

How to Build Your Studio, Checklist 1.

Spread the word BEFORE you start!

Before you graduate with your degree, or before you plan to start teaching professionally, **tell ALL of your professors, mentors, any family members, and even the music department secretaries near you**, that you plan to teach in the area **and WHEN you plan to start**. Don't just tell random people yet, tell the people who know you personally and can vouch for your character and musicianship. You'd be surprised, college music departments and friends of friends get asked about private music teachers all the time, so if they know YOU, they're more likely to recommend you!

Create a professional email address.

Create a musical email address that explains your occupation well. Something like, "HTpianostudio@gmail" "lilyboelessons@hotmail" or "gregmusic654@gmail." Simple yet purposeful. You want to avoid treating your personal phone number as the gateway to new student inquiries. Having an email makes you look more professional, and you're not "expected" to reply automatically like you are with a call or text.

Get a steady paycheck. Part-time preferably.

So, you're graduated now? Yes, your aim is to teach music professionally, but **until you're there, you need money to live off of**. Get any **PART-TIME job** available to cover your living expenses. You just need a steady check. Students you get on the way will be scheduled AROUND this job, so pick one with pretty consistent or flexible timeframes.

Credibility means a Website or Social platform.

It's time to make an online presence. Pick ONE to start with for now! In our digital age, it's easy to assume a music teacher is not serious or "not as good" if they have a weak online presence or no online presence at all. It doesn't make it the truth, but having a professional and clean website or a Facebook page makes all the difference! If you're going the 'website' route, wix.com has a great free version that is very user friendly. If you're going for a Facebook or Instagram account, make a page or account SEPARATE from your personal account. Only post things related to music, your playing, your students, etc... List your email and credentials on this online presence as well with a clean portrait of yourself as the profile photo.

Now's the time for word-of-mouth!

Word of mouth is HUGE in the private teaching sector. Give 110% at all you do, be consistent and reliable, and people **will** recommend you. Don't be afraid to say what you do to everyone you meet—"I teach piano..." You never know! Once you have these steps finished and ready to go, you're on to creating your own policies and moving forward to gaining students one at a time! (For the next steps on building your private studio, buy my 'How to Build Your Studio, Full Checklist,' booklet on Sheet Music Plus!)