

Lecture 11
Marketing Strategies
for Your Tutoring
Business

**ENGLISH FOR
MATHEMATICS**

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Review

Review

- To promote your business, do it **persuasively.**
- Persuasive language is a form of communication meant to **convince and influence people to buy or use a product or service marketed to the general public.**
- You can use future tense as a persuasive way to promote your business because it offers your plans and promises.

Review

going to

- for future plans
- to make predictions **based on evidence**

will

- to make a prediction
- to offer to do something for someone
- to make promises
- to describe a decision that you've just made



Today's Agenda

You will learn how to write marketing content using professional language and passive voice, which are often found in brochures, websites, and formal proposals.



**Professional
Language**

Reading



- Read the following flyer of a Math tutoring center.
- Tell me what you think of the language is used in the flyer.

Reading



MATH TUTORZ 4 U!!!

Wanna get better at math??

We got u covered! 

Our tutors are super cool and chill



We don't bore you with lame stuff.
Classes are kinda random but fun
lol

We're not like those boring schools!!

Come join if ur free, or just text us.

No stress!

Discounts for peeps who come
early.

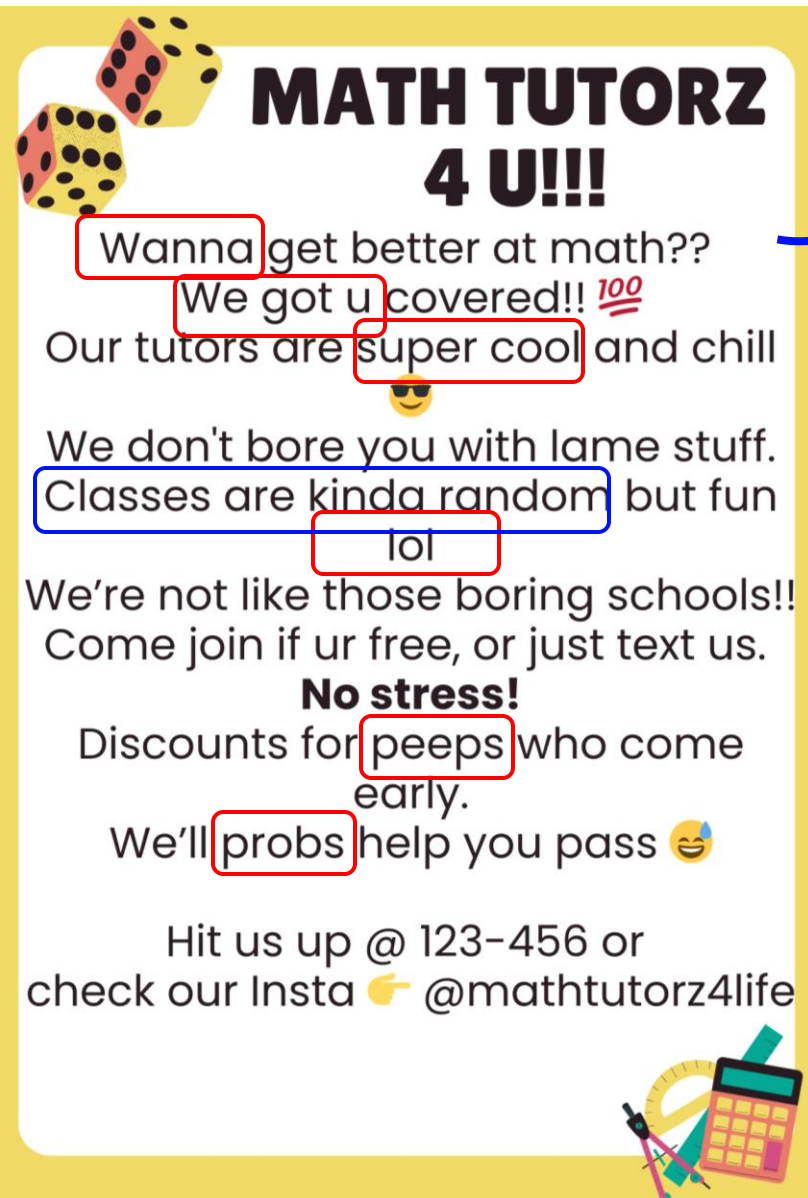
We'll probs help you pass 

Hit us up @ 123-456 or
check our Insta  @mathtutorz4life



- Although the language sounds fun and friendly (for younger generations), it is not professional.
- Can you spot what problems that make the flyer unprofessional?
 1. Overuse of emojis and exclamation points.
 2. Tone **too casual for business**


