

Instructor Pipeline Guide

Attract. Convert. Retain.

Your practical framework for attracting, onboarding, and retaining students in your tutoring practice. Every teacher's approach is different — these are the steps that work.

How This Works

Three stages. One loop. Repeat it and your practice grows.

Stage	What it means
01 — ATTRACT	Get the right people to find you
02 — CONVERT	Turn interest into enrolment
03 — RETAIN	Keep students engaged and coming back
REFER	Happy retained students become your best source of new students

Each stage has 3–4 actions. Pick one to start. Do not try to do everything at once.

Your First 7 Days

Day	Action
Day 1	Register at immersio.io/register (2 min). Courses ready in your hub within 1 hour.
Day 2	Write your one sentence: 'I help ___ learn ___ so they can ___.'
Day 3	Join ONE community. Make your first value post — no pitch.
Day 4	Batch-write 4 weeks of posts in Notion (free). Schedule with Buffer (free).
Day 5	Set up a Google Form enquiry link. Add it to your landing page.
Day 6	Practise your 15-min discovery call with a colleague.
Day 7	Post your first direct offer: 'I'm giving teachers free course access.'

01 — ATTRACT

Get the right people to find you. You do not need paid ads — just consistent presence in the right places.

Write Your One Sentence

"I help _____ learn _____ so they can _____."

Example: "I help adult beginners learn Biblical Hebrew so they can read the Torah in the original."

Your 3 Attraction Actions

Action	What it does
Your Landing Page	Set up within 48hrs of registering. Fill in your info form. Students land here first.
Directory Listing	Auto-listed on the Immersio domain when you register. Students find you organically.
Community Presence	Show up in ONE online community where your students already are. Post 3x per week.

Where to Show Up — Pick One First

If you teach...	Go here first
Classical Languages	Facebook: Latin/Greek study groups, r/latin, r/ancientgreek on Reddit
Biblical Hebrew / Torah	Facebook: Hebrew school teacher groups, Jewish learning Discord servers
English (Taiwan/HK)	Facebook: English teachers in Taiwan/HK groups, LINE communities

The 3 Post Types

Type	How often / What it looks like
Type 1 — VALUE	3–4x per week. Pure teaching tip. No pitch. e.g. 'Here's why beginners struggle with [topic]...'
Type 2 — STORY	1–2x per week. Something real that happened in a session.
Type 3 — OFFER	Once per 2 weeks max. The direct ask. e.g. 'I'm giving teachers free course access...'

Simple Weekly Content Rhythm

Day	Post type
Monday	Value post — teaching tip, no pitch
Wednesday	Story post or question to community
Friday	Blog or resource share with 2-line context
Saturday	Course spotlight post (optional)

Free Tools to Manage Your Content

Tool	What it does
Buffer (free)	Schedule posts across Facebook, Instagram, LinkedIn in one place
Canva (free)	Make simple quote cards and course spotlight images
Notion (free)	Write and store your post bank — 4 weeks of posts ready to go
Google Forms (free)	Simple enquiry form to embed on your landing page

02 — CONVERT

Turn an enquiry into an enrolled student. Speed and warmth at this stage determines whether interest converts. The single most important rule: respond within 24 hours.

The Enquiry Flow

Step	What to do
1. Enquiry arrives	Signal received. Respond the same day if possible.
2. Respond < 24 hrs	A warm, personal reply. Do not wait.
3. Ask ONE question	'What's bringing you to [language] right now?'
4. Book 15-min call	Low commitment — just a conversation.
5. Show ONE course	The most relevant to their situation.
6. Give ONE next step	immersio.io/register — takes 2 minutes.

Your Discovery Call — 15 Minutes

Time	What to do
Minutes 0–5	Ask about them. 'What's your goal with [language]?' / 'Have you tried learning before?' Listen fully.
Minutes 5–12	Show ONE course. Open your hub. Walk through one lesson. Show the app on your phone.
Minutes 12–15	Give a next step. 'Start with this course — takes 2 minutes to register at immersio.io/register .'

