The Virtual You:

Creating an Online Presence for Yourself and Your Studio

Presented by:
Linda Christensen, Michelle Sisler, & George Litterst

Brought to you by...

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michelle@keystoimagination.com

George F. Litterst
CyberConservatory
PianoBench@gmail.com

Overview

- Get More Business
- Improve Your Teaching
- Share Recitals
- Streamline Your Business

Get More Business

Piano Lessons with Alex Tucker

Learn your favorite songs!

Your place or mine.

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Get More Business

CyberConservatory

A new experience in music instruction

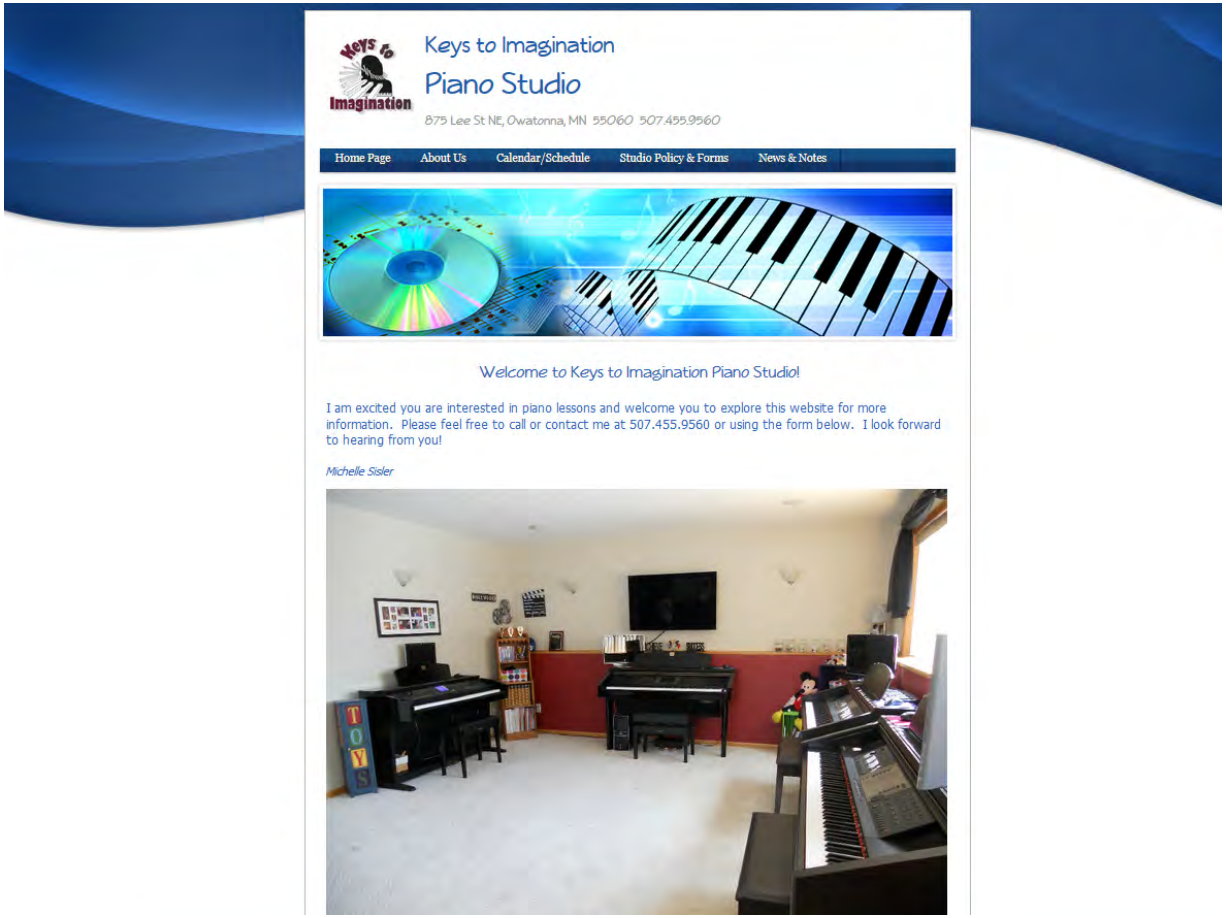
Check it out →

QR Code Generators

http://qrcode.kaywa.com

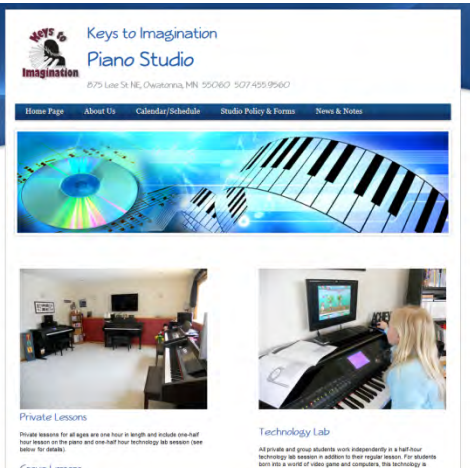
www.dynamicqrs.com

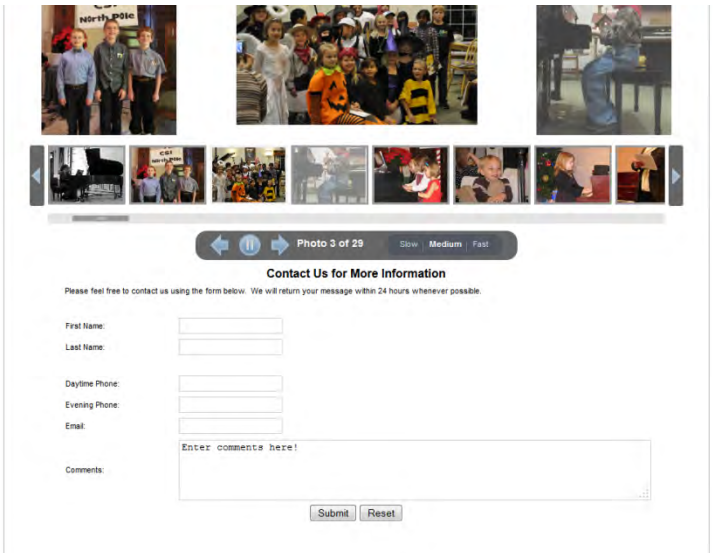
Website


Keys to Imagination
Piano Studio
875 Lee St NE, Owatonna, MN 55060 507.455.9560
Home Page
About Us
Calendar/Schedule
Studio Policy & Forms
News & Notes
Welcome to Keys to Imagination Piano Studio!
I am excited you are interested in piano lessons and welcome you to explore this website for more information. Please feel free to call or contact me at 507.455.9560 or using the form below. I look forward to hearing from you!
Michelle Sisler
TOYS