Reading



**MATH TUTORZ
4 U!!!**

Wanna get better at math??
We got u covered!! ¹⁰⁰
Our tutors are super cool and chill 😊
We don't bore you with lame stuff.
Classes are kinda random but fun lol
We're not like those boring schools!!
Come join if ur free, or just text us.
No stress!
Discounts for peeps who come early.
We'll probs help you pass 😊

Hit us up @ 123-456 or
check our Insta 📱 @mathtutorz4life



3. **Slang & informal expressions:** “Wanna,” “we got u,” “super cool,” “lol,” “peeps,” “probs,” etc.
4. **Unclear or vague details:** “Classes are kinda random.”
5. **No credibility or structure:** No mention of qualifications, location, schedules, or results

Professional Language

In summary, professional writing is (Marsen, 2020)

- Use straightforward language to ensure the message is easily understood.
- Avoid unnecessary jargon and complex terminology.

Organize content logically with clear headings and subheadings to guide the reader through the document.

Clarity and Conciseness:

Audience Awareness

Tailor the content and tone to the intended audience, considering their knowledge level and expectations.

Structured Organization

Formal Tone

Maintain a professional tone, avoiding colloquialisms and overly casual language.

Purpose Driven Content

Ensure every part of the document serves a clear purpose, whether to inform, persuade, or instruct.

What documents using professional language?

Short Business Documents

Instructions on crafting concise documents such as memos, emails, and letters focus on structure and clarity.

Research Methods

Techniques for gathering and evaluating information.

Journalism and Public Relations Writing

Insights into writing press releases, news articles, and other media communications highlight the importance of audience engagement.

Reports and Proposals

Strategies for organizing and presenting information in formal reports and proposals, including the use of visuals and data.

Professional Language

Key Features of Professional Language:

1

Polite and respectful tone

- Uses polite expressions
- Avoids slang, jokes, or overly casual words.

2

Clear and concise

- Gets to the point without being too wordy.
- Uses simple, direct words instead of vague or emotional ones.

3

Formal vocabulary and structure

- Uses proper grammar and punctuation.
- Avoid informal words

Professional Language

4

Objective, not emotional

- Focuses on facts, not feelings.
- Avoids exaggeration (e.g., “This is the best class ever!!!”).

5

Often includes passive voice (when needed)

- Example: “The results were reviewed by the team.” (formal)
- Compared to: “We looked at the results.” (informal)



**Passive
Voice**

What and Why?

What is Passive Voice

- In a formal writing, it is common to find the use of passive voice.
- What is passive voice?
- See the following:

Our tutoring center **offers** strong supports for your children.
Our tutors **provides** individual attention in every session.

active voice

active voice

Compare:

Supports for your children **is offered**.
Individual attention **is provided** in every session.

passive voice

passive voice

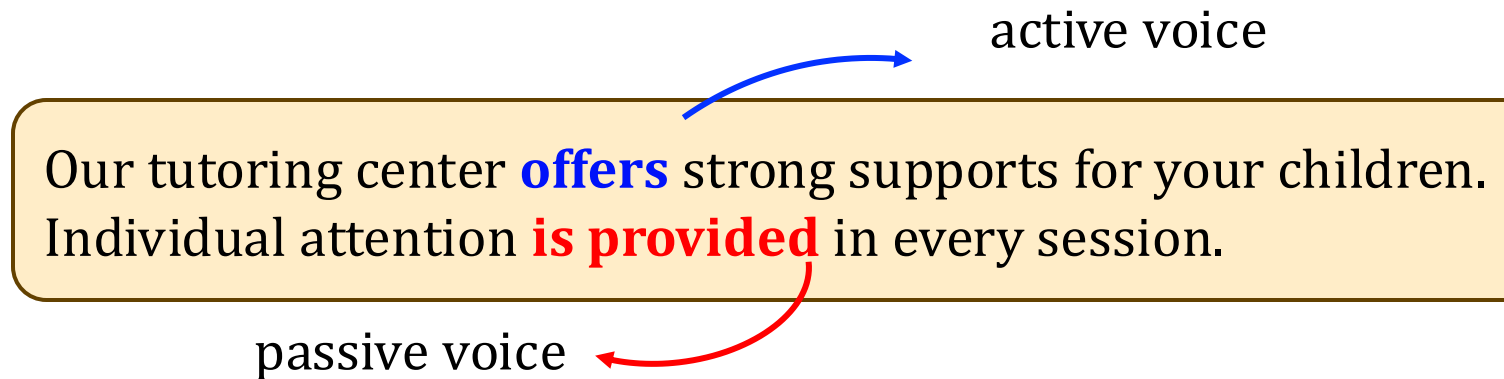
- Why use passive voice?