One Sentence for Each Objection

Objection	What to say
"I need to think about it"	"Of course — what's the main thing on your mind?"
"Is it expensive?"	"You start with one course — no long commitment needed."
"I don't have time"	"Most students do 20 minutes a day on the app. That's it."
"I tried learning before and stopped"	"That's exactly why this is built differently — interactive, not passive."

The Follow-Up Sequence

When	What to do
Day 0	Respond same day. Reply within hours of receiving the enquiry.
Day 1	Discovery call or message. Ask your one question.
Day 2	Send course link: 'Here's the course I mentioned. 2 min to get started.'
Day 7	One final check-in: 'No pressure — any questions?'
Day 14+	Move to nurture list. Keep sending value posts. They will come back.

03 — RETAIN

Keep students engaged and coming back. Retention is not about holding people to a contract — it is about staying genuinely useful.

The Retention Loop

- Assign course same day they enrol
- Student uses the app between sessions
- Check progress on your Immersio hub dashboard
- Check in with a short message 1–2x per week
- Celebrate a win
- Introduce the next course at ~70% through the current one
- Loop back

Your Weekly Student Check-In (2 minutes)

1. Open your Immersio hub dashboard
2. Check lesson completion for each student
3. Send ONE short message to anyone who has not logged in this week

Template: "Hey — just checking in. How did the vocabulary review go? Anything from last session you want to spend more time on?"

Retention Milestones to Acknowledge

Milestone	What to say
First lesson done	"Great start — you're on your way."
First course done	"That's a real achievement. Ready for what's next?"
50 words learned	"You've just learned 50 words. That's the foundation."
1 month in	"One month in — how are you feeling about your progress?"
Student has a win	This is the moment to ask for a referral — see below.

Introduce the Next Course at the Right Moment

When the student is ~70% through their current course:

"You're making great progress — I think you'll be ready for [next course] in a couple of weeks. Want me to show you what it covers?"

Do not wait until they finish. The gap between courses is where students disappear.

Ask for a Referral — After a Win

"Really glad that clicked for you. If you know anyone else thinking about learning [language], I'd love an introduction — happy to do a quick call with anyone you send my way."

Your Full Pipeline — One Page

Use this as a quick reference. One small action per stage, per week is enough to move the needle.

Stage / Action	Done?
ATTRACT — Landing page set up	<input type="checkbox"/>
ATTRACT — Directory listing active	<input type="checkbox"/>
ATTRACT — Show up in 1 community	<input type="checkbox"/>
ATTRACT — Post 3x per week	<input type="checkbox"/>
ATTRACT — Use Buffer to schedule posts	<input type="checkbox"/>
CONVERT — Respond to enquiries < 24 hours	<input type="checkbox"/>
CONVERT — Ask ONE question first	<input type="checkbox"/>
CONVERT — Book 15-min discovery call	<input type="checkbox"/>
CONVERT — Show ONE relevant course	<input type="checkbox"/>
CONVERT — Follow up once if no reply	<input type="checkbox"/>
RETAIN — Assign course same day of enrolment	<input type="checkbox"/>
RETAIN — Check progress weekly	<input type="checkbox"/>
RETAIN — Check in between sessions	<input type="checkbox"/>
RETAIN — Celebrate milestones	<input type="checkbox"/>
RETAIN — Introduce next course at 70%	<input type="checkbox"/>
REFER — Ask after a win	<input type="checkbox"/>

A Final Note

This framework is a starting point — not a prescription.

- Schedule is empty? Focus on Attract and Convert.
- Students keep dropping off? Focus on Retain.
- Stable but want to grow without more effort? Focus on the Refer step.
- Build the habit of one small action per stage, per week. That is enough.

Ready to get started?

Register your hub at immersio.io/register

Courses ready in 1 hour · Landing page live in 48 hours · No cost to teach