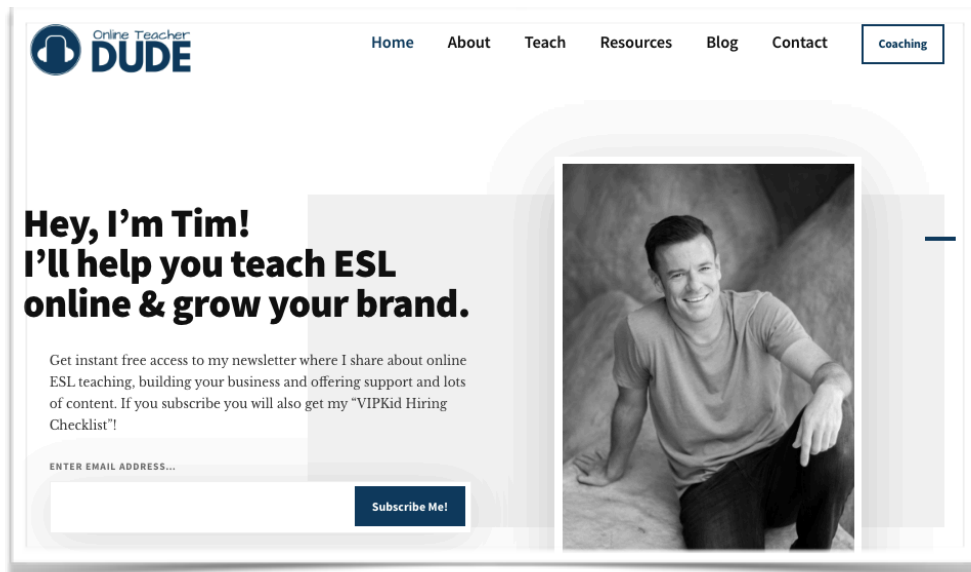
1. Youtube Live on Referring



2. My 2019 Online ESL Income



3. My Blog / Website



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