

Starting an **online coaching business** for *11th and 12th commerce students in Mumbai* is a great idea — there's strong demand and with the right planning, you can build something sustainable.

Here's a **step-by-step guide** tailored to your audience:

☐ 1. Define Your Niche and Value Proposition

Before anything, clarify:

- **Subjects** you will teach (e.g., Accounts, Economics, Business Studies, Maths)
- **Boards/Curriculum** (e.g., Maharashtra Board, CBSE, ISC)
- **Unique strengths** (e.g., concept clarity, exam strategies, shortcuts)

☐ *Example:* “Simplified coaching for Maharashtra Board 11th–12th Commerce, focusing on clear concepts + practical problem solving.”

☐ 2. Create a Teaching Plan & Curriculum

Plan out:

- **Syllabus coverage** for each subject
- **Modules/Lessons** (daily/weekly)
- **Study material:** notes, summaries, practice questions

Make sure content matches the **exam pattern & weightage** of each board.

☐ 3. Choose Your Teaching Format

Decide which online mode fits you best:

- ☐ **Live classes** (Zoom, Google Meet)
- ☐ **Pre-recorded video courses**
- ☐ **Hybrid** (both live & recorded)
- ☐ **Doubt-clearing sessions**

Tip: Busy students often prefer **recorded content + live Q&A sessions**.

☐ 4. Set Up Tech Tools

Here's what you'll need:

☐ Teaching Platforms

- **Zoom / Google Meet / Microsoft Teams** (for live classes)
- **LMS platforms** (to host courses):
 - Teachable
 - Thinkific
 - Google Classroom
 - Moodle

☐ Recording Tools

- **Good webcam**
- **Microphone** (clear sound is critical)
- Screen recording: **OBS Studio / Camtasia**

☐ Content Delivery

- **Google Drive / Dropbox** for sharing notes
 - **WhatsApp / Telegram** group for quick updates
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☐ 5. Build Your First Course

Create:

1. **Lesson videos** (10–30 minutes per topic)
2. **Slides + notes**
3. **Practice sets + tests**
4. **Quizzes & solutions**

Make your content:

- ☐ Easy to understand
 - ☐ Exam-oriented
 - ☐ Aligned with latest syllabus
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☐ 6. Set Pricing

Think about flexible options:

- ☐ Monthly package
 - ☐ Full course bundle
 - ☐ Subject-wise rates

 - ☐ For Mumbai students, price reasonably & offer **trial class** to attract enrollments.
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☐ ☐ 7. Student Acquisition (Marketing)

☐ Social Media

- **Instagram / YouTube / Facebook / LinkedIn**
 - Short tips
 - Sample lectures
 - Testimonials

☐ YouTube Channel

Share free sample videos:

- “How to solve cash flow statement”
- “Economics basics in 10 minutes”

This increases visibility & trust.

☐ WhatsApp & Telegram

Use broadcast lists to share updates and freebies.

☐ Website / Landing Page

Include:

- ✓ About you
- ✓ Course details

- ✓ Schedule & fees
- ✓ Contact form

Tip: Use **WhatsApp link** or **Google Form** for easy sign-ups.

☐ 8. Collect Feedback & Improve

Ask learners:

- ✓ What they liked
- ✓ What topics need more explanation
- ✓ What pace works best

Then refine your content and delivery.

☐ 9. Expand & Scale

Once you have a solid base:

- ☐ Add more subjects
 - ☐ Offer weekend crash courses
 - ☐ Sell courses on marketplaces (Udemy, Teachables)
 - ☐ Hire other tutors
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☐ Bonus: Tips for Mumbai Commerce Students

- ✓ Focus on **exam solving tricks** for HSC/CBSE
 - ✓ Make **topic-wise concise notes**
 - ✓ Practice **previous year papers**
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☐ Quick Checklist

- ☐ Curriculum ready
 - ☐ Tech setup done
 - ☐ First batch launched
 - ☐ Marketing plan active
 - ☐ Feedback loop in place
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A sample course outline, create pricing plans, or write a marketing post for Instagram/YouTube — just tell me what you need next!

