

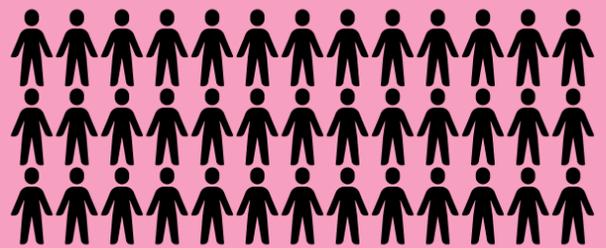
# THE MUSIC TEACHER BUNDLE

*You shouldn't have to worry about money, marketing, and all the admin stuff that goes into running your music school...*

GET IT ALL STREAMLINED SO YOU CAN FOCUS ON DOING WHAT YOU LOVE.

## GROW YOUR MUSIC SCHOOL

We'll talk about the 3 best advertising outlets for this year and give you 5 ways you can get new students in the door NOW.



## SIMPLIFY YOUR LIFE.



Let's talk about how your make up policy can be easy and stress-free. Let's get you to stop chasing tuition payments!

## MAKE MORE...

Make more students happy, make more music, **make more money!**  
*Are you undercharging for lessons?*  
Go to page 5 to learn the smoothest way you can raise tuition!



# READY TO TAKE YOUR MUSIC SCHOOL SERIOUSLY?

## STOP SCRAMBLING AND WORRYING...

It's time to GROW and SIMPLIFY your studio. Begin **HERE**, then let's finish what you started in the TSC Bootcamp.

# THE TOP 3 ADVERTISING OUTLETS FOR 2021

The most successful music schools have MULTIPLE outlets they advertise in.

Here are the top 3 outlets to use in 2021 you can use to attract new students:

## 1 INSTAGRAM

*Are you on Instagram?*

Your students and their parents are!  
If you do not have one, create a business page on Instagram.  
Put the link to your website in your bio.

Post pictures of your students, of you, and tell stories. Tell people what you teach and what you have available.

Use hashtags. #yourcity #momsinyourcity #musiclessons  
Follow fellow local businesses and use some of their hashtags in your posts.

Most of all FOLLOW your students and parents on Instagram. ENGAGE with their posts. This is how you will grow your audience organically and get more people to see you.



## 2 SEO AND GOOGLE MY BUSINESS

When you are looking for a new restaurant to try, a new landscaper, etc where do you go to find it?

Most people start with a Google search.

Parents google search "Piano lessons," or "Singing lessons," and will begin checking out the first 3 - 5 studios that turn up on the first page of their search results.

To get your studio to be among those first results, you need to have good SEO and you need to actively use your Google My Business account.

[Click here](#) for help on setting up and improving your Google My Business page.

To improve SEO on your website, create hidden pages on your website that heavily talk about lessons in your town, state.



## 3 ALTERNATE SOCIAL MEDIA SITES (TIK TOK, SNAPCHAT, AND PINTEREST)

There are TONS of social media outlets you can use to advertise your business, but the top 3 your ideal students and parents are on outside of Facebook and Instagram are:

1. Tik Tok
2. Snapchat
3. Pinterest

Tik Tok has been an explosive resource for TSC Members whom have decided to do online lessons and have a global audience.

You can also kill two birds with one stone and upload your Tik Tok videos to youtube and grow your audience on both platforms. Post videos of your students performing, and videos of mini tutorials you teach. Do a Q and A. As always, tell people how they can sign up for more lessons with you.

Here's a quick link on [how to use Snapchat](#) for your business, and one for using [Pinterest](#).



# 3 WAYS TO MAKE YOUR MAKE UP POLICY STRESS-FREE

**There is no right or wrong way to do make up lessons!**

**What makes them stressful is:**

- 1. When you don't have a clear make up policy, or**
- 2. You make exceptions to your current make up policy, confusing you, teachers, and students.**

**Let's talk about 3 different make up options you can choose from to make your make up lessons run seamlessly.**

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## MAKE STUDENTS DO THE WORK.

