

Retention Beats Marketing

Introduction

Most tutors believe growth comes from more students.

This creates a cycle of constant replacement.

The Problem

Without retention, every student must be replaced.

That leads to unstable income and constant effort.

Why It Happens

Marketing is visible. Retention is not.

So tutors prioritise acquisition over stability.

What Changes

With retention, students stay longer.

Income stabilises and pressure reduces.

Conclusion

Marketing brings students in.

Retention builds the business.