



TEACHING PIANO: THE KEYS TO SUCCESS

**A
COMPLETE
GUIDE**

notyourmotherspianostudio.com



Welcome

NOT YOUR MOTHER'S PIANO STUDIO

Hello, my name is Miss Jess and I am the founder of Homewood Piano Studio. This book is the result of 10+ cumulative years of trial and error with my own personal business, evaluating which methods of instruction and execution are more effective than others.

I trained for 12 years in classical piano and graduated with honors from The National Guild of Piano Teachers, of which I am now a member. I have competed in both local and national competitions, as well as performed for city wide events. I established my piano studio in 2010 while still in high school, and then reestablished it as Homewood Piano Studio upon graduating from Brigham Young University. I have since established it in 4 of the states I have resided in.

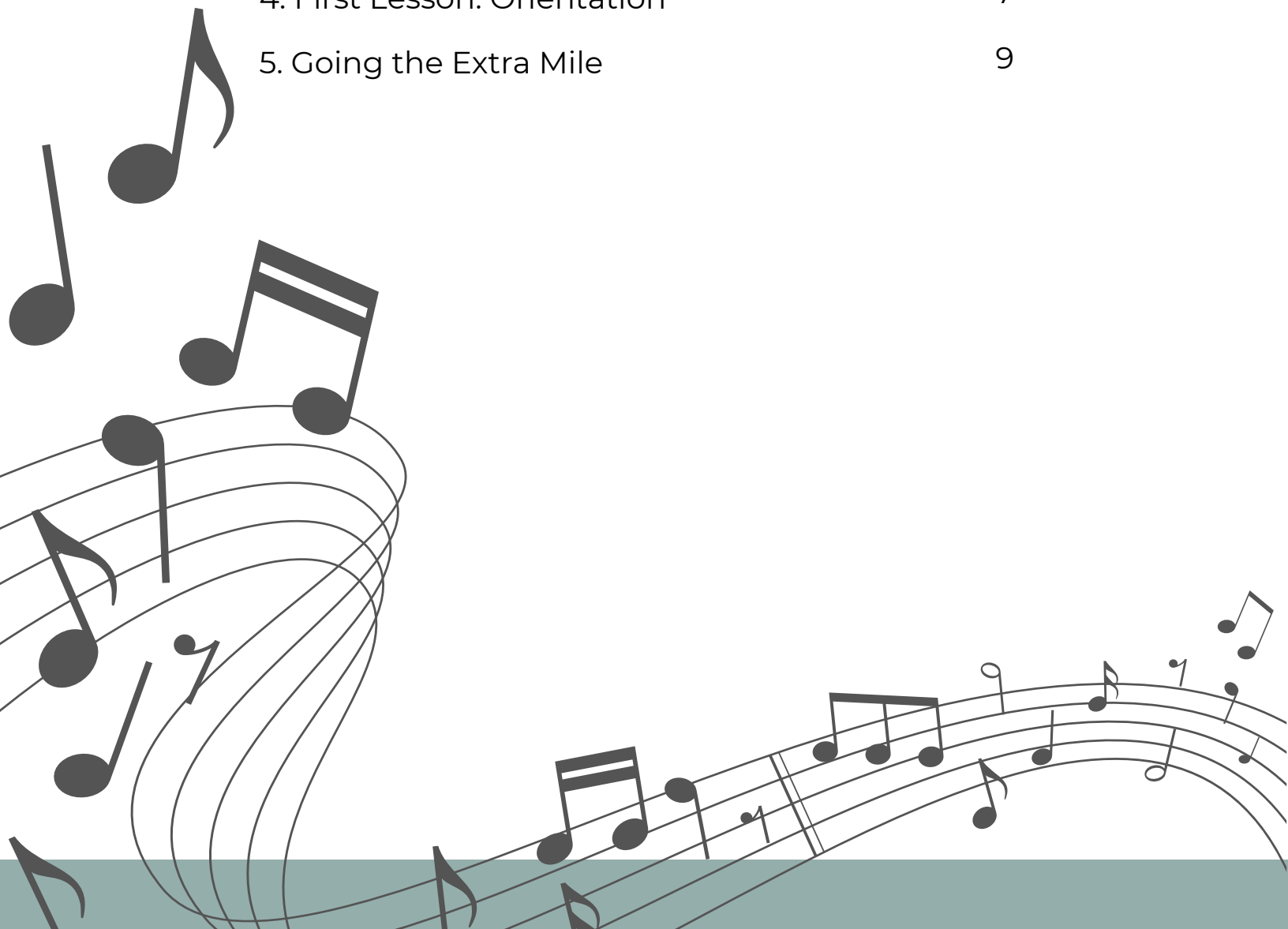
I have had the pleasure of teaching many different students varying in maturity from preschool age to senior citizen, including students with special mental and physical health needs. As such, I've had to adjust my lesson instruction to fit the unique needs of each student. It has been a joy to explore the creative side of teaching in order to become a more effective mentor.