You can have parents and students use software like My Music Staff, TeacherZone, or Fons or an online signup form and if they want to reschedule their lesson, make them do it!



A lot of teachers find the stress of scheduling make up lessons lies in going back and forth with parents trying to find a day/ time that works. Not to mention trying to remember you have a make up lesson scheduled and you or your teacher is available.

If you want to give make ups to students when they miss lessons, have times in you and your teacher's schedules open specifically for make ups. Then, tell the students where to go to sign up for a make up slot. **DO NOT** do the work for them! Train them to schedule it and keep your systems smooth.

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## NO MAKE UP LESSONS! (HEAR ME OUT)



No one is thrilled about missing lessons, but at least the expectations are clear right out of the gate and there are no misunderstandings.

If you opt for a no make up policy, you need to highlight in your policies that students **DO NOT** pay for individual lessons, but rather a reserved day/ time slot in your studio for x amount of time.

This is **THE EASIEST** make up policy! Remember that other kids' activities like soccer, dance, etc do not offer make ups! Students sign up and are expected to come to their classes. Music lessons somehow became the exception to this rule, but they don't have to be!

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## SEND VIDEO LESSONS THROUGH LESSONMATE DURING THE STUDENT'S LESSON TIME!

This should only take you about 10-15 minutes out of time that you were already going to use for their lesson anyway. So, really, it isn't a makeup at all. Teaching is teaching, whether it's live or recorded and you are using the student's scheduled lesson time to teach them just as planned!



LessonMate allows you to quickly and easily record and send lessons to students directly from your phone or browser. No more figuring out how to upload or send videos that are too long or looking for a students' email or phone number.

Your student doesn't even have to login to a program or do anything special. They'll just get an email with a video and any PDFs, pics, links, or text you want to send them.

Super easy and worth checking out!

**\*\*\*Whatever option you choose, make sure it works when you GROW!\*\*\***

As your studio grows, makeup lessons become exponentially harder.

For more tips and help, come see us @ [thestudiochallenge.com](http://thestudiochallenge.com)!

# HOW TO SET UP AUTO PAYMENTS FOR YOUR MUSIC SCHOOL

Music School  
**Marketing**  
**For \$9** by: 



It's time to stop chasing payments! Here's the smoothest way you can transition your students into an automatic payment plan.

## FIRST THINGS FIRST...

### 1. DECIDE ON ONE PAYMENT PLATFORM FOR ALL STUDENTS.

Since you are taking your business seriously now, payment methods like zelle or cash app are no-no's. You can use an all-in-one program such as [MyMusicStaff](#) or [Fons](#), or simply start by using [Square](#).



\*\*\* YOUR CUSTOMERS JUST WANT TO PAY YOU! DON'T CONFUSE THEM WITH MULTIPLE PAYMENT OPTIONS.\*\*\*

### 2. SELECT A "START DATE."

Once you have chosen your one payment platform, you can go ahead and start putting all new students on auto-draft. For all your current students however, you're going to want to select a start date to transition them. DO NOT make it a big deal! Just send an email that says,



*"Hi Parents!*

*Thank you so much for being a part of (your studio).*

*As our little music school grows, we want to stay connected and keep everything as smooth and simple for you as possible so we can focus on helping your child learn and grow in music!*

*With that said, I wanted to let you know beginning (Date), we will be transitioning all tuition payments to automatic withdrawal. Please fill out the attached form by (Date).*

*Let us know if you have any questions, and we'll see you at lessons!"*

\*\*\* DO NOT JUSTIFY YOURSELF OR ALLOW ANYONE TO OPT OUT!  
YOU ARE A GROWING BUSINESS AND NEED YOUR STUDENTS TO TRUST YOU AND ALLOW YOU TO FOCUS ON MAKING THE LESSON EXPERIENCE AWESOME.\*\*\*

### 3. GET A SIGNED CONTRACT FROM ALL STUDENTS.

You can include the agreement in your policies or create a separate contract for auto payments, but the most important thing here is you get their signed approval verifying they understand and agree to the commitment of payments and lessons.

