

WORKSHEET 1

A Most Rewarding Independent Music Studio: The Goal

Formulating Your Wish List

Whether you already have a studio or are just beginning to establish one, make a list of 1-8 items that you would like to see implemented in your studio

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

What types of collaboration interest you?

- _____
- _____
- _____
- _____
- _____
- _____

WORKSHEET 2

Choosing Collaborators: The Complementary Fit

Eight Guiding Questions

Use the following eight questions to think about the kind of people who could provide a complementary fit.

1. What are three main goals of your studio?

2. Which goal is lacking the most leadership or assistance?

3. Which business model(s) fits your immediate needs? (e.g. full business partner, private business with employees, collaborative pianist, office assistance, student/parent volunteers, other organizations etc.)

4. List your two greatest strengths

5. What are your two greatest weaknesses? (These are the strengths you will look for in your collaborators)

6. What is your personality type?

7. What type of personality might complement you most?

8. List people you already know who might fit your analysis above

Communication Connection

It is important to formulate some policies regarding how and when you expect to communicate with your collaborators. Some of these may vary depending on their role in your studio. Make a list of ways you will communicate (For example: I will answer e-mail every other day, etc.).

The most important key to successful collaboration is to develop positive communication. List some ways to encourage and show appreciation for those with whom you work.

WORKSHEET 3

Avoiding Conflict: Code of Ethics

Create Your Code of Ethics

Compiling Essential Elements

1. Make a list of qualities that are most important to you for desired professional demeanor for your studio

2. Describe a non-competitive attitude

3. State the level of commitment you are expecting from studio participants

4. Define the word "integrity"

5. State your policy regarding logo presentation and protection

6. Almost every organization has a non-bias disclaimer. What are the areas you want to include?

Using the elements above, write your own Code of Ethics

The *Diva-Free Zone*

Write several of your own captions that support a *Diva-Free Zone* in your studio. Your captions should focus on counterproductive attitudes that spoil positive collaboration. For example: "Get Over It," "Two Heads Are Better Than One," "Build A Consensus or Don't Do It."

WORKSHEET 4

Developing a Studio Philosophy: The Mission Statement

Ten Steps to Finding Your Edge

After considering the conceptual questions listed in the chapter, use the following worksheet to distill your thoughts into your individual studio concept.

Theme: Personalize Your Studio

1. Make a list of things (curriculum, music, methods, styles, performances, etc.) that are unique to your studio

2. Consider the above list and write five words that describe the focus of your studio

3. Think about the lists above. Does one word emerge as your main theme?

Mission Statement: Clarify Your Purpose

- 4. Write three to five statements clarifying how your theme will be demonstrated in your studio

- 5. Make a list of three to five goals you want your students to accomplish

- 6. List the kinds of students you want to attract

- Utilize numbers 5 and 6 to write a three to five sentence Mission Statement. A Mission Statement clarifies who you are, what you want to accomplish, and who is your target clientele

Logo: Reinforce Your Image

- Think about your theme. What possible design images come to mind?

- What colors come to mind?

- Formulate your logo

If you would like some assistance in developing your ideas, you might try one of the Internet sites that are available, such as www.logoyes.com, or schedule a meeting with a local designer.

WORKSHEET 5

Creating A Studio Policy: A 21st Century Approach

12 Points to Consider

Write a policy statement that addresses each one of the issues relevant to your studio

- 1. Studio Calendar:** Includes the number of weeks in your semester or other organizational period

- 2. Tuition:** Include tuition amounts, due dates, to whom the tuition is paid, penalties for late payment and how tuition is altered for late enrollees

- 3. Additional Fees:** Include your fee schedule, due dates, to whom the fees are paid, and their purpose

- 4. Master Class or Rehearsal Attendance:** Include requirements or expectations for Master Classes and Rehearsals

5. Lesson Attendance: Include requirements for attendance and instructions concerning tardiness of the student or instructor

6. Cancellations: Include instructions concerning notice of absence, make-up lessons and school emergency closings

7. Class Materials: Include requirements regarding repertoire, recording devices, studio notebooks, bottled water, use of photocopies, and cell phones

8. Parental/Visitor Attendance: Include your philosophy on parents and others visiting lessons

9. Substitutes and Outside Coaching: Include your philosophy regarding students working with outside coaches

10. Studio Communication: Include your mode of communication (website, e-mail, handouts etc.). This places the responsibility for information on the students and, when applicable, their parents

11. Practice: Include your expectations regarding practice time

12. Recitals: Include recital expectations, such as concert attire and etiquette

WORKSHEET 6

Selecting a Location: The Target Zone

Use these 10 questions to help guide you to your ideal location

1. What musical and vocal styles do you want to teach?

2. What age of student do you want to teach?

3. What is the focus of your teaching?

4. Based on the questions above, who is your target clientele?

5. What rate do you need to charge?

6. Which choir and theatre directors will cooperate in sending you students?

7. How often do you want to collaborate?

8. What geographical area best supports your rates and desired schools?

9. What type of facilities best suit these needs?

Based on all of these questions, what location is the best fit? Sometimes we cannot be in our ideal location at first. But we can identify it and shoot for it later. You may be able to form collaborations or network until you can work your way into that location.

***Find a location for your studio
in the very heart of your target zone!***

WORKSHEET 7

Collecting Tuition & Fees: The Bigger Pot

Four Steps to Constructing a Budget

Tuition

1. Determine your *Tuition* by recording the rate per hour for three to five teachers who have similar credentials and services as yours and who work in same vicinity. Use this comparison to settle on the amount that is most appropriate for your area. If you are still undecided, go with a number on the higher end for your location.