Through the years, I've noticed key elements that contribute to a more successful piano studio. These elements are captured in this book and expounded upon in my supplemental materials. My goal is to help you **scale up your piano teaching business** while enjoying this rewarding and fulfilling career!



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CHAPTER 1:

Creating

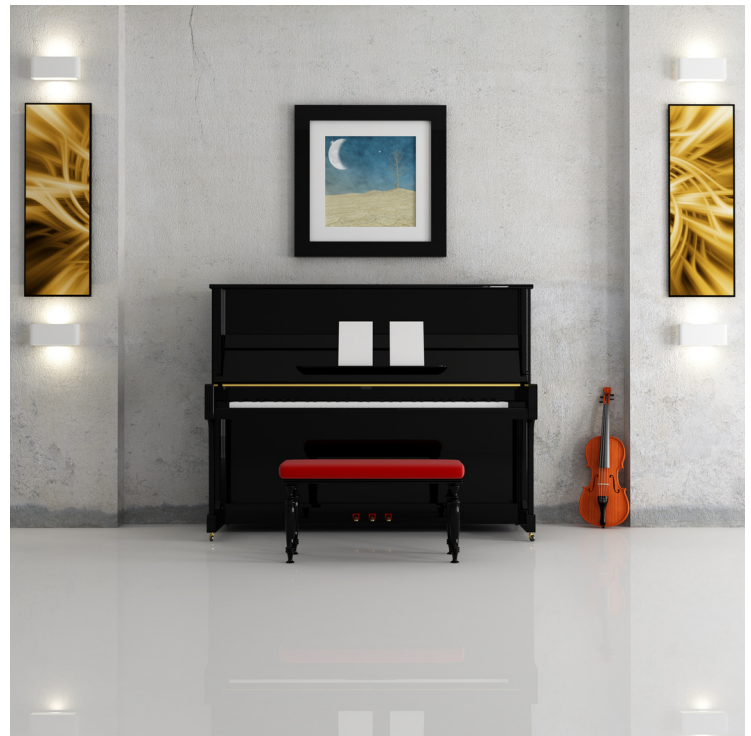
Your Teaching Space

The look and feel of where you will teach will determine the overall tone of your lessons. You want your teaching space to capture your teaching style, whether that is relaxed and playful, polished and professional, or somewhere in between.

Regardless of your specific style, you will want your space to be clean, easily accessible for students and parents, and accommodate an efficient learning experience. Here are several options to consider when selecting a space:

Rent a Room

There are many opportunities to rent a room at local music schools, including university performing arts buildings, local churches, and community centers. If you choose to rent a room, there may be a small fee associated with the rental. This cost will need to be included when you calculate your profit margin.



Your Personal Residence

This is a wonderful, cost-effective option saving you the money that would have otherwise been spent on a rental. It also maximizes your teaching potential by seeing the most amount of students within a limited time period. Because it is your personal residence, you will want to put a thorough screening process in place when accepting new students. You do not want to invite anyone and everyone into your home!



Student Residence

For the most part, parents love this option for the convenience. It will definitely be an incentive when you market your business, however you will lose out on the ability to schedule students back-to-back as you will need to account for travel time between homes. You may want to consider raising your rates to account for gas expenses.

Teaching Materials

The more consistent your teaching structure is, the more professional you will present yourself to your students and their families. Teaching from the same repertoire for each student will allow you to know the material exceptionally well, as well as incorporate a more structured teaching plan.

For a full list of the repertoire I recommend, visit www.notyourmotherspianostudio.com

CHAPTER 2:

Business Pragmatics

Developing Studio Policies

You are not just a piano teacher, you are a business owner. As such, you will want to run your business in a way to maximize profits and productivity.

Policies

Both students and parents will have more respect for you as an instructor if you have boundaries in place. In business, boundaries take the form of policy. Here are a few examples of policies you may want to incorporate into your studio:

Billing Policy

It is important for parents to understand when payment is expected of them. In my experience, this policy needs to be rigid for the purpose of staying organized and avoiding free labor (even for friends).



To ensure more consistent income, it is highly recommended that you bill your students ahead of time. When you bill lessons after they have been completed, you run the risk of not getting paid. Attendance also tends to be more variable, taking away from the consistency of the education.

Accepting payment in the form of cash or check are traditional options, however digital payment, such as Venmo, Square, or Zelle, have become quite popular not only for their convenience, but also for their immediate verification of payment. Please do your research to ensure there are no hidden fees associated with the payment method you choose to accept.

Attendance Policy

There are several factors that affect student attendance including weather, sickness, family emergencies, extracurricular events, etc. Some teachers do not allow for make-up lessons if the lesson is missed, regardless of the reason. Other teachers allow for some flexibility, such as for sickness and family emergencies.

It is always recommended to still charge for the lesson if the student did not show or call to cancel. This helps students respect the time you have set aside for them, as well as encourages parents to understand that they are paying for a time slot that was reserved specifically for their child.



