



The Business of Teaching

Introductions

Topics for the Day

Getting Started

The Business Plan

Curriculum Development

People Management

Sole Proprietor vs Employee

Getting Started



Why do you teach private lessons?

Getting Started



Why do you teach private lessons?

Define what a successful studio looks like to you.



Business Plan

Cover Sheet

Define Your Business

Marketing Plan

Financial Plan

Cover Page



- The name of your studio
- Your full name
- Mailing Address
- Phone number
- Website address
- Email address
- Statement of Purpose

Cover Page



Statement of Purpose:

- Your qualifications
- Why will your business succeed
- What is your particular niche

Define Your Business

- State that you are a Sole Proprietorship and list all of the services you will provide
- State where you will conduct your business – include any expenses - studio rent, instruments, maintenance, materials
- List any needs for additional personnel – accompanist, assistant, tax accountant. If you know who they are list them and estimate how much money will go to them.
- Define your banking practices – Where will you bank? Will you have a separate account, credit card? How will you accept payment?



Marketing Plan

Define your target market
and how you reach them.



Marketing Plan



Who is your target Market?

Marketing Plan



Who is your target Market?

- Age
- Geographic Location
- Skill Range
- Discipline
- Goals

Marketing Plan

Who is your competition?

- Main Competitors
- Differences
- What do they do that you can't?
- What can you do that they can't?



Marketing Plan



What are your products and fees?

- Define the products you offer
- Establish a fee structure
- Develop a plan for fee increases

Marketing Plan



What is your advertising plan?

- Social Media
- Referrals
- Marketing: Website, Flyers, etc.
- Masterclasses

Financial Plan



Detail a One Year Plan

- Monthly Expenses
- Monthly Income

Financial Plan

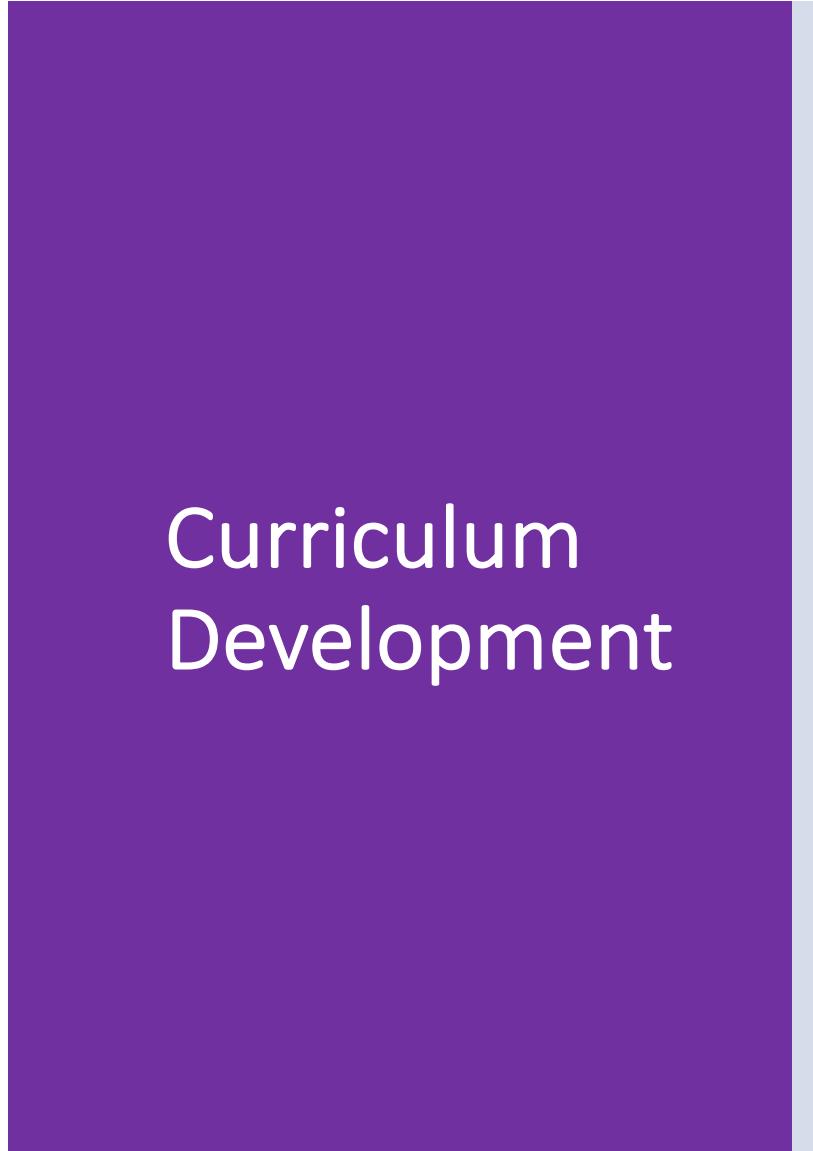
Detail a One Year Plan

- Monthly Expenses
- Monthly Income

Review Your Plan

- Quarterly in Year One
- Every 6 months after





Curriculum
Development

Studio Policies

Teaching Philosophy

Curriculum

Studio Policies

Makeup Policies

Payment Schedule

Student/Parent Expectations



Teaching Philosophy



A statement of your values and beliefs as it relates to your teaching.



Roger's teaching includes analysis, history, theory, ear-training, and sight-reading, along with repertoire and technique. Musical learning is a cooperative effort among teacher, student, and parents, leading to an understanding of a uniquely universal language. I believe that the need for music is an important part of the human experience. My goal is to create well-rounded musicians and stimulate a life-long pleasure in making music.

John tailors his teaching style depending on the individual student and the style of music they are interested in, keeping in mind their goals and intentions.

Lisa's primary goal in teaching is to convey the joy of music-making to students of all levels and ages, and in the long term to foster a lifelong appreciation, enjoyment, and understanding of music.



Aaron believes each child is a unique individual who needs a nurturing, friendly and stimulating environment. Every child is capable of achieving his or her full potential with the right teaching approach. He strongly believes that the success of learning piano is dependent on a three-way commitment between parent, student, and teacher.

Curriculum Development

Beginners

- Method Books
- Physicality
- Benchmarks



Curriculum Development

Int/Adv players

- Repertoire
- Technique
- Exams
- Competitions/Auditions



People Management

Setting Expectations

Role Modeling

Follow Through

Behavior

Setting Expectations

Communicate your expectations clearly.

Leave no room for interpretation.



Setting Expectations



Remember that you are
the professional.

*“Without professionalism I’d be an amateur
and the clients I want don’t want to hire an amateur.”*

-David Airey

Role Modeling

Follow your own rules and
meet your own expectations



Follow
Through



Do what you said you were going to do

Operate with fairness and integrity

Behavior

Managing others begins
with managing yourself.



Behavior

Managing others begins
with managing yourself.



Don't let someone else's
behavior become your behavior.

Calm

Confident

Kind

Sole-Proprietor
vs. Employee

The Law for Employers

Working as an Employee

Working as a Sole Proprietor

Law for Employers

- Paid breaks
- Liability insurance
- Background checks





Employee

What Employers Provide

- $\frac{1}{2}$ your taxes
- Liability insurance
- Disability insurance
- Paid Family/Medical Leave
- Paid Sick Leave
- Facilities
- Instrument Maintenance
- Employee Health Insurance
- 401(K), Flex Plans, other



Sole Proprietor

Pros

- You control your salary
- You are your own boss
- Set your own hours

Cons

- Responsible for all taxes, including a self-employment tax
- Responsible for Benefits (healthcare, retirement, etc.)





Questions?