

YOUR TEACHER TO BUSINESS OWNER ROADMAP WORKBOOK

This workbook is designed to accompany the blog “*Your Teacher to Business Owner Roadmap*” and guide you step-by-step through clarifying, planning, and launching your own teacher-led business.

Grab a pen, a quiet space, and let’s map out your new journey.

Exit Stage
→ Teach



← DEFINE → YOUR VISION



**WHY DO YOU WANT TO START A BUSINESS?
IS IT FREEDOM, IMPACT, INCOME, OR PASSION?
YOUR VISION IS YOUR COMPASS.
DEFINE IT CLEARLY BEFORE ANYTHING ELSE.**

STEP 1.

CLARIFY YOUR BUSINESS IDEA

REFLECTION QUESTIONS:

- What do I love most about teaching?
- What tasks or topics light me up?
- What do people often ask me for help with?
- Would I like to continue working in education or pivot completely?
- Do I want to work with kids, adults, or both?

Action Box: Write down 3 business ideas that excite you:

1.

2.

3.

STEP 2:

TEST THE WATERS WITH A SIDE HUSTLE

REFLECTION QUESTIONS:

- What is one small, low-risk way I could test this idea?
- Who could be my first client or customer?
- How many hours a week could I realistically commit?

Action Box: List 2–3 ways you can test your idea in the next month:

1.

2.

3.

RESEARCH YOUR MARKET



**BEFORE YOU LAUNCH ANYTHING, GET TO
KNOW YOUR AUDIENCE LIKE A CLOSE FRIEND.
WHO ARE THEY? WHAT DO THEY NEED? WHAT
ARE THEY ALREADY SPENDING MONEY ON?**

STEP 3:

SET UP THE BASICS

CHECKLIST:

- ✓ Apply for an ABN (free at abr.gov.au)
- ✓ Decide on business structure (sole trader, partnership, company)
- ✓ Check your business name availability (asic.gov.au)
- ✓ Register your domain name
- ✓ Open a business bank account
- ✓ Look into insurance if needed

Action Box: Which 3 steps can you complete this week?

1.

2.

3.

CHOOSE A BUSINESS MODEL



**WILL YOU SELL PRODUCTS, SERVICES, DIGITAL
GOODS, SUBSCRIPTIONS, OR ADS?
YOUR MODEL SHOULD ALIGN WITH YOUR
LIFESTYLE GOALS AND SKILLS.**

STEP 4:

BUILD YOUR BRAND & ONLINE PRESENCE

REFLECTION QUESTIONS:

- What do I want people to feel when they see my business online?
- What 3 words describe my brand personality?
- Which 1–2 social platforms suit me best (e.g., Instagram, LinkedIn, Facebook)?

Action Box: Write 3 ideas for your business name:

1.

2.

3.

