Stuck on where to Start? We can help!

Launching your Tutor.com program is an exciting time for your library and community. To help make the process smooth and successful, we’ve put together six basic steps to get you started.

**Step 1: Assign a Program Manager**
Select a staff member (or two) who is passionate about the service, preferably someone with a connection to the local schools, to manage the program. This ensures that someone at your library has ownership and is sharing information among your staff and with the community.

**Step 2: Train all library staff**
Everyone knows someone that can benefit from Tutor.com. All library staff should be familiar with the service offerings and feel comfortable answering patron questions. Empower your staff to share Tutor.com by providing information and training. Tutor.com offers multiple options for training at www.tutor.com/clientcarelib/training.

**Step 3: Link to it from your website**
This is the step that can make or break the success of the program. If patrons cannot find the links, they won’t use the service. Your Tutor.com Client Services Manager will suggest the best places to put links on your site. You can also use our Website Placement Guide at www.tutor.com/clientcarelib/graphics.

**Step 4: Announce the program**
Marketing rules state that a person has to hear or see something at least five times before it “sticks.” When first launching your program, spread the word generously. Use this handy 3x3 grid to make sure you hit the highlights!

<table>
<thead>
<tr>
<th>Announcement</th>
<th>Show Off</th>
<th>Items to Hand out/Hang Up</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In Library</strong></td>
<td>Newsletter article</td>
<td>Staff referrals</td>
</tr>
<tr>
<td><strong>At Schools</strong></td>
<td>Email teachers</td>
<td>Demo to students</td>
</tr>
<tr>
<td><strong>In Community</strong></td>
<td>Local Media</td>
<td>Demo to politicos</td>
</tr>
</tbody>
</table>

**Step 5: Track your progress**
Review your monthly Tutor.com reports every month to help guide you in your outreach. Reports will show you when a campaign has worked (spike in usage) or what areas you are missing. For more timely data, use the On-Demand Reports in your Tutor.com Client Portal.

**Step 6: We can help!**
Remember, you don’t have to do it all alone! The Tutor.com Client Care Team is here to help you along the way. If you ever need help, just let us know. Contact your Client Services Manager or just email clientsupport@tutor.com.

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