

THE GEEK GAZETTE

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WE'RE GROWING, GEEKS!

HI GEEKS, WELCOME TO THE VERY FIRST ISSUE OF THE GEEK GAZETTE!

I have been trying to figure out how to summarize everything happening behind the scenes at Teach the Geek lately, and the most accurate answer is probably: a lot. A very exciting lot.

If you have been around TTG for a while, you know this started pretty simply. It was me, my students, a growing pile of resources, and a belief that education should do more than help a student survive tonight's homework. That belief has not changed. What has changed is the size of the vision around it.

Teach the Geek is entering a new season of growth, and The Geek Gazette is where I want to bring you along for it. Once a month, this will be our place to talk about what is changing, what we are building, what is coming next, and what all of it means for the people we serve.

So, welcome to the Gazette.



SAME HEART. BIGGER VISION.

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At the center of Teach the Geek is still the same belief: You are more than your right now.

A student is more than the grade on their report card today. A struggling learner is more than the skill they have not mastered yet. A professional is more than the job title they currently hold, and a family is more than the challenge sitting in front of them.

Where you are matters because it tells us where we are starting. It does not get to decide where you finish.

As TTG grows, that philosophy is expanding far beyond one-on-one tutoring. The company is becoming more structured, more capable, and much broader in what it can offer, but the reason behind the work is still exactly the same.

YES, OUR PRICING IS CHANGING



Growth also comes with some conversations that are considerably less exciting, and one of those is pricing.

Our original \$25-per-hour tutoring rate was created for a very different version of Teach the Geek. At the time, I was everything, a one band show. Now, I am transitioning into the TTG of the future. Read the pricing update here ---> [READ MORE](#)

TEACH THE GEEK IS GROWING UP

For a long time, Teach the Geek was essentially me doing everything. I taught the lessons, planned instruction, created materials, communicated with families, handled scheduling, built curriculum, worked on the website, and managed the administrative pieces behind the scenes. If something needed to be done, chances were pretty good I was the person doing it. That worked for the version of Teach the Geek that existed then. It will not work for the version we are building now.

So lately, a huge amount of my time has gone into something that may not sound exciting from the outside, but makes me ridiculously excited: **infrastructure**.

I have been building real client policies and agreements, hiring systems, teacher and student protections, applications, background-screening procedures, bookkeeping systems, curriculum protections, safety procedures, employee documentation, and the other less-visible parts of a company that intends to grow responsibly.

I am not interested in building fast simply so I can say we grew. I want to build well. I want the systems underneath TTG to be strong enough to support the vision above it.

WERE BUILDING A TEAM

One of the biggest changes coming to TTG is the addition of more educators.

For years, booking Teach the Geek meant booking me. That worked while the company was small, but it also created a natural ceiling on how many students TTG could serve. The next stage requires a team, and I am being extremely intentional about who gets to carry the Teach the Geek name into a tutoring session.

Knowing the subject matters, but knowing the subject is not enough.

I want instructors who know how to teach. I want educators who can recognize when a student has memorized a procedure without understanding it, change their approach when the first explanation does not work, and maintain high expectations without making a struggling student feel small.

I want educators who understand patience, professionalism, boundaries, communication, and safety. Most importantly, I want people who genuinely believe what we believe: a student's right now is a starting point, not a ceiling.

As the instructional team grows, I will remain heavily involved in who joins TTG and the standards they are expected to uphold. More teachers should mean more students can receive help. It should not mean the quality of that help becomes diluted.

TTG IS MORE THAN TUTORING NOW

TTutoring is still a major part of Teach the Geek, but the company has grown into a broader business and educational services company.

Our expanding service areas include Tutoring Services, Language Learning, Curriculum & Digital Resources, Academic & Career Counseling, Educational Consulting, and Notary Services.

Each division serves a different purpose, but they are connected by the same philosophy. Some people will find TTG because a child needs academic intervention. Others may come through language learning, curriculum, career support, consulting, or notary services. The goal is not to collect unrelated services underneath one logo. The goal is to create a company centered around education, strategy, and helping people move forward.

Different services. One philosophy. Your Goals. Our Strategy.