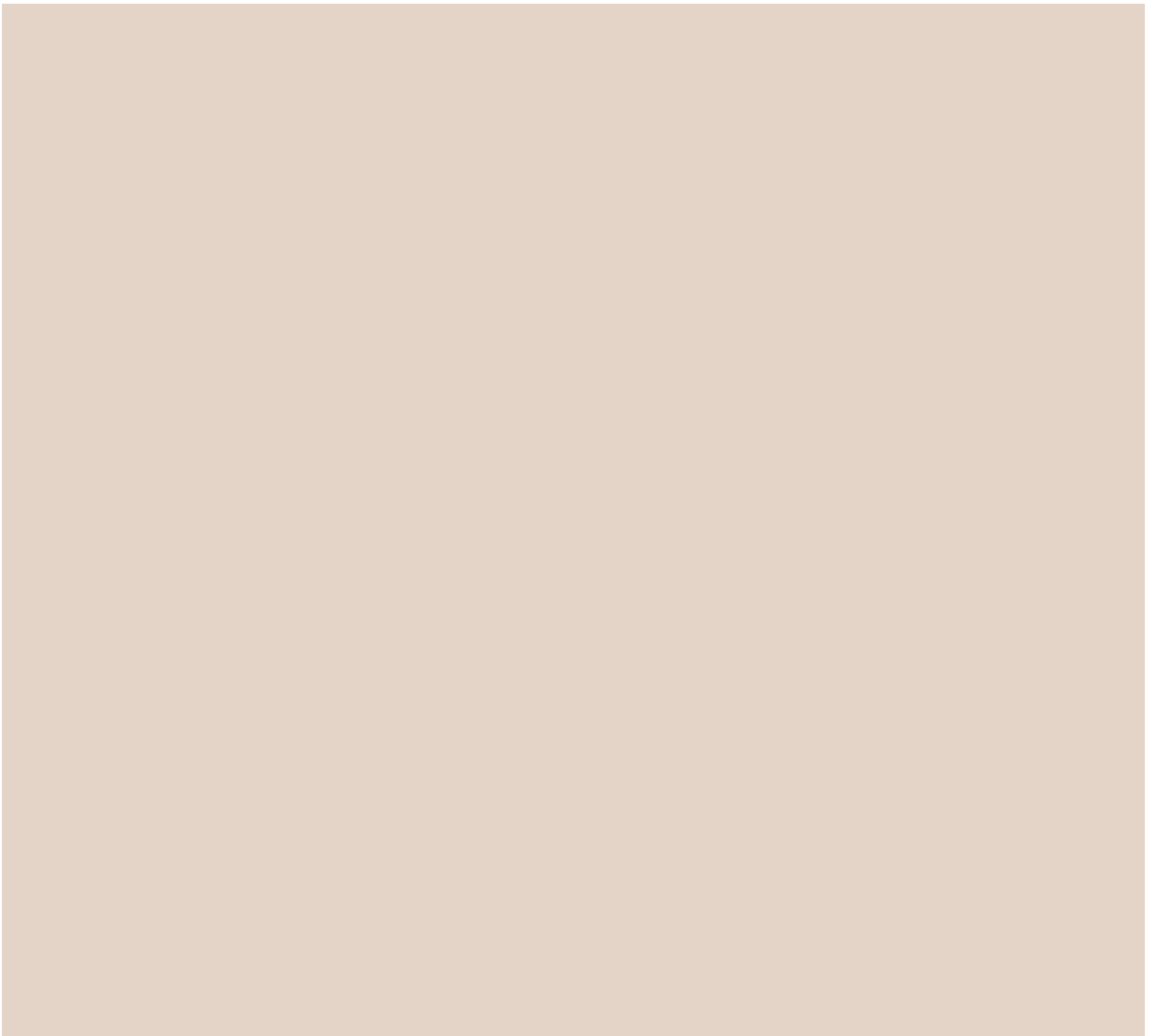
YOU DON'T NEED TO BE AN EXPERT TO BEGIN

START WITH WHAT YOU
KNOW, HELP WHO YOU
CAN, AND GROW FROM
THERE.



STEP 5:

**BRAINSTORM COLOUR
SCHEMES OR LOGO
CONCEPTS:**

A large, empty, light beige rectangular area, likely intended for brainstorming or drawing. It occupies the lower two-thirds of the page.

STEP 6:

ATTRACT YOUR FIRST CLIENTS

STRATEGIES TO TRY:

- Tell friends, family, and colleagues what you're doing.
- Share a helpful tip or resource online.
- Offer a free workshop, webinar, or resource.

Action Box: List 5 people you can tell about your business this week:

1.

2.

3.

4.

5.

STEP 7:

SCALE WITH STRATEGY

REFLECTION QUESTIONS:

- What part of my business could be turned into a group program, course, or membership?
- What tasks could I automate (e.g., bookings, payments, email follow-up)?
- Could I collaborate with other ex-teachers or businesses?

Action Box: Write 2–3 ideas for scaling your business in the next 12 months:

1.

2.

3.

STEP 8:

BONUS: TEACHER ENTREPRENEUR VISION STATEMENT

Write a short statement about the business you want to create, the people you want to serve, and the life you want to design.

My Teacher-to-Business Vision Statement:

NEXT STEPS...

Remember: building a business is like teaching, it's about learning, adapting, and growing along the way.

DID YOU KNOW - We have a facebook group just for teachers wanting to start a side hustle or business.

Join the Exit Stage Teach Business community to share your progress.



READY FOR MORE SUPPORT?

Visit Exit Stage Teach to access resources, coaching, and community.
www.exitstageteach.com.au

Need help with a website, business set up or social media we recommend:

Field of Digital

The logo for Field of Digital, featuring a stylized blue 'f' and 'd' intertwined within a circular shape.

For Teachers

You were born to teach, but that doesn't mean you have to stay in the classroom forever. You might also want to start a side hustle. You've guided students...

 [fieldofdigital.com.au /](http://fieldofdigital.com.au/)