Here is a template you can use to get started on your contract for auto payments. Include what day each month you'll be charging tuition, a late fee for declined payments, and how far in advance they need to give notice of discontinuing lessons.



**WANT MORE?**

What if you had more templates like this one to help you take care of the business side of running your music school?

Better yet, what if you received the same help with advertising?!

**Subscribe NOW @ [marketingfor9.com](http://marketingfor9.com)**

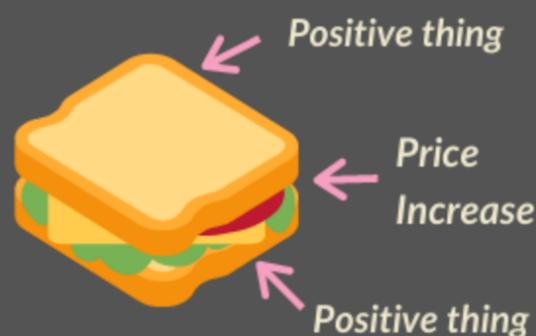
# THE SMOOTHEST WAY TO RAISE TUITION

The **ONE** email dozens of Teachers like you have used to successfully raise their rates while keeping their students.!

## FIRST THINGS FIRST...

### 1. MAKE A COMPLIMENT SANDWICH

Talk about the exciting things you're doing and plan on doing in your studio!  
Then talk about your price increase.  
THEN talk about the value you give..



\*\*\* COST ISN'T THE ACTUAL WORRY. WHAT PEOPLE CARE ABOUT IS THE VALUE\*\*\*

### 2. SELECT A "START DATE."

When announcing the price, give a start date to the rate increase and DO NOT try to justify it!  
Just say it as it is.  
If you treat it like it's a big deal, parents will throw up their red flags about it.



### 3. TRUST YOURSELF.

You and your studio are WORTH being paid fair for your hard work!



## READY? EMAIL TIME.

Add your studio's info and send the following email to your students and parents notifying them of your new rates...

"Hey Parents and Students,  
We hope you are having a great week!  
We have loved working with everyone, and some exciting news and upcoming events to share with you.

(Talk value of lessons now because that's what parents care about... when they ask about price, they're trying to discern the value of lessons:

- Talk about everything that is included in lessons (lesson books, time of lessons, any awesome curriculum you're using, etc.)
- If you are making any new changes, talk about them in a way that makes them look amazing. (Example: If you are switching to 20/20/20 lessons from private say, "We are excited to announce that beginning date, lessons will be 60 minutes each week! Your child's lesson experience will be divided into 3 sections, allowing each student to get that one on one attention and help their teacher, have supervised practice time, and a time where they can actively reinforce what they're learning through piano maestro.")
- Talk about any exciting upcoming events or recitals.

Beginning on X date, tuition will be \$\_\_\_/ month. (State it as a fact and treat it like it's no big deal! Remember: You really do care about your students and you have chosen a rate that is more than fair for your hard work and dedication. It's also a fair rate to pay for lessons. Don't sugar coat it!)

We hope everyone has been enjoying lessons as much as we have loved teaching! Thank you all a part of our (studio name) family."

**WANT MORE?**

What if you had more email templates like this one to help you take care of the business side of running your music school?  
Better yet, what if you received the same help with advertising?!

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# 5 WAYS TO GET NEW STUDENTS ASAP.

Check off each one as you do it.  
Let's get some more awesome students in your studio!

## 1. Contact EVERYONE that has shown interest in Lessons.

Do you have an email history of parents that have contacted you about lessons?  
How about phone calls?  
How about people whom have told you in passing they were interested in learning to play?  
Gather ALL of these contact and start touching base with them individually.  
Tell them what you have available and see if they'd like to start lessons this week!

