

# EDUPSYCHED GUIDES



**EduPsyched**

**RESOURCES TO  
REVENUE  
ROADMAP:  
STARTER GUIDE**



## ABOUT THE AUTHOR

*"Economic equity starts at home—teaching families to create opportunities transforms lives."*

Sarah Ailish McLoughlin is an educator, entrepreneur, and advocate for economic equity and inclusion. As the founder of EduLinked, a Microsoft-backed initiative supporting neurodiverse individuals and the disability community, Sarah combines her extensive experience in special education, business development, and creative arts to empower families and individuals to thrive.

Through her communities, advocacy campaigns and courses, Sarah equips parents with the tools to build sustainable microenterprises while fostering a culture of inclusion, creativity, and financial independence. With her unique blend of artistic talent—she is an award-winning poet and accomplished vocalist—and academic training in inclusive education, Sarah inspires families to achieve their aspirations and contribute to a more equitable and inclusive future.



# WELCOME

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Congratulations on joining this community of homeschooling parents who are ready to transform their skills and knowledge into a thriving business. Whether you're creating educational materials, offering tutoring, or launching a homeschool-related service, this guide will help you take the first steps toward monetizing your expertise.

*Sarah Ailish  
McLoughlin*

# STARTER GUIDE





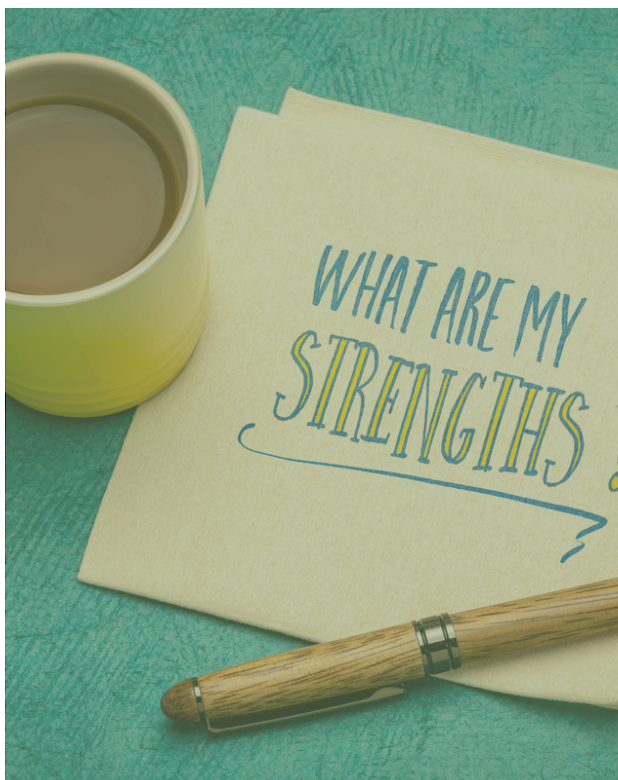


# **IDENTIFY YOUR STRENGTHS AND PASSIONS**

Your strengths are the natural abilities and skills that come effortlessly to you, serving as the foundation for your success. These innate talents are not only what set you apart but also the tools you'll rely on to create high-quality products and manage your business effectively. By leveraging these strengths, you can streamline your efforts, focus on what you do best, and build a venture that reflects your unique capabilities

### **Examples of Strengths:**

- Organization: Creating detailed lesson plans or managing busy schedules.
- Creativity: Designing visually appealing worksheets or hands-on projects.
- Subject Expertise: Excelling in areas like math, science, or reading.
- Empathy: Understanding and adapting to children's unique learning needs.



Let me introduce you to Emily, a homeschooling parent like you. Emily is amazing at creating hands-on activities for her kids, and her friends are always asking for her ideas. But when I suggested she turn her creativity into a business, she hesitated. "I don't know where to start."

Emily's journey began when she took a step back to identify what she was truly good at and what she loved doing.

By the end of this Starter Guide, you'll have a clear understanding of your unique strengths and passions, just like Emily did, so you can start turning them into business opportunities.

# HOW TO IDENTIFY YOUR STRENGTHS



*ASK FOR FEEDBACK*

WHAT DO FRIENDS OR FAMILY MEMBERS SAY YOU'RE GOOD AT?