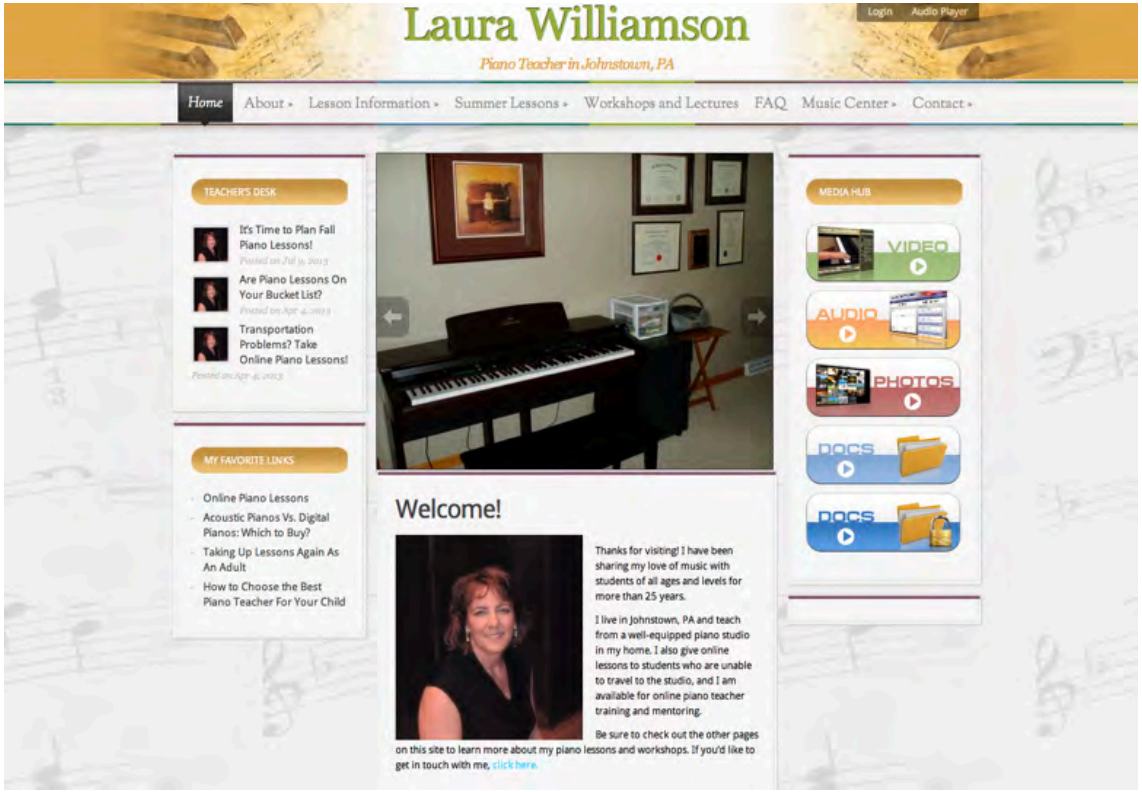
Website

- Promote, market, and attract new students or performance jobs
- Safe Contact Me
- Provide Information such as studio policy, which will save you time on the phone with prospective clients
- Showcase your studio and what sets you apart (i.e. technology lab)