## 2. Do Some Scarcity Marketing.

If it looks like you have unlimited time and availability, people have ZERO urgency or need to sign up for lessons.  
If you want them to sign up for lessons NOW, you have to give them a reason to sign up NOW.  
What do you want to fill first?  
Let's say you want more piano students and fill up your Mondays.  
You can advertise, "4 Piano Spots Left on Mondays! Sign Up NOW!"  
Market it like crazy: Facebook, Email, Google My Business, etc.

## 3. Make friends with your local small businesses and music stores and ask to leave out some business cards.

Now is NOT the time to be shy!  
You are a small business who needs more customers.  
THEY are a small business who needs more customers.  
Let's do some cross advertising!  
Go into your local restaurants, stores, and even music stores.  
Introduce yourself, tell them where your studio is and what kind of lessons you teach, and ask if you could trade business cards with them.  
You'll make new friends, and expand your reach for new students!

## 4. Advertise in Your Local FB Community Groups.

While it will depend on your area, most places have Facebook Community Groups that you can post in...for FREE!  
Follow the rules and guidelines for each of these groups, but I recommend posting your availability in them 2 - 3 times each week.

## 5. Email your CURRENT Students.

They already love you so this should be an easy one.  
Tell them you have openings in your schedule and want more students like THEM (because they're awesome)!  
Ask if they could spread help you spread the word! Who knows, maybe your student's siblings want to take.  
Maybe your student wants LONGER lessons each week!  
Again, DO NOT be shy. Just ask! :)

### Tip: "Just be a robot."

Don't spend time worrying about how to craft the perfect email or worry about what someone is going to think about your advertising!  
Just DO IT. Remove your emotions. Remove your fears.  
Do the work and you're going to get results!  
People love you and WANT to sign up for lessons. Give them the chance!

# We see you Music Teachers...

- You're feeling stuck in your business.
- You're frustrated you're never meeting your goals.
- You're stressed about money.
- You don't have enough students.
- You feel guilty about the time you're missing out on with your family.
- You're tied to your desk answering phone calls and emails when all you really want to do is teach.



Get everything done and streamlined in 6 weeks!



## Stress Less

What are your pain points? Getting students? Keeping them? Working non-stop?

We're going to work with you to find and fix those things so you relax and focus on doing what you love.



## Make More

Make more students happy, make more music, make more money!

Let's face it, if you are not making enough to take care of yourself and your family, it's distracting you from doing your job.

We're going to make sure you get paid for your hard work.



## Gain Time

You have more important things to do than constantly have to worry about all the tiny details in your music school business!

Let's grow and simplify your studio so that you can focus on doing what you LOVE.

# Sign up NOW for Music Teacher Bootcamp! (Begins April 5th)

## Our all-in-one Bootcamp package includes...

- **Business Course Content**

Identify your why, your goals, and make your policies bulletproof. Evaluate your offerings, prices, and ICA. Learn how to improve your website and SEO. Improve your Social Media and marketing. We're covering it all.

- **Weekly Zoom Calls**

We value your time here and these calls are more like "action chats."

You'll receive the info, but we're going to work through it with you live, on site.

- **Exclusive access to the Bootcamp FB Group**

We > Me, right? Once you join the bootcamp, you'll have lifetime access to us and fellow bootcampers like you to ask questions and advice, and get help whenever you need it.

- **5 New Students in 5 Days Challenge**

After we get all of your foundations set, it's time to start rolling in the new students! On our last week together we're going to go through our "Get 5 New Students in 5 Days" challenge with you. We've done this challenge with hundreds of music teachers like you and EVERYONE gets results!

# Our Guarantee

This is a bootcamp for people that get stuff done. It is not a place for you to passively observe information and file it away for later.

We are going to walk you through exactly what to do and give you the time, tools, support, and accountability to work through it with us live (or through a video recording, if needed).

You will come through this TSC Bootcamp with a solid studio foundation and sure path to new students.

If you attend all of the sessions, show us your completed work and still don't feel we have helped you, let us know by the end of the course and we will refund your money.

Be ready to work and let's get stuff done!



Reserve your spot @ [thestudiochallenge.com](http://thestudiochallenge.com)