

## STREAMLINE YOUR STUDIO - ELECTRONIC HANDOUT

presented by  
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### Topics covered:

Money  
Scheduling  
Content Management  
Marketing  
Communication  
Online Presence  
All-in-one services

### Money

#### *Mobile Banking*

Many banks offer mobile banking, including deposits by submitting images of your checks taken by a smartphone or a computer scan. [Search for APPs at the AppStore (iPhone/iPad) or Play Store (Android)]

#### *Mobile Credit Card Readers*

To diminish late payments, you can accept credit cards. Here are the most popular services:

**Paypal** - <https://www.paypal.com/webapps/mpp/mobile-apps>

**Square** - [www.squareup.com](http://www.squareup.com)

**Intuit GoPayment** - <http://intuit-gopayment.com>

Each service has its own proprietary card swiper that can be attached to any smartphone (or iPad); each works with its own APP. Each service connects to your bank account and transfers the funds at the end of the day at the very latest. Service fees are approximately 2.7% of the transaction. (Some offer a plan where a monthly fee of about 12 dollars will reduce transaction fee to about 1%). *Note: if you have a non-profit status, the transaction fee will be significantly lower.*

## Scheduling

### *Google Calendar*

For ease of schedule maintenance, consider a cloud calendar, such as Google Calendar! It is easy to use, web-based, easily shared and can be embedded in your website. It works and syncs across multiple platforms and devices (especially in a browser and on any Android device, but will work on others as well with some tweaking). This allows you to coordinate with students and other family members. ("Private" settings allows students to see busy/free blocks, color coding, easy sharing and layering)

Mac and iOS device users may also try *iCal*, the built-in Apple calendar, which offers similar features and syncs across all apple devices, including computers, iPhones and iPads.

## Content Management

### *Password Management Systems*

It is imperative to (a) keep track of passwords; (b) have them protected; and (c) create difficult passwords that aren't hack-able! There are a large number of password organizing software and APPs. Here are a couple of our favorites:

**SplashID Safe** - <https://www.splashid.com/> - \$19.95 for desktop devices and \$9.95 for mobile devices. It is available for both desktop and mobile device (as an APP) and can be synchronized between the two.

**Password Wallet** - <http://www.selznick.com/products/passwordwallet/> - \$20 for desktop and \$4.99 for iOS APP. Android APP is free (viewing only). This software is also available for desktops and mobile devices. It can create passwords, store passwords or log you into the sites directly from the APP.

### *File Management*

**Dropbox:** This is software for your computer (Mac or PC) or for any mobile device. It allows you to synchronize any file between all your devices. Software and APPs are free, but the storage fees range from free to a nominal monthly or yearly charge. It is free for 2GB of storage and \$99 a year for 100GB of storage. This is a great way to send large files and work with collaborators. This is also a great way to share large video or audio files with your students.

## Social Media as a Tool:

Many choices = easy to get overwhelmed. It is best to focus on a few that will be beneficial for promotion, marketing, advertising services and communications.

We find these the most useful: *Facebook, Twitter, Youtube, LinkedIn*. Each offers a slightly different slant, but if used intelligently, Social Media can help promote you and your business and help you to establish and maintain your online presence.

## **Streamline Your Studio**

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### **Marketing**

#### *Social media*

Social Media is a great tool for promoting your services. These services include:

**Facebook:** create and **maintain** your studio page; network with colleagues in professional groups

**Youtube:** post excerpts of your teaching or students' recitals (if you have all appropriate permissions); post student lesson videos as 'unlisted' and send the link to students (so only they can view it)

**LinkedIn:** create and maintain your resume and connect with other professionals

**Twitter:** post succinct news updates.

#### *Outreach, marketing and communication*

For wider reach and more organized ways of sharing information with current and potential students, consider an email service such as **Constant Contact** -

<http://www.constantcontact.com>. This website offers a wide range of services geared toward small businesses and non-profits. It is free to try it and has reasonable pricing and price breaks for non-profit organizations (with proper documentation).

### **Communication**

Find the format that works best for you and promote it to your students, asking them to communicate with you via your preferred way (ways) of communication. *e.g. You might prefer to be contacted only on your business phone and via business email. Ask the students to contact you only in those ways.*

### **Online Presence**

Remember that anything you post online is there forever (Facebook, LinkedIn, etc.). Think before you post! Everything is a part of your digital portrait! The web is a powerful tool to create your digital image and become a searchable, sought-after teacher.

Create a website:

- Hire a web designer team - but this can be expensive
- Weebly - <http://www.weebly.com/>  
simple templates, free
- Wordpress - <http://wordpress.org/>  
very powerful authoring  
includes tools for storefronts, customer databases, more  
requires considerable investment of time to learn properly

You will also have an online presences on the website for MTNA Certification ("NCTM" nationally certified teachers are searchable on the national website at <http://www.mtnacertification.org/>). Your state and local music teachers association may also have a searchable teacher database.

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## **All-in-One Services**

Depending on what you are looking for, all-in-one services geared for music teachers could be an answer for you to manage your schedule, payments, emails, reminders etc.

Music Teachers Helper - <http://www.musicteachershelper.com>

Moosic Studio (iPad only, look for it in the App Store)

Music Teacher WebKit - <http://musicteacherwebkit.com/>

## **In Conclusion**

Often one or two little changes and innovations will make a great difference in helping you manage your studio business. You do not have to jump all in to reap the benefits! Try something small first and see if it works for you. We wish you luck in finding the best combination of tools, software and apps to simplify your life!