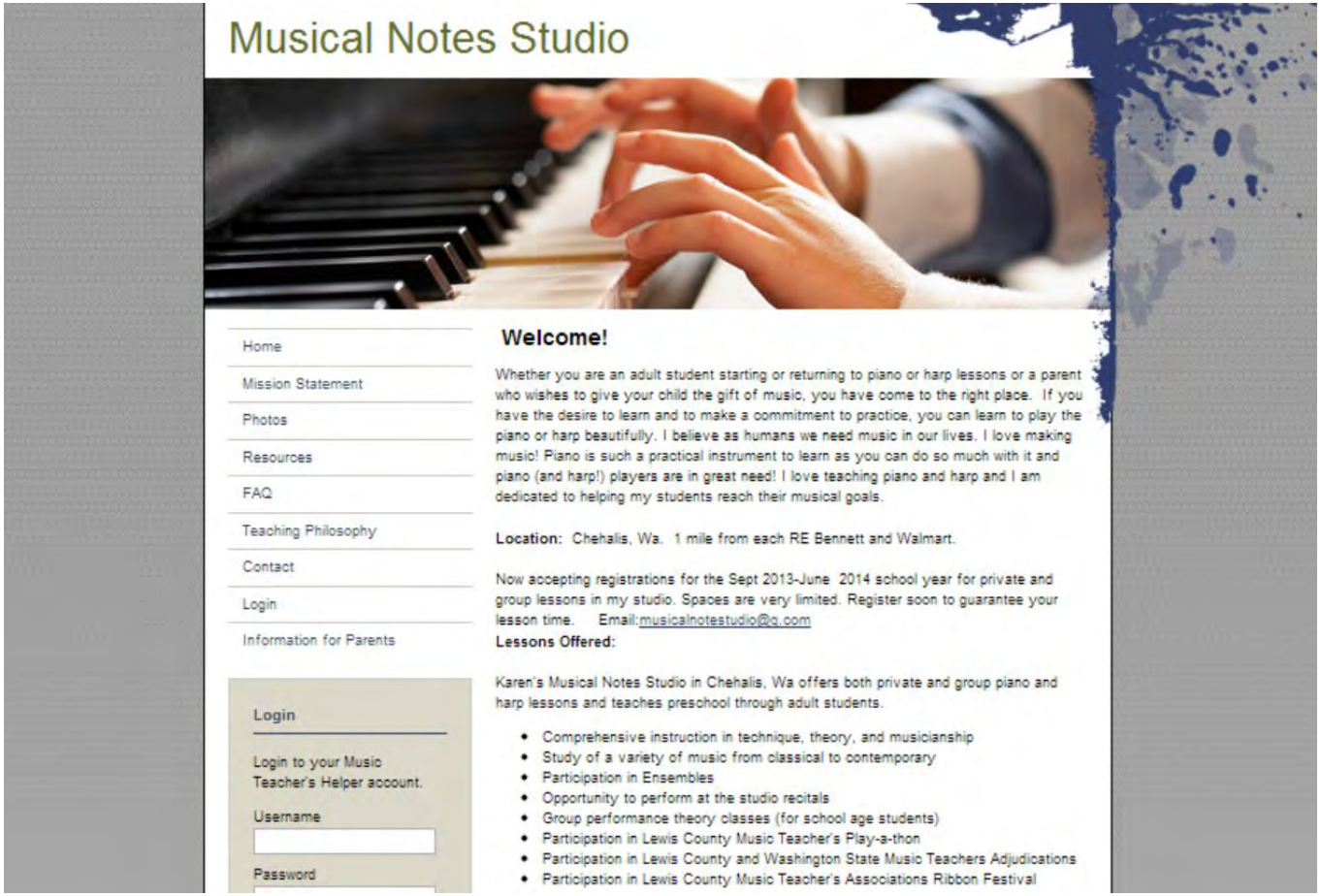
Music Teachers Webkit



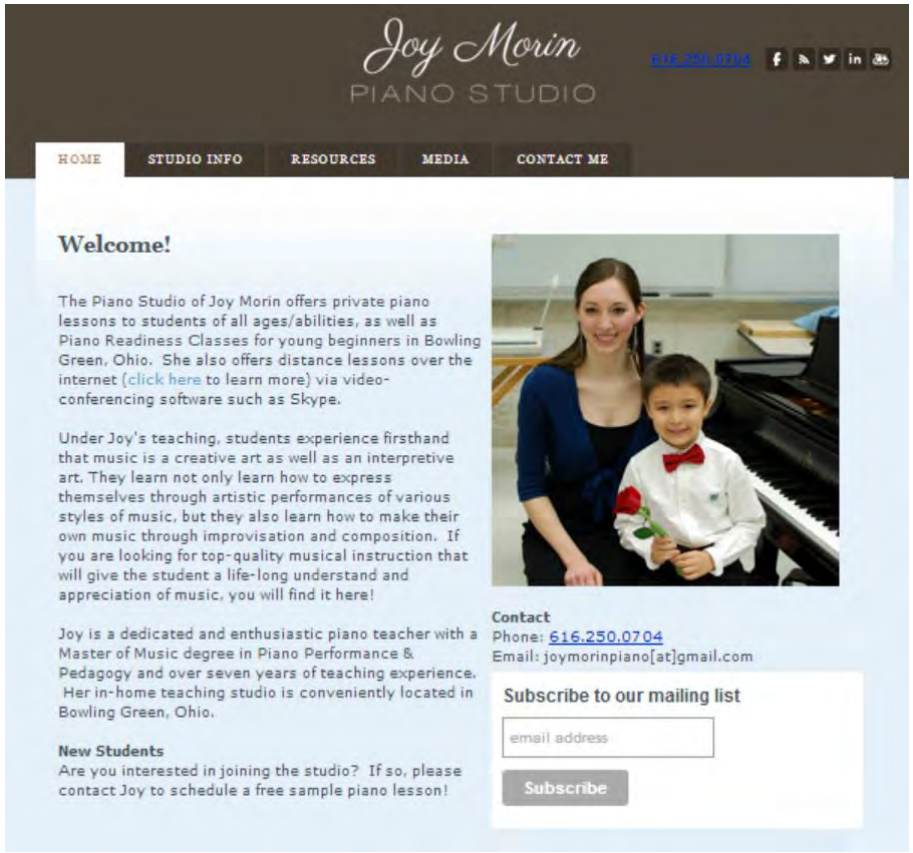
http://lbwpiano.com