What is Passive Voice

Our tutoring center **offers** strong supports for your children.
Individual attention **is provided** in every session.

active voice

passive voice



- The passive voice is used because the 'agent' is obvious from the context and that the writer wants to focus on the action (Gilliam Writers Group, 2025; Hall & Barduhn, 2016)
- The first sentence has provided a context that *the tutoring center offers strong support for your children*. Therefore, in second sentence the 'agent' who provides individual attention in the tutoring center are obviously the tutors.
- That way, the tutoring center put emphasis on the action of *offering strong supports*, or the person or thing receiving the action (potential customers).

**SMARTSTEPS
TUTORING CENTER**
**We unlock your Math
potential**



Why choose us?

- Progress is tracked weekly and shared with parents
- Individual attention is provided in every session



What is offered?

- One-on-one and group tutoring are provided
- All major math topics are covered

What is Passive Voice

- See the brochure. Can you spot passive voices in it?

They are all written in passive voices.

NEW STUDENT OFFER!

A 20% discount is given to
first-time students!

**REGISTRATION STARTS FROM
24 MAY 2025**

HOW TO REGISTER

- 📞 123-456-7890
- 🌐 www.smartstepsmath.com
- ✉ info@smartstepsmath.com

- Why and when to use passive voice?

Why Passive Voice

The passive is used when:

1. the agent is obvious

See the following sentence from the brochure:

Individual attention **is provided** in every session.

passive voice

Compare: SmartSteps/ Our tutors/ We **provide** individual attention in every session.

active voice

- Who gave the individual attention in every session?
- Since the brochure belongs to SmartSteps, it is obvious that **the tutors** at SmartSteps give individual attention to the students.

Why Passive Voice

passive voice

Individual attention **is provided** in every session.

- If active voice is used, most sentences in the brochure will sound 'monotonous' and repetitive (started with SmartSteps/ Our tutors/ We).
- In other words, SmartSteps do not need to mention 'the agent' who does the individual attention because it is clear.
- Therefore, passive voice is preferred to ensure **conciseness** and to focus on the uniqueness of the program.

Why Passive Voice

2. the agent is unknown or unimportant

See the following examples:

All students **were given** free math workbook.

passive voice



- The focus is on the **students receiving** the workbooks, not on **who gave** them (the agent is unimportant or assumed).

The door **was left** open.

passive voice



- The focus is on the **door**, not on **who left it open** (the agent is unknown).

Why Passive Voice

- Problems with the use of active voice?

active voice

Someone **gave** free math workbook to all students.

active voice

Someone **left** the door open.

- Using active voice will deliver the message **less effectively** because
 - a. the agent is unimportant;
 - b. the focus shifts away from the intended subject;
 - c. it sounds less professional.

Why Passive Voice

3. describing a process where the process/ action is important

- See the following sentence from the brochure:

One -on-one and group tutoring **are provided.**

passive voice

Progress **is tracked** weekly and shared with parents.

passive voice

All major math topics **are covered.**

passive voice

- The three sentences focus on the process/ action offered by the SmartSteps.

Why Passive Voice

Compare:

1. SmartSteps **provides** one –on-one and group tutoring.
2. SmartSteps/ Tutors/ We **track** progress weekly and share it with parents.
3. SmartSteps **cover** all major math topics.

} active
voice

- SmartSteps uses the brochure as a promotion medium to offer/ highlight their unique programs/ offers.
- Therefore, passive voice is preferred **to emphasize on the programs** because readers have already known ‘the agent.’



**Passive
Voice**

How to Form?

Passive Voice Structure

- All passives use a form of “be” with a past participle.

SUBJECT	IS/ AM/ ARE	PAST PARTICIPLE	“BY”
One-on-one and group tutoring	are	provided	(by SmartSteps).