HAVE OTHER PARENTS COMPLIMENTED YOUR RESOURCES OR TEACHING STYLE? WHO CAN YOU ASK TO TAKE A LOOK AT YOUR WORK?

# THE BEST BUSINESSES ARE BUILT AROUND WHAT YOU LOVE AND DO BEST. ASK YOURSELF...

WHAT DO I ENJOY MOST ABOUT HOMESCHOOLING?

WHAT SUBJECTS OR ACTIVITIES DO I EXCEL IN?

WHAT DO OTHER PEOPLE ASK ME FOR HELP WITH?

**WRITE DOWN THREE STRENGTHS  
AND THREE PASSIONS. LOOK FOR  
OVERLAPS—THESE ARE  
POTENTIAL BUSINESS IDEAS!**

**THREE STRENGTHS:**

**THREE PASSIONS:**





# **UNDERSTAND THE HOMESCHOOL MARKET**

# COMMON NEEDS

Before you start selling, it's crucial to know what homeschooling parents need. Common demands include:

- Engaging printable worksheets and lesson plans
- Subject-specific tutoring or coaching
- Customer homeschool planners and schedules
- Hands on learning kids
- Social activities for their children

- Assistance with yearly reporting to the HEU
- Flexible forms of income while homeschooling
- Social interaction and outings for themselves
- Remote learning activities or zoom classes
- Assistance with special needs children or special education

## REMINDER!

Post thoughts in the Homeschool group, or send us an email if you have any questions...

INFO@PSYCHED.EDUCATION

A photograph of a brick wall. A large, white, hand-painted number '2' is the central focus. Below the '2', there is some black graffiti that appears to say 'K-11'. The wall is made of red bricks with light-colored mortar. A dark green horizontal bar is overlaid on the right side of the image, containing the text 'STEP THREE' in white.

**STEP THREE**

**CHOOSE A BUSINESS MODEL**





## HOW WILL YOU DELIVER YOUR EXPERTISE?

Decide how you will deliver your expertise in a way that best suits your skills and audience. You can create digital products like e-books, worksheets, or templates to sell on platforms like Etsy or Teachers Pay Teachers. If you prefer direct interaction, consider online tutoring or coaching using Zoom, Skype, or Google Meet. Another option is subscription services, where you provide monthly lesson plans or educational kits. Additionally, affiliate marketing allows you to share homeschooling products and earn commissions. Choose the model that aligns with your strengths and goals.

## SET UP YOUR SALES PLATFORM

Once you've chosen a business model, the next step is setting up a platform to sell and promote your offerings. If you're selling digital products, platforms like Etsy, Teachers Pay Teachers, or Gumroad make it easy to list and distribute your resources. For online tutoring or coaching, consider creating a professional profile on websites like Outschool or setting up a simple website with scheduling tools like Calendly. If you're offering subscription services, platforms like Patreon, Podia, or Kajabi can help you manage memberships and recurring payments. No matter which model you choose, having a clear, user-friendly platform ensures a smooth experience for both you and your customers.

## SIMPLIFY AND SCALE

Ensure you optimize your workflow for efficiency and growth. Managing multiple tools for marketing, sales, and customer interactions can quickly become overwhelming. GEM (Global Entrepreneurs Movement) brings all the essential elements of business—marketing, sales, customer management, and automation together in one easy-to-use platform. If you would like a trial of this software or a discounted purchase, please let us know.

# BRINGING IT ALL TOGETHER

Starting a business as a homeschooling parent doesn't have to be overwhelming. By identifying your strengths and passions, choosing the right business model, and setting up your sales platform, you've laid the foundation for turning your knowledge into a sustainable source of income. The key is to start small, take consistent steps, and refine your approach as you grow.

Now that you've built a strong foundation, it's time to take things to the next level. In Part Two of the workbook, we'll dive into Steps 4-7, where you'll learn how to optimize your business, attract customers, and scale for long-term success. Get ready to explore marketing strategies, automation tools, and additional revenue streams to help you grow with confidence.

Let's continue your journey to building a thriving business!

“Download the  
EduPsyched Find Your  
Niche Workbook!”