Ready-to-use things:-

STEP 1: Choose a Clear Focus (Very Important)

To attract students quickly, **don't teach everything at once.**

Best beginner option (recommended):

- ☐ **11th & 12th Maharashtra Board – Accounts + Economics**

Why?

- Highest demand in Mumbai
- **Parents actively search for Accounts teachers**
- Less competition online than CBSE

- ☐ If you already decided subjects, that's fine — this is just a suggestion.
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STEP 2: Sample Course Structure (You Can Copy This)

- ☐ **11th Commerce – Accounts (Maharashtra Board)**

Duration: 4 months

Classes: 3 days/week

Class length: 60 minutes

Module Plan

1. Introduction to Accounting
2. Basic Accounting Terms
3. Journal Entries
4. Ledger & Trial Balance
5. Bank Reconciliation Statement
6. Depreciation
7. Final Accounts

- ✓ Weekly test
 - ✓ Doubt-clearing session every Sunday
 - ✓ Notes + solved examples
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☐ **12th Commerce – Accounts**

Duration: 5 months

Includes:

- Partnership Accounts
 - Company Accounts
 - Cash Flow Statements
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- ✓ Board-exam focused
 - ✓ Past 5 years questions practice
 - ✓ Final revision + mock tests
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STEP 3: Pricing (Mumbai-Friendly & Competitive)

Suggested Fees (Online)

- **One subject:** ₹1,500 – ₹2,000 per month
 - **Two subjects combo:** ₹2,500 – ₹3,000 per month
 - **Full year payment:** 10–15% discount
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- ☐ **Must offer:**
 - ☐ **FREE demo class (1–2 classes)**

This builds trust instantly.

STEP 4: Tech Setup (Simple & Low Cost)

You only need:

- ☐ **Mobile/Laptop**
- ☐ **Good earphone mic**
- ☐ **Google Meet or Zoom**
- ☐ **Whiteboard app / Notebook + camera**

Optional later:

- OBS Studio (for recording)
- Telegram group for notes & updates

- ☐ Start simple. Upgrade later.
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STEP 5: How to Get Your FIRST 10 Students

1 ☐ Instagram (Very Powerful in Mumbai)

Create an account like:

- @mumbai.commerce.classes
- @11_12commerce_by_[YourName]

Post ideas (3–4 per week):

- “3 mistakes students make in Journal Entries”
 - “How to score 90+ in Accounts”
 - Short 30–45 sec teaching clips
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2 ☐ WhatsApp Strategy (Very Effective)

- Share with:
 - Parents
 - School friends
 - Society groups

- Ask for **referrals**

☐ Offer **₹500 referral discount**.

STEP 6: Ready-Made Instagram Post (You Can Use This)

Caption:

☐ Online Commerce Classes for 11th & 12th (Maharashtra Board)

- ✓ Accounts made simple
- ✓ Exam-oriented teaching
- ✓ Personal attention
- ✓ Free demo class available

☐ For Mumbai students
☐ DM to join / WhatsApp: XXXXXXXX

STEP 7: First Month Action Plan

Week 1

- Finalize subjects
- Create Instagram page
- Announce free demo class

Week 2

- Take demo classes
- Collect student contacts

Week 3

- Start regular batch
- Create WhatsApp group

Week 4

- Take feedback
- Improve pace & notes

NOW I NEED JUST 2 ANSWERS FROM YOU ☐

Reply with:

1 ☐ Which subject(s) do you want to teach?
(Accounts / Economics / Both / Others)

2 ☐ Which board are you targeting?
(Maharashtra / CBSE / Both)

Once you reply, I will:

- ☐ Create a **custom course plan**
- ☐ Set **exact fees**
- ☐ Write a **demo class script**
- ☐ Help you with **student enrollment message**