- The agent (the thing doing the action) can be introduced with “by,” but the sentence would still make sense **without it** (Hall & Barduhn, 2016).

Passive Voice Structure

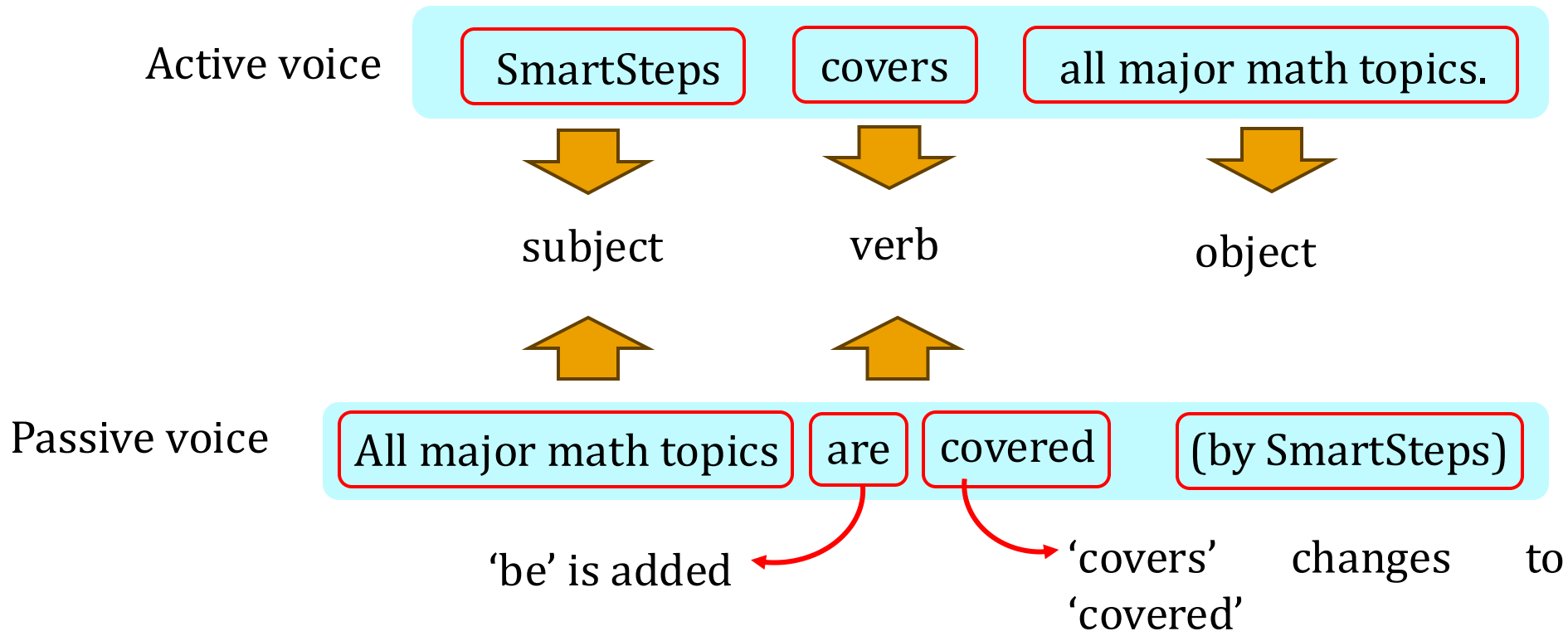
One -on-one and group tutoring **are provided** (by SmartSteps tutors).

Diagram annotations:
- "be" is positioned above "are provided" with a red arrow pointing to it.
- "past participle" is positioned below "are provided" with a red arrow pointing to it.
- "(by the agent)" is positioned below "(by SmartSteps tutors)" with a red arrow pointing to it.

- Remember, the reasons of using passive voice: the agent is obvious, unknown/unimportant, and desire to focus on the action/ process/ result.
- Therefore, including *by 'the agent(s)'* means that you really NEED to mention it.

