



Annual Studio Refresh Checklist

Studio Refresh! Essential Business Topics to Revisit Annually
MTNA National Conference
Atlanta, Georgia
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Presented by MTNA Business Network: Deborah H. How, Andrea Miller, Heather Smith NCTM, Jennifer Stadler NCTM, Timothy Stephenson, Karen Thickstun NCTM, Jennifer Walschap NCTM

LEGAL

- Have there been any legal/tax updates or new regulations that may affect small businesses in my area?

TEACHING PHILOSOPHY

- What are the current trends in music education and does my teaching philosophy reflect them?
- Have there been any changes in my day-to-day lesson teaching that should be included in my teaching philosophy?

PROFESSIONALISM

- What lessons can be learned from the past year of interacting with parents, students, and colleagues that would affect my approach to professionalism?

TUITION

- How has inflation/cost of living changed this year?
- Have my income goals/needs changed this year?
- Is my rate communicating the right “vibe” for my studio?

STUDIO POLICIES

- Are my policies clearly articulated and easy to understand?
- Are my policies consistent throughout?
- Have any recent changes been made in my studio that should be included in my policies?

COMMUNICATIONS

- Do I have clear agreements in place as to my studio policies and procedures?
- Do parents and students know where to find my studio calendar with information about holidays and performances?
- Are parents and students actually receiving my communications?

MARKETING

- Is my website up to date?
- Do I have semi-professional/professional videos featuring me or my students?
- Do I have a clear message in my marketing?



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TIME MANAGEMENT/SELF-CARE

- What are my priorities and how is my current teaching schedule/format serving them?
- How can I work more efficiently outside of teaching hours?
- What am I doing to take care of myself?

ADD YOUR OWN

- _____
- _____
- _____

RESOURCES

- [Corporate Transparency Act \(CTA\) Frequently Asked Questions for MTNA Members](#)
- [Steve Chandler on Agreements vs. Expectations](#)
- [Karen Gibson: Is Work-Life Balance an Achievable Goal?](#)
- [Wellness Living: 6 Work-Life Balance Tips and Techniques for Music Teachers](#)
- [Deborah H. How: Show Us Your Shelves!](#)
- [Piano Pantry: Amy's Favorites - Studio Organization](#)
- [Music Studio Startup Income + Tax Calculator](#)
- [MTNA Website Business Resources Page](#)
- [MTNA Website Business Digest Archives](#)

The MTNA Business Network is a volunteer team of successful teachers and business owners that curate the MTNA Business Digest and are dedicated to sharing and promoting best practices for the business of teaching. If you are interested in contributing to a future issue of the MTNA Business Digest, please contact Karen Thickstun at mtnanet@mtna.org with any ideas or questions.