Excellent, clear navigation

Music Teachers Helper Site

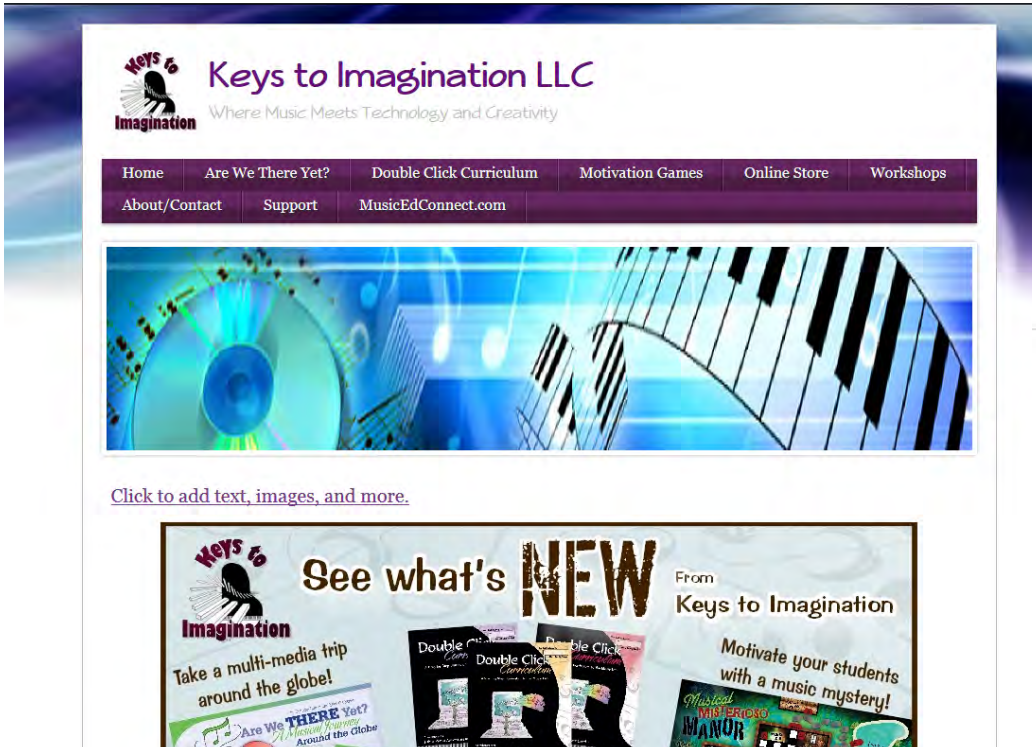


Weebly



Tutorials by Alejandro Cremaschi:
www.comusicteachers.net/WebSeminar

GoDaddy.com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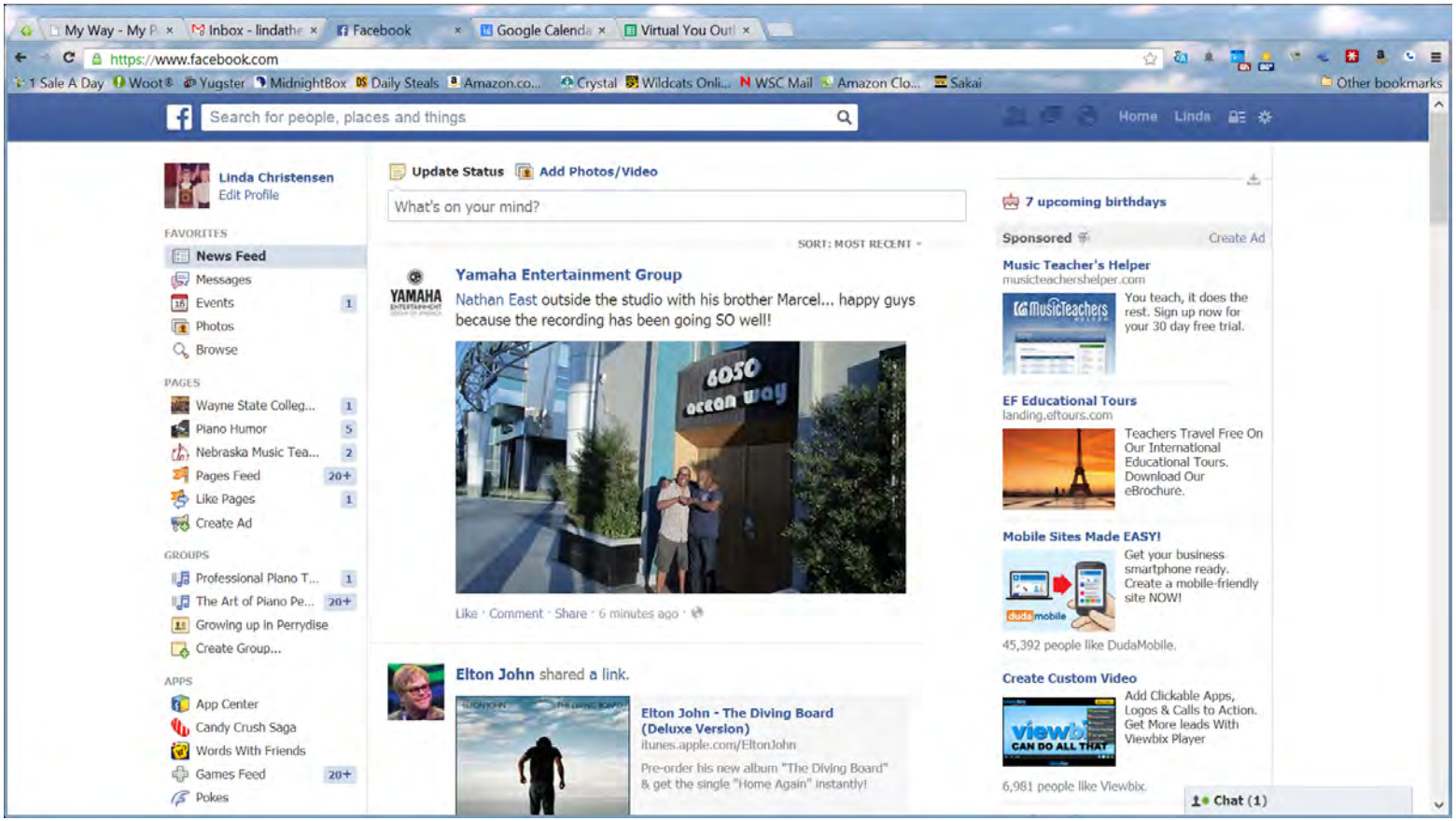