- Tuition structure for teacher "A" \$ _____
- Tuition structure for teacher "B" \$ _____
- Tuition structure for teacher "C" \$ _____
- Tuition structure for teacher "D" \$ _____
- Tuition structure for teacher "E" \$ _____

Tuition you will charge for one student \$ _____

Enrollment Fees

2. Calculate your *Enrollment Fees* by estimating the cost of your overhead expenses (web sites, studio rental, cell phones, advertising, student notebooks, office supplies, music, etc.). Divide the estimated, overhead expenses by the number of prospective students.

- Estimated overhead expenses \$ _____
- Number of prospective students _____

Enrollment Fee you will charge for one student \$ _____

Performance Fees

3. Calculate *Performance Fees* by estimating total performance expenses (accompanists for recitals, rehearsals and master classes, performance venues, receptions, programs, etc.).
 - Estimated performance expenses \$ _____
 - Number of prospective students _____

Performance Fee **you** will charge for one student: \$ _____

Collaborating to Make a Bigger Pot

4. Consider multiplying the performance fee by factor of up to two if you are working with a collaborator with shared fees, or to allow for extra or unforeseen expenses that almost always occur. Decide what you would like to do with any extra funds that might be available after all expenses have been paid.

- _____
- _____
- _____



WORKSHEET 8

Designing a Winning Website: Modern Marketing

Create Your Website Outline

Use the lists below to organize your thoughts concerning your own website. These lists will help you determine which items need to be in prominent places and which can be in less highlighted areas. These lists will help you prepare for a meeting with your designer. Look at other websites for ideas on design, form and function. For more ideas, you might want to visit our website at www.studiobellavoce.com.

1. List the categories of information you wish to include on your own website in order of priority (calendar, bios, photos, etc.)

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

2. Which of the above items do you want to appear on the Home page?

- _____
- _____
- _____

3. Which of the items do you want to set up as internal links within the site?

- _____
- _____
- _____
- _____
- _____

4. What items or additional items will be sub-links or attachments?

- _____
- _____
- _____

5. What items or additional items might appear on a tool bar at the bottom of your website?

- _____
- _____
- _____

6. Describe some of the graphics you wish to include on your website

- _____
- _____
- _____

You are now ready to meet with a web designer! Don't be afraid to try out his or her suggestions, but also do not be afraid to articulate your vision. Have fun!

WORKSHEET 9

Expanding the Possibilities: Multilevel Growth

Planning Your Growth

There are many ways you can expand your studio and broaden your teaching career. The best strategy is to add 1-2 things at a time. Start with evaluating the benefits.

1. List four possible benefits you would see by expansion through adding associates mentioned in this chapter

- _____
- _____
- _____
- _____

2. What would be the benefits of expanding your educational opportunities?

- _____
- _____
- _____
- _____

3. What would be the benefits of making new contacts?

- _____
- _____
- _____
- _____

4. Of all the benefits, which one or two interest you the most?

- _____
- _____

5. Which expansion possibilities feed into your most desired benefit(s)?

- _____
- _____
- _____

6. Based on your answers, what is your next plan of action in moving forward on this angle of expansion?

- _____

- _____

We tend to get excited about our studios and are full of great ideas. This is wonderful, but we can become overwhelmed by having too many goals. The best way to narrow down the ones you should pursue is to evaluate your desired results beforehand.

Making lists like those found in the above worksheet can be helpful in planning your next step and might help keep you from making the poor decisions.

WORKSHEET 10

Master Class: The Pivotal Element

Master Class Planning Worksheet

| | | |
|------------------------|--------------------|--------------|
| Date & Time | Accompanist | Topic |
| Guest Clinician | Handout | Other |

Student – Repertoire

1. _____ / _____
2. _____ / _____
3. _____ / _____
4. _____ / _____
5. _____ / _____
6. _____ / _____
7. _____ / _____
8. _____ / _____
9. _____ / _____
10. _____ / _____
11. _____ / _____
12. _____ / _____

WORKSHEET 11

Co-Producing Events: Create Synergy

Embracing Synergy

1. List the characteristics of the most exciting recitals you have ever attended

- _____
- _____
- _____
- _____
- _____

2. Define *Synergy* as it might apply to you and your goals

3. List some benefits of *Synergy*

- _____
- _____
- _____
- _____
- _____

4. What excites you about you about *synergy*?

- _____
- _____
- _____
- _____

5. Which enriching ideas listed in the chapter really interest you?

- _____
- _____
- _____
- _____

6. List the people or entities with which you would like to collaborate in creating *synergy*

- _____
- _____
- _____
- _____

It is easy to get trapped in a dull routine of lessons and recitals. But you do not have to! Your studio will be so much more enriching, fun and interesting to students if you are creative in your planning and scheduling of special events. You can give it that unique personality with a little collaboration of energies.

Run with these ideas and finish memorably!

WORKSHEET 12

Enjoying the Results: The Domino Effect

Wrapping it up!

In the Chapter 1 Worksheet, you formulated your wish list of what you would like to implement in your studio. You also listed the types of collaboration that first interested you, and developed your ideal studio concept. Throughout the book you have worked to formulate your own business model. The goal of this process is to give you a plan that will produce results. As you dream of the future, it is important to have the finish line in sight.

What top five results do you want to enjoy in your studio business?

1. _____
2. _____
3. _____
4. _____
5. _____

When you achieve a desired result, what will be your reward: Tea Time, Espresso, or perhaps an overdue Vacation?

Celebrate! Have pride in your business! This profession is one of the most rewarding businesses you can have and it will go as far as you take it!