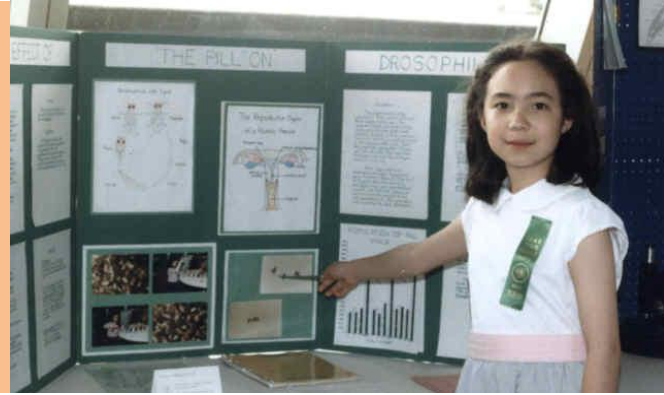


Making the Grade: Elite Educational Coaching Creates Web Site to Help Students Excel

Based in Chicago, Illinois, Elite Educational Coaching offers test-prep, enrichment classes, and tutoring for students in the fourth through eleventh grades. Owner Sara Su Jones, a Harvard Law School graduate, wanted a professional Web site to help her communicate with students, parents, and prospective clients. Jones considered learning Web design or hiring a professional, but then she discovered Microsoft® Office Live Small Business (smallbusiness.officelive.com). In less than two hours, she designed and launched www.sarasujones.com. By referring prospective and current clients to her Web site, Jones has reduced the time spent responding to requests for information by 80 percent.



Company Background

In 2004, Sara Su Jones put her career as a lawyer on hold. "I needed to work more flexible hours so I could care for my ailing mother," Jones says. "She suggested I offer educational coaching because I could continue using my Harvard education to help people in a meaningful way."

Jones opened Elite Educational Coaching and began running small ads in local papers, posting fliers, and listing her services online. As these efforts and word of mouth began to generate business, Jones needed a professional image that better reflected the caliber of her tutoring and teaching. She also wanted a more efficient way to handle requests for information. "I sometimes spent an entire day responding to e-mail and phone inquiries," says Jones. "It was a huge drain on my time."

Working Smarter, Not Harder

Jones needed a Web site, but wasn't sure how to start. "I looked into learning Web design but couldn't imagine having to know HTML," Jones explains. "I thought about hiring a designer, but relying on someone else seemed costly and like a huge hassle."

In January 2007, Jones learned about Microsoft® Office Live Small Business. "I was excited about Microsoft Office Live Small Business because it seemed so simple," says Jones. "I got my Web site up and running within a couple of hours. I'd been thinking about it for a long time, so it was very cathartic to get it done so quickly!"

Jones uses the Page Editor tool almost daily to post homework assignments or add new content. "It literally takes me 30 seconds to go in and change something," Jones says.

Results

Jones's classes consistently sell out, and students travel up to four hours round trip to study with her. "My Web site is instrumental in bringing in new clients," says Jones. "Most of my business comes from word of mouth, so now parents and students have an easy way to tell their friends about me."

Jones directs prospective clients to her Web site, reducing the amount of time she spends responding to inquiries by 80 percent. "Now I can use my time to meet with students, prepare lesson plans, and care for my mom. Time is money, and time is sanity, too!"

"I don't have any desire whatsoever to even consider another Web design or hosting product. I'm very happy with Microsoft Office Live Small Business. I can't imagine doing it any other way."

Sara Su Jones, Owner, Elite Educational Coaching

Overview

Company Name: Elite Educational Coaching

Web Site: www.sarasujones.com

Employees: 1

Industry: Education

Location: Chicago, Illinois

Highlights:

- **Time Savings** - "Before I had my Web site, I responded individually to every request for information. Now I spend 80 percent less time handling these kinds of inquiries."
- **Easy to Use** - "The ease of designing, editing, and creating pages for the Web site is probably the best feature of all. I love having total control and being able to do things very quickly."
- **Spreading the Word** - "It's so much easier for parents and students to tell their friends about me. They just say, 'Go to sarasujones.com.' That's been invaluable."

To learn more about Office Live Small Business, visit: <http://smallbusiness.officelive.com>