Creating and Running a Successful Private Studio
Crucial Components to Your Conservatory

- Creation
- Organization
- Expansion
- Legal Stuff
- Communication (3 P’s)
- Celebrate successes!
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Where to start...

- **Dare to dream big!**
  - Brainstorm/Share your ideas
  - Create an inspirational notebook

- **Know your why!**
  - What is the purpose of your studio?
  - What is your teaching philosophy?
  - Hone and share your individuality.
The Importance of “Why”
The Important “Why”

Music Can Teach:

- Creativity
- Critical thinking
- Resilience
- Motivation
- Persistence
- Curiosity
- Endurance
- Enthusiasm
- Self-Awareness
- Self-Discipline
- Sense of Beauty
- ...and most importantly, a love of music!

“Music has a way of finding the big, invisible moving pieces inside our hearts and souls and helping us figure out the position of things inside us.” - Karl Paulnack
Where to start...

- **Put it in writing!**
  - Write out your teaching philosophy
  - Create a mission statement
  - Enthusiastic bio (share your story!)
  - Outline a curriculum
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Organization

- What is your definition of organization?
  - “Organization is the process by which we create environments that enable us to live, work and relax exactly as we want to.”

- Create a solidified organizational method.
  - “When we are organized our homes, offices and schedules reflect and encourage who we are, what we want and where we are going.”
  - Julie Morgenstern, “Organizing from the Inside Out”
Organizational Helpers :)
Organization to Productivity

- Create a system for accountability
  - To do lists
  - Productivity sheet
  - Set definitive deadlines
  - Manage distractions
  - Follow your own agenda!
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Expansion

- *Know your community*
  - What other organizations are already present?
  - Who are your potential clients?
  - Gauge the climate.
    - What is the going rate?
    - Be unique!
  - *Networking is key!!!*
Expansion

○ **Engage your current network**
  ○ *Teachers, friends, colleagues, professional music organizations.*
    ○ *Do not be afraid to ask for help.*

○ **Create a new network**
  ○ *Lessons online*
  ○ *Eliminate location*
  ○ *World-wide audience*
Expansion

- Be present in the community
  - Meet local music teachers
  - Observe and learn from mentors
  - Volunteer
  - Share your performances
    - Be performing all the time
    - Give masterclasses
  - Always come from a place of service!
Expansion

- Advertise yourself
  - Website
    - If you don’t have a presence on the internet then you don’t exist.
    - Weebly, Wordpress, Squarespace etc.
    - Link your site from every organization/ensemble your associated with
Expansion

- Advertise yourself cont.
  - Facebook
  - Twitter
  - Craigslist
  - Professional Organizations
    - (NATS, IHS, ITEA, CMEA...)
  - School recommended teacher lists
  - Local newspaper, magazines and radio ($$$
  - Print material (beat the streets)
Expansion

○ Branding
  ○ Exemplify professionalism
  ○ Share your personality
    ○ You are selling an experience
    ○ What sets your studio apart?
  ○ Individual vs. Organization
  ○ Logo
  ○ Professional photos
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Financial/ Legal Skills

○ Type of business
  ○ Profit vs. Non Profit
  ○ Sole Proprietorship, LLC, Corp. etc
  ○ Where are your liabilities?
  ○ What type fits your image?

○ Create a network of advisors
  ○ Lawyer, Bookkeeper, Accountant, Financial Advisor
Financial/ Legal Skills

- **Studio Space**
  - Commercial vs. residential zoning
  - Overhead vs. Marketing

- **Research**
  - SBA.gov (U.S. Small Business Administration)
  - Check City and State Government websites

- **Payment**
  - Have *policies* in place when you start a student
  - Payment sessions
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Communication Skills and Tips

- **How to interact with the 3 P’s (Pupils, Parents and Public)**
  - **Pupils**
    - Know your students musical interests and goals
    - Manage expectations
    - Cater to changing maturity level
  - **Parents**
    - Be enthusiastic!
    - Be professional and come from a place of service
    - You are the master of the material you are presenting!
Communication with the 3 P’s

○ Public

• Invite students into the rest of your musical life (share what you’re doing with performances, lectures, etc.)

• Everything you do is a reflection of your character and your studio.

• Be a team player. Know your limits and be willing to refer people to other experts in the community (networking!)

• When considering teaching opportunities (or any opportunities for that matter!) know how to say yes, but also be willing to say no. Don’t be the victim of everyone else’s agenda.
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Celebrate Success

- Enjoy the process
  - We are all works in progress!!! Always challenge yourself to take it to the next level no matter where you are at now.

- Be patient
  - Recruiting students takes time!
  - Marketing should always be your priority!