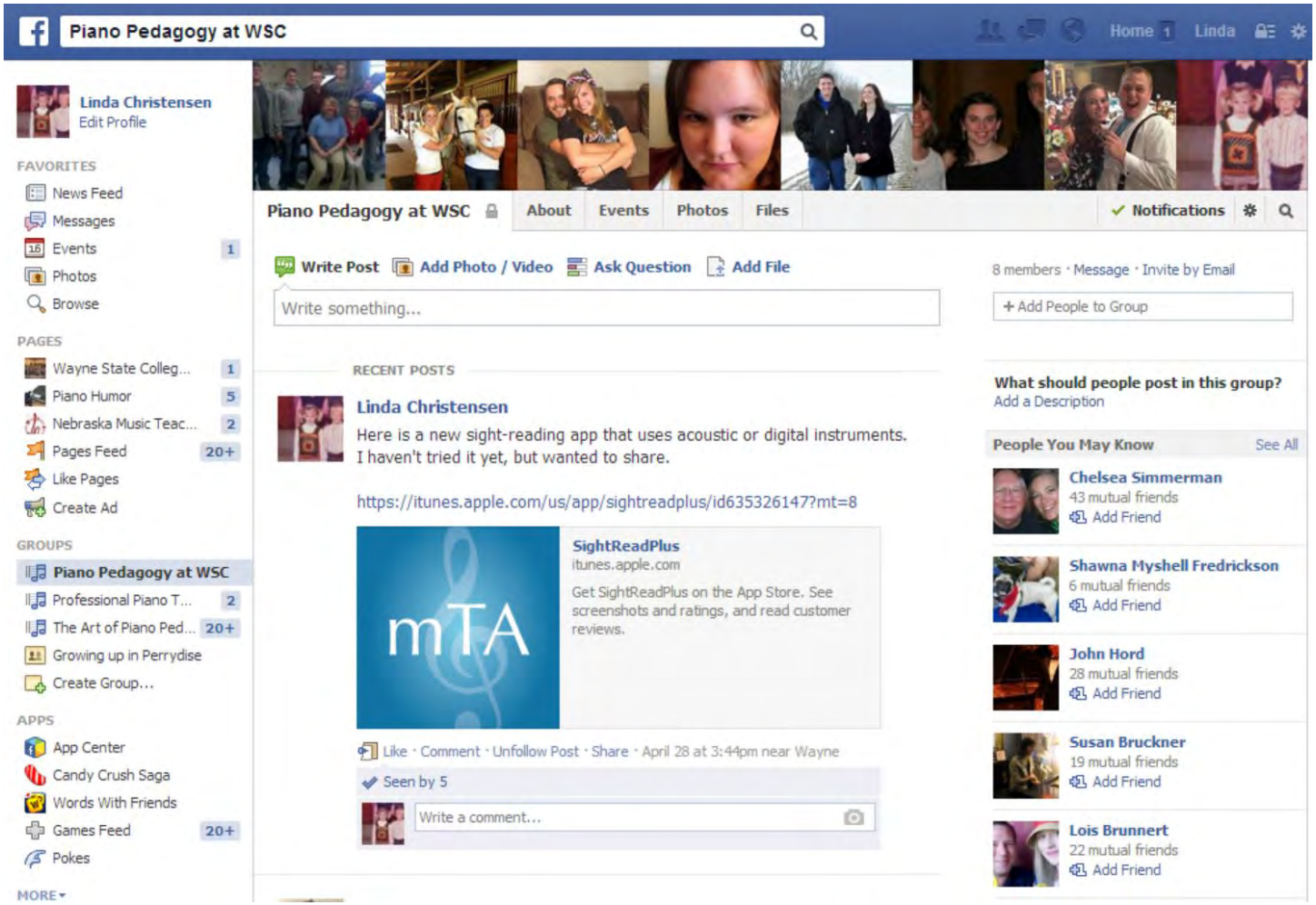
- Personal page
  vs.
- Closed group
  vs.
- Business page
- Targeted ads – very effective