THE CURRICULUM LAB IS BUSY

If you know me, you already know I cannot create a worksheet, put a cute border around it, and call it curriculum.

I need the why. I need the progression. I need the misconceptions. I need to know what happens when a student gets the answer wrong and whether they actually understand the concept when they get it right. I want readiness checks, repair plans, meaningful practice, application, and enough rigor that students are being prepared for what comes next instead of simply surviving what is in front of them.

So yes, the curriculum side of TTG has become a serious project.

Current development includes Middle School Mathematics, Russian Language, and Spanish Language, and those are only the beginning. TTG curriculum is being built around mastery, reasoning, intervention, application, and one principle I will probably repeat until everyone is tired of hearing me say it:

Nothing should be filler.

If an activity exists, it should have a job.

TO THE PEOPLE WHO WERE HERE EARLY

Growth is exciting, but I never want growth to make me forget the beginning.

Some families trusted Teach the Geek before there was a polished website, before multiple service divisions, before original curriculum was being built at this scale, and before a growing instructional team was even part of the conversation. They trusted me and the work long before TTG looked like the company it is becoming now.

I remember that.

That is why qualifying long-standing families may receive the TTG Founding Family Rate, a permanent percentage-based benefit designed to remain meaningful as the company continues to grow. It is not a general promotion or something every account receives. It exists specifically to recognize the people who helped build the foundation we are standing on today.

I remember who believed in Teach the Geek while it was still becoming Teach the Geek.

BEHIND THE GLASSES

We also recently launched Behind the Glasses, the TTG blog where I get to step beyond individual tutoring sessions and talk about education itself.

This is where we will discuss the larger conversations: literacy, teacher safety, students who quietly fall behind, intervention, mastery, parent-teacher relationships, and the issues that shape what happens in classrooms long before anyone sits down with a tutor.

Some articles will teach. Some will challenge. Some may make us a little uncomfortable, and I am okay with that. The problems facing education are too important for every conversation surrounding them to be comfortable.

[Behind the Glasses Blog](#)

APPARENTLY, WE HAVE PUBLICATIONS NOW

I will admit that this part still makes me laugh a little, but somehow Teach the Geek now has an actual publication lineup.

Behind the Glasses is where I write about education, students, teaching, learning, and the issues surrounding them.

Notes from the Geek is reserved for important messages directly from me as Founder, including major company decisions, updates, and reflections.

The Geek Gazette is the monthly look inside TTG itself: new resources, upcoming events, curriculum releases, community work, company updates, and the things we are building behind the scenes.

And probably the occasional geeky nonsense, because there is only a certain level of corporate I am willing to become.

WHAT'S NEXT?

Over the next several months, you can expect to see more educators joining TTG, continued curriculum development, more Behind the Glasses conversations, expanded language-learning resources, new digital products, stronger business systems, increased community programming, and more ways to work with Teach the Geek.

Behind all of it will be a lot of intentional work to make sure the foundation grows right alongside the company.

I have big plans for Teach the Geek. Really big ones. But I also know that big does not happen because somebody dreams loudly enough. It happens through good decisions made consistently: one client, one lesson, one policy, one teacher, one curriculum page, and one thoughtful step at a time.

That is exactly what we are doing.

COMMUNITY IS PART OF THE PLAN

I do not want Teach the Geek to become a company that only appears when there is an invoice attached.

Education is bigger than transactions, and community involvement has always been part of the larger vision. As TTG grows, I want to create more opportunities for children to experience learning outside of a traditional classroom, more family-centered educational activities, more ways for students to explore, and more opportunities to make education feel exciting again.

Some of those ideas are still sitting in my giant mental pile labeled:

"Dani, you cannot build all of this today."

Unfortunately, that pile is quite large.

But those ideas are coming.

Whether you were one of the first people to trust me with a student or you discovered Teach the Geek yesterday, thank you for being here while this company grows.

We are changing. We are expanding. We are building. But the heart of TTG is still the same.

You are more than your right now.

See you next month, Geeks.

With gratitude,

Dani

Founder & Manager

Teach the Geek Services LLC

Your Goals. Our Strategy.

STAY CONNECTED



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