Another great attendance booster is teaching lessons virtually. Perhaps you have a student in another state, or maybe weather conditions make it unsafe to drive. As a result of their convenience for both parties, the likelihood of cancellation is diminished.

Required Materials Policy

Once in a while, you will have students attend their lessons without their books. It is best to purchase your own personal teaching set in cases such as these. The investment is well worth it since you will also utilize them during virtual lessons.

If, however, your student consistently forgets their lesson materials, it is important to speak with their parent(s). Emphasize that students should bring their own books so that the instructor can make personalized notes in them. Creating a fun reward system is a great way to motivate students to remember their books.

Behavior Policy

It is vital that students understand what is expected of them during the lesson. As students become more comfortable with you, other behaviors may start to surface. Kindly but firmly reiterate your behavior policy to them when poor behavior is exhibited. If the behavior continues, you may dismiss them from the lesson even if the lesson has not been completed. If this happens, notify the parent immediately.

CHAPTER 3:

Marketing & Advertisements

Once you have your teaching space and business pragmatics, it is time to begin advertising your business! The more people you reach, the more students you will be able to teach.

In today's digital age, there are so many resources you can utilize to advertise your services. To add legitimacy to your business, I recommend creating your studio's website prior to starting any campaign. Once this is done, take full advantage of the following approaches to maximize your marketing scope in the digital world:

- Local Facebook Groups (Buy/Sell Groups, not Marketplace as selling services is prohibited there)
- Paid Facebook Ads
- Google Listing & Paid Ads
- Takelessons.com
- Groupon

Although you can reach a large number of people online, it is important to still market with physical advertisements as well. This will help you target the audience that does not spend as much time online. Physical advertisements are likely permitted in libraries, community centers, churches, gyms, daycare centers, and schools.

Be mindful of your community's rules when it comes to advertising. Do not solicit your information where it is prohibited.

The BEST way to build your business is through referrals. Students that have been referred are more likely to be consistent and stay committed to their lessons. Offering a referral incentive is a great way to encourage families you already teach to share your information with their friends!



CHAPTER 4:

First Lesson

Orientation



Your first lesson is critical in establishing trust between you and your student's family.

This is where you will win the hearts of the families you teach. I believe the first lesson to be the most important lesson you will ever teach to a student. You will establish trust in this lesson, showcase your expertise, and let your personality shine. It is critical that this lesson is organized and captures the tone you want to exhibit in your studio. This will set a precedent for both students and families of what to expect from your lessons.

In my experience, a few key elements help to add structure to a first lesson. They include introductions, an ice breaker game, material overview, expectations, and questions.

Introductions

In order for a student to open up to you, you need to open up to them! A fun way for you both to get to know each other is to answer the same questions you are going to ask them.

Some examples are:

- What is your favorite treat?
- Do you have a favorite animal/pet?
- What is your favorite color?
- How would you describe your perfect day?

Have fun coming up with your own questions and personalizing the experience!

Once you have introduced yourself, ask your student the same questions and record their answers in your student files. Birthdays are good information to note!

Ice Breaker Game

After a few fun questions, this is a great time to keep things light and fun by playing an educational game with your student.

Please see Chapter 5 for reference material on educational games.

Material Overview

Present a concise overview of each book you will be incorporating into their lessons. Spend a little more time in the book that goes over proper form, note introduction, and basics about their instrument.

Expecations

Introduce your business policies. Make sure both student and parent have a good understanding of them. Some teachers will provide a physical copy of their policies and have the student and parent sign the document for the teacher's files.

Questions

Do not leave your student or parent leaving their first lesson with any questions!



CHAPTER 5: GOING THE

Extra Mile

Make Learning Fun

This will be what sets you apart from other businesses within your field. Most music teachers have the ability to teach well, but you will stand out among others if you are able to make the learning experience fun and rewarding!

Reward System

Even students who love the piano can struggle with practicing from time to time. Implementing a reward system keeps students motivated and gives them something to look forward to each week. Need Ideas? Check out my blog at:

www.notyourmotherspianostudio.com



Educational Games

Games are a great way to curb student burnout! Whether your student needs extra help with a certain concept, or the lesson plan needs a little excitement, games can pull the student back into the learning experience and help them retain important theoretical concepts. For a comprehensive list of my favorite games, check out my products page for supplemental learning resources!

Concluding Thoughts

I hope this book serves its purpose in helping you become more than just a piano teacher, but an efficient business owner. It is such a privilege earning money doing something that we love-a privilege that many only dream of.

Now take it a step further.

Study business resources, listen to podcasts, learn from your peers. You have the opportunity to build your passion into a business empire. Taking your teaching business to the next level will be one of the most fulfilling ventures you will ever endeavor.

I know you can succeed!

Best of luck,

Jessica Homewood

Creator of Not Your Mother's Piano Studio