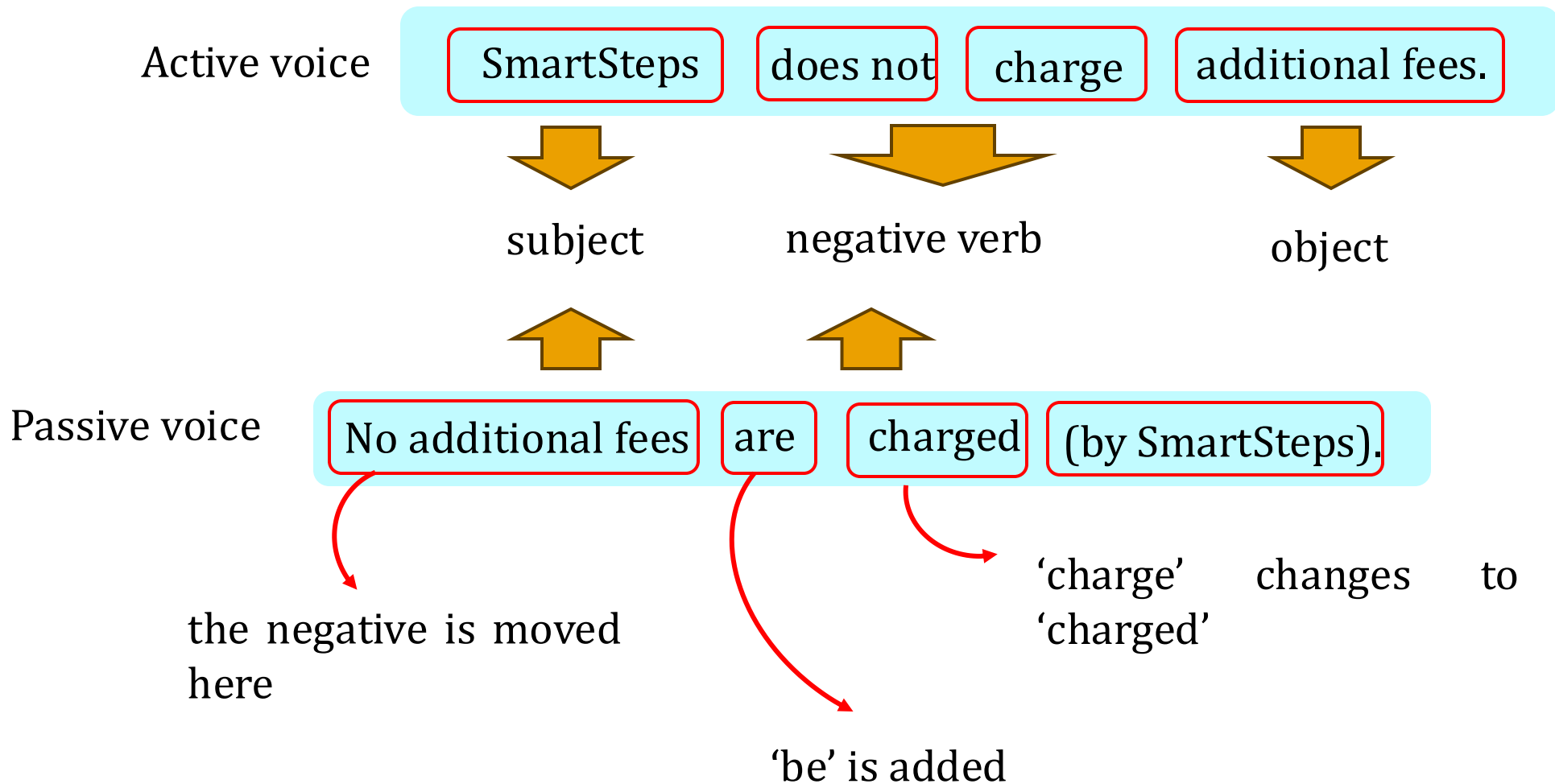
Present Simple Passive

- In the present simple passive, the present simple verb becomes a past participle.
- The key difference of active and passive voice is the position of the subject and object.
- See the following:



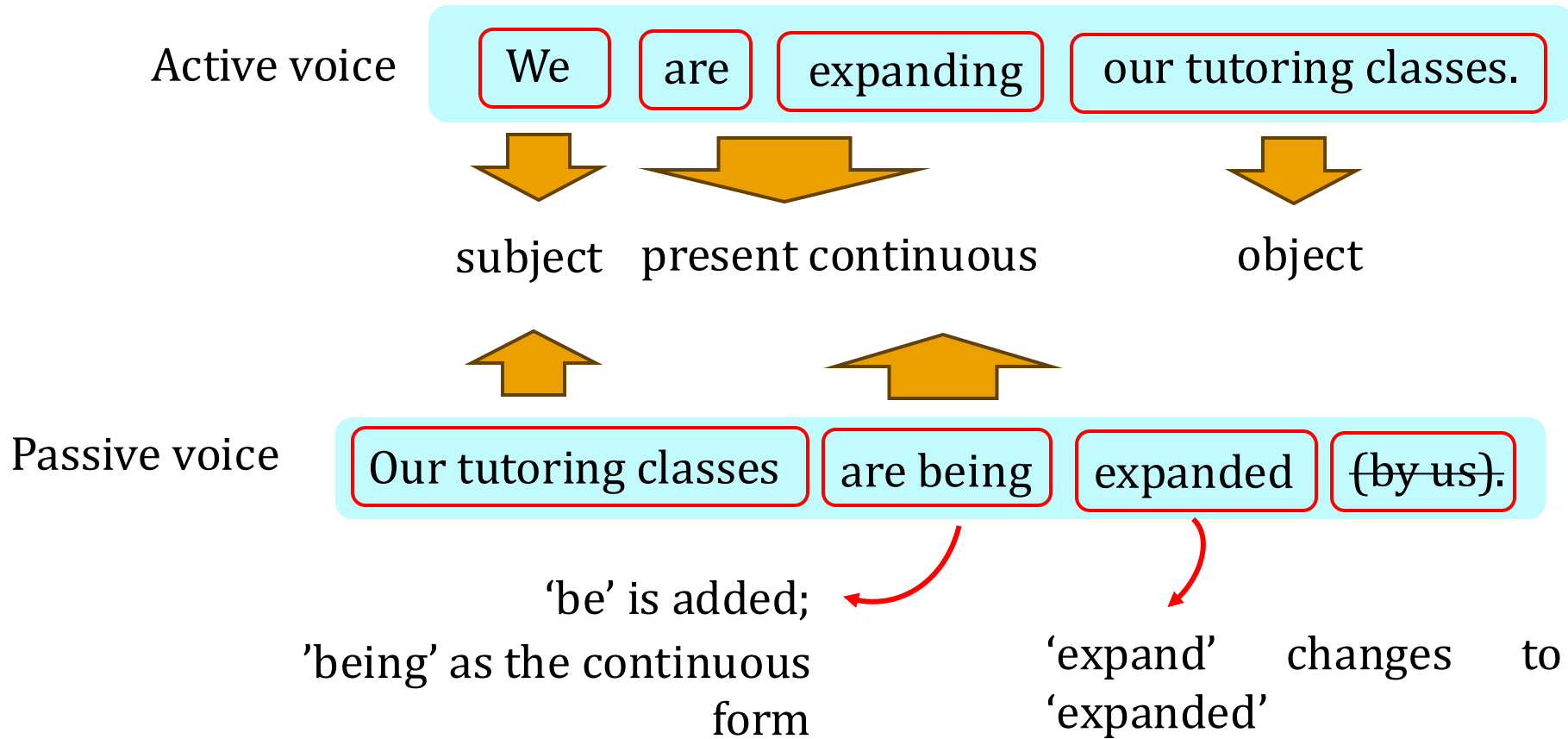
Present Simple Passive

- Let's see another example:



Present Continuous Passive

- More example:



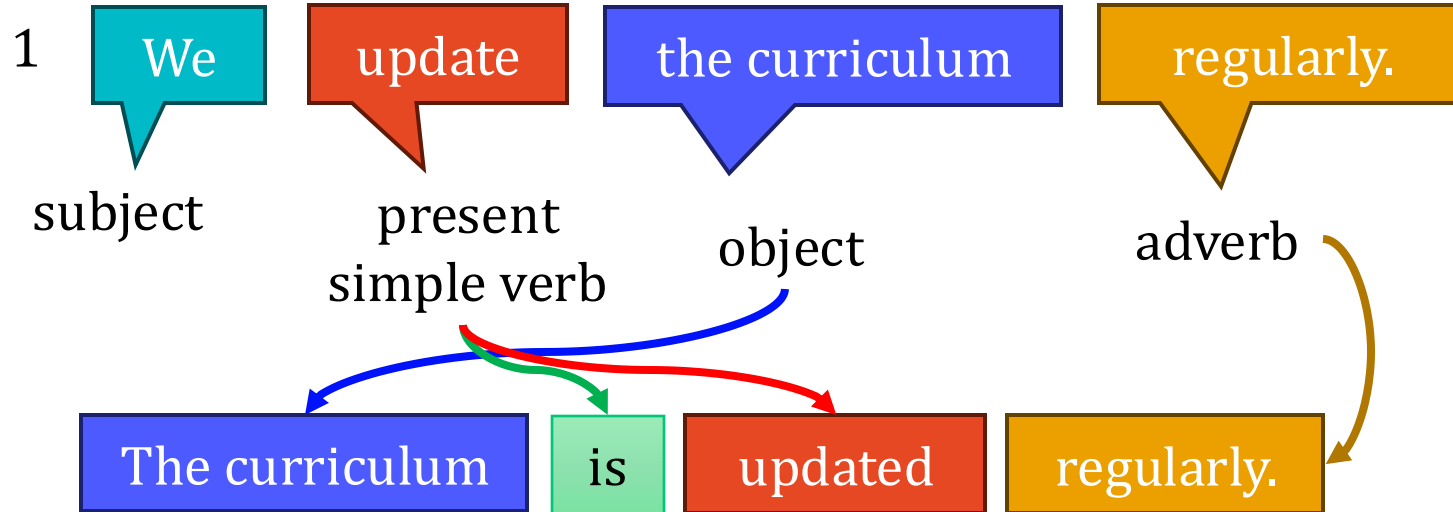
Exercise

Transform the following active sentences to passives.

1. We update the curriculum regularly.
2. SmartSteps utilizes the latest learning technology.
3. Our team is designing a new educational game.
4. We are launching the official website.

Discussion

Transform the following active sentences to passives.



Passive voice:

The curriculum is updated regularly.

Discussion

Transform the following active sentences to passives.

2

SmartSteps

utilizes

the latest learning technology.

subject

present simple verb

object

The latest learning technology

is

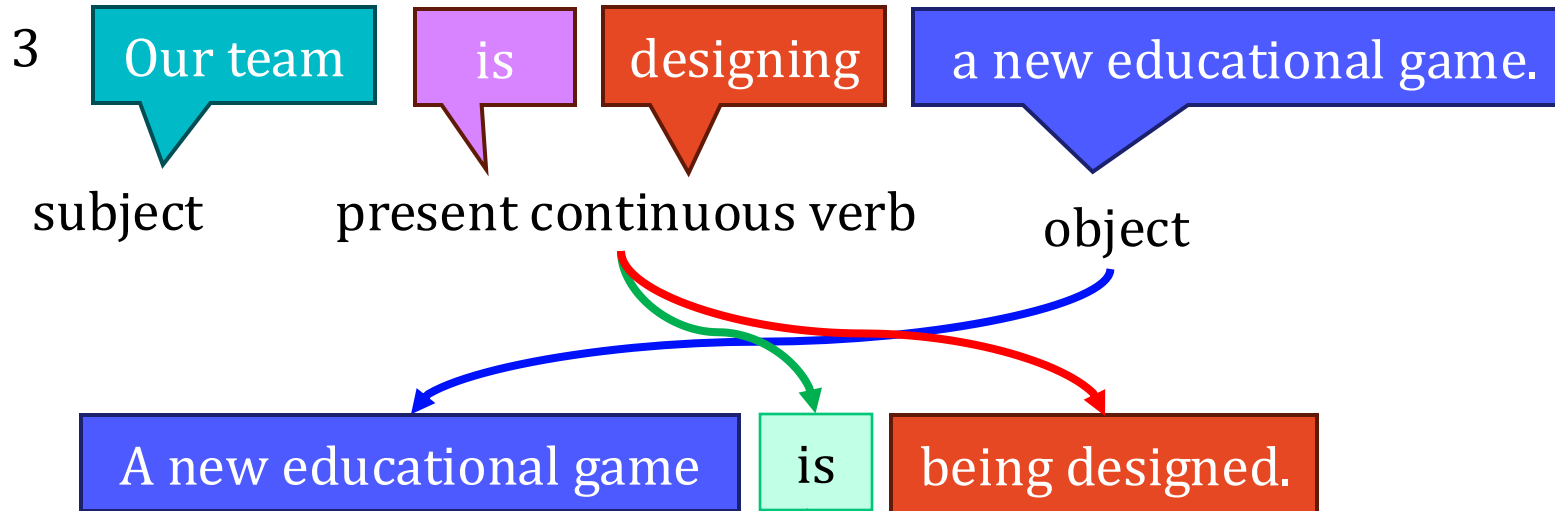
utilized.