Facebook Personal

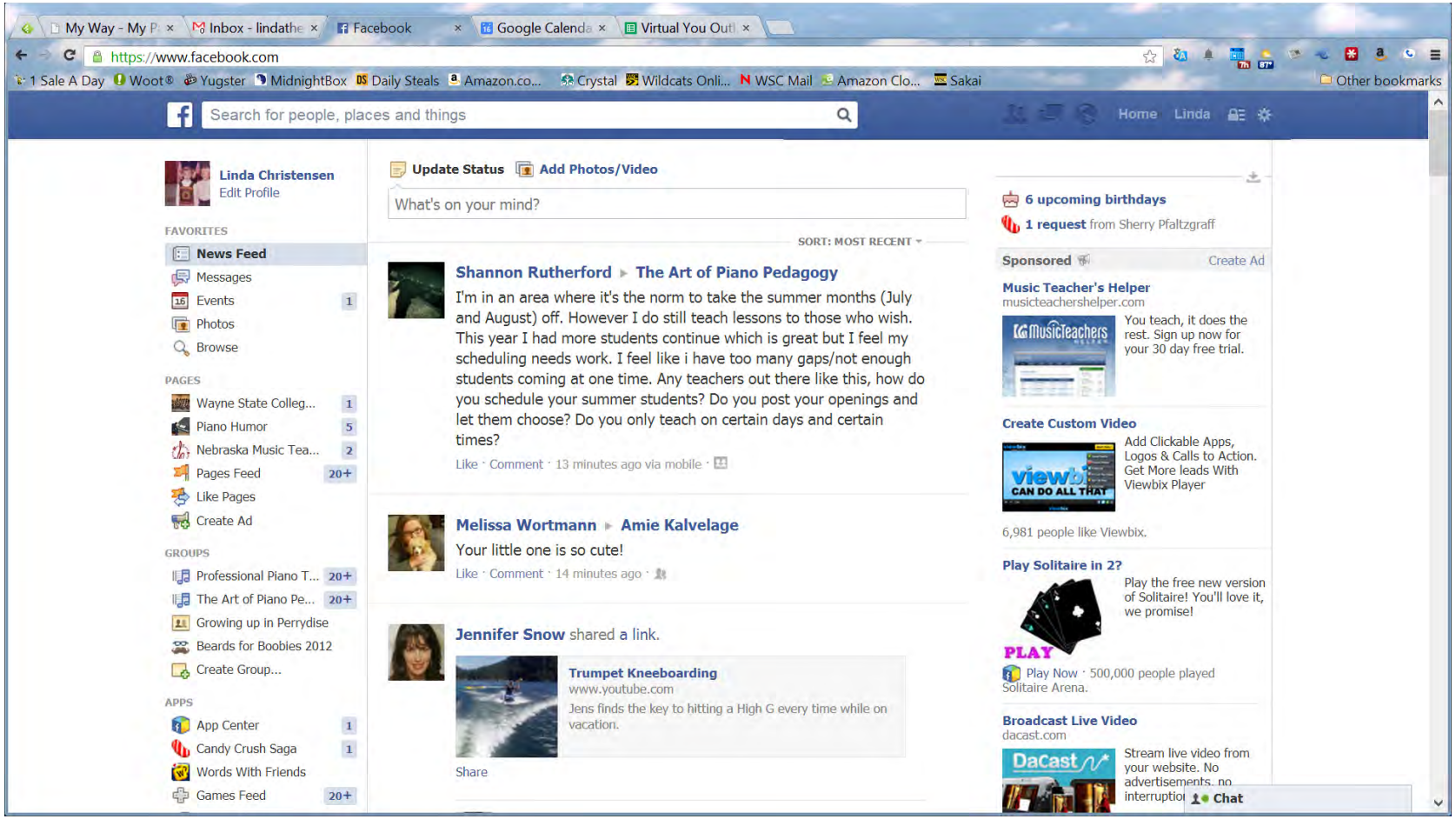


Facebook Group

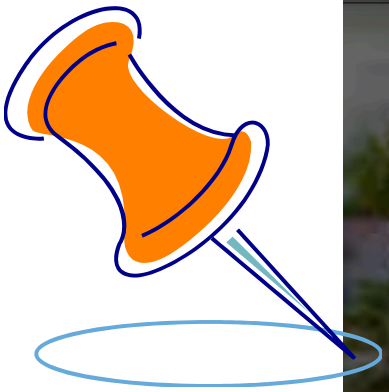


