Get Paid What You're Worth

Talking about the business aspect of music is as embarrassing to most musicians as talking about their underwear! We feel our lives should be centered on the beauty of Mozart, not ledgers and checkbooks, and that our students and parents are our friends, not employers or clients. And that's why most musicians are barely getting by. We must be clear and up front about the business aspect of our work so we can do the job we all love: make music and enrich lives.

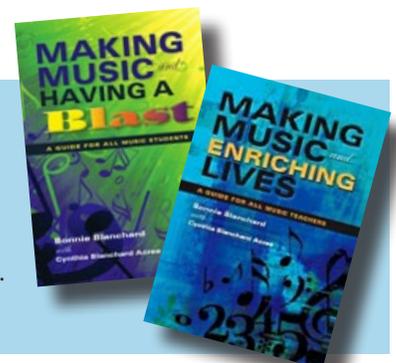## Understand that being a music teacher is a respected profession.
- Believe that you are valuable.
- Believe that what you do is valuable.
- Behave like a professional.
- Stop making excuses.

Turn prospective calls into clients in the initial phone call.
- Sell the benefits of lessons, not just yourself.
- Write a script.
- Set up an appointment.

Base your business model on a studio policy.
- Include in your policy what you will do for students.
- Be up front about practice and participation expectations.
- Have a very clear make-up policy.
- Enforce the policy!

Offer more and earn more.
- Think outside the box for prospective clients.
- Earn extra money outside the lessons.
- Teach more hours.
- Teach more students at once.
- Expand your business to include other teachers.
- Offer enrichment outside of the lessons.

Learn more about these ideas and other techniques in "Making Music and Enriching Lives: A Guide for All Music Teachers."

For more than 35 years, Bonnie Blanchard's unique teaching techniques have consistently produced award-winning students and earned the respect of top college and conservatory teachers. This presentation included excerpts from book one of her five-book *Music for Life* series. *Making Music and Enriching Lives: A Guide for All Music Teachers* published by Indiana University Press. For more information, please visit www.bonnieblanchard.com.