Passive voice:

The latest learning technology is utilized.

Discussion

Transform the following active sentences to passives.

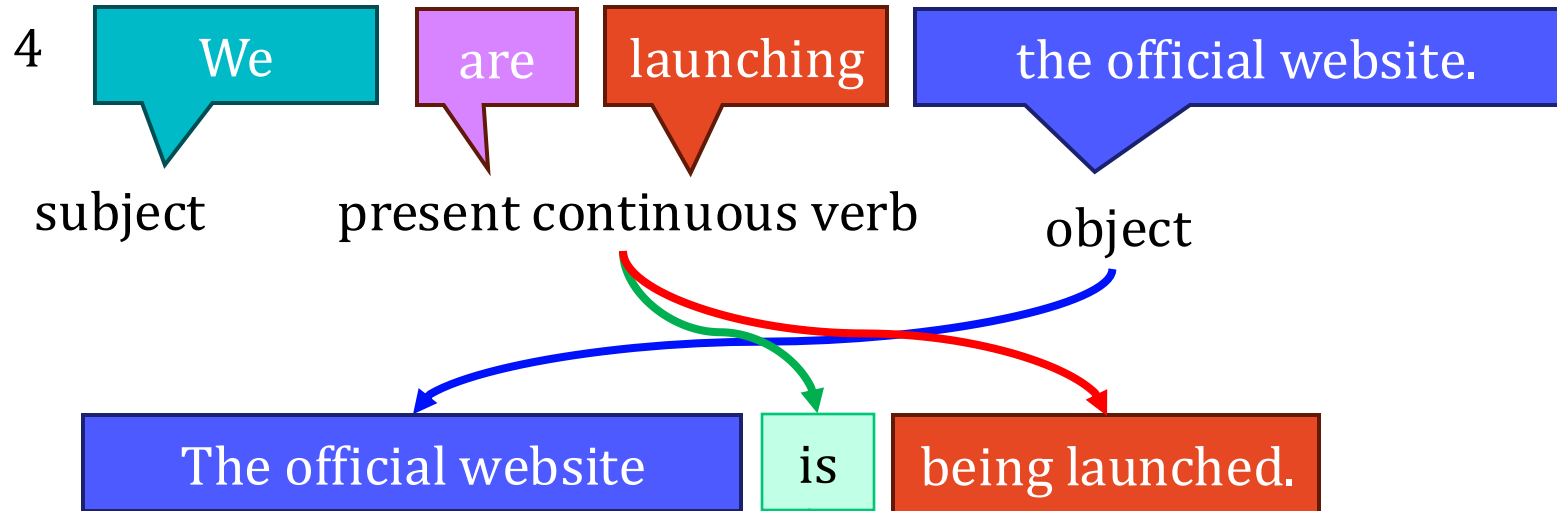


Passive voice:

A new educational game is being designed.

Discussion

Transform the following active sentences to passives.



Passive voice:

The official website is being launched.



**TAKE HOME
NOTES**

Professional Language

- As a professional entrepreneur, maintain your professionalism.
- Use professional language for formal documents.
- Although brochures or flyers aim to attract potential customer, professional language will keep the credibility of your business.
- Passive voices are frequently used in the professional language.

Professional Language

- Clarity and Conciseness
- Audience Awareness
- Structured Organization
- Formal Tone
- Purpose-Driven Content

Passive Voice

- The agent is obvious
- The agent is unknown/
unimportant
- Focus on the action/ process/
result

References

- Azar, B. S., & Hagen, S. A. H. (2009). *Understanding English Grammar* (4th ed.). Pearson Education.
- Gilliam Writers Group. (2025). *Writing with Intent: Using Active and Passive Voice Strategically in Business*. <https://www.gilliamwritersgroup.com/blog/writing-with-intent-using-active-and-passive-voice-strategically-in-business>
- Hall, D. and Barduhn, S. (2016). *English for Everyone*. Edited by J. Siklos and A. Singer. New York: DK Publishing.
- Marsen, S. (2020). *Professional Writing* (4th ed.). Red Globe Press.

**Thank you, and see you in the
next lecture!**