



DOM Consulting

DEVELOPING. OPULENT. METHODOLOGIES.

— FREE FOUNDER'S GUIDE

The Education Founder's Quick Start Guide

10 Questions Every School Founder Should Answer Before Opening Their Doors

Avoid costly mistakes by building your school on a strong foundation—not just a great idea.

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— WELCOME

Most school founders don't fail because they lack passion.

They fail because no one taught them how to build an organization.

I've spent more than 18 years in education, founded an award-recognized microschool, consulted with schools across the country, and helped education leaders navigate everything from enrollment and operations to crisis management and policy challenges.

This guide won't tell you everything you need to know. It will help you ask the right questions before you invest thousands of dollars or months of your life.

— Dominique



QUESTION 01

Why does your school need to exist?

NOT:

"Because schools are broken."

INSTEAD ASK:

- What specific problem am I solving?
- Who am I serving?
- What makes my solution different?

ACTION SPACE

Write your mission in one sentence.



QUESTION 02

Who is your ideal learner?

DON'T SAY:

"Everyone."

INSTEAD DEFINE:

- Ages
- Learning needs
- Family values
- Tuition level
- Geographic area

YOUR NOTES

Sketch a one-paragraph profile of your ideal family.



Q3

QUESTION 03

Where will families come from?

Most founders spend months designing curriculum. Almost none spend time designing enrollment.

QUESTIONS TO ASK:

- How will families discover you?
- What problem are you solving?
- Why would they choose you?

YOUR NOTES

List your top 3 enrollment channels.



QUESTION 04

Can your finances survive Year One?

QUESTIONS:

- Monthly expenses
- Break-even enrollment
- Emergency fund
- Revenue streams

YOUR NOTES

Estimate your break-even enrollment number.



Q5

QUESTION 05

Have you researched your state's regulations?

Every state is different.

Never assume another founder's advice applies to yours.

YOUR NOTES

List the regulatory agencies you still need to contact.



Q6

QUESTION 06

What makes your learning model different?

NOT:

"We're personalized." Everyone says that.

INSTEAD EXPLAIN:

— How.

YOUR NOTES

Describe your model's difference in one sentence a parent would repeat to a friend.



QUESTION 07

07

Who will help you?

Every successful founder has mentors.

You shouldn't build alone.

YOUR NOTES

Name 3 people you can call this week.



QUESTION 08

How will you measure success?

Not just test scores.

THINK ABOUT:

- Student growth
- Family retention
- Teacher satisfaction
- Financial health

YOUR NOTES

Write one measurable goal for each area above.



QUESTION 09

What happens if your original plan changes?

The best founders adapt.

Schools evolve.

Your mission shouldn't.

YOUR NOTES

What part of your plan are you most willing to adapt?



QUESTION 10

10

Are you building a school... or an organization?

A school teaches students.

An organization builds systems.

The organizations that survive are built intentionally.

YOUR NOTES

Which systems does your school still need to build?



— THE FOUNDER BLUEPRINT

Ready to Go Deeper?

If this guide raised more questions than answers—that's exactly what it was designed to do.

The complete Founder Blueprint includes:

- ✓ School startup roadmap
- ✓ Enrollment plan
- ✓ Compliance checklist
- ✓ Hiring framework
- ✓ AI tools
- ✓ Budget templates
- ✓ Marketing toolkit
- ✓ Board development
- ✓ Operations systems
- ✓ Launch timeline

EXPLORE THE FOUNDER BLUEPRINT

Or reach out directly: connect@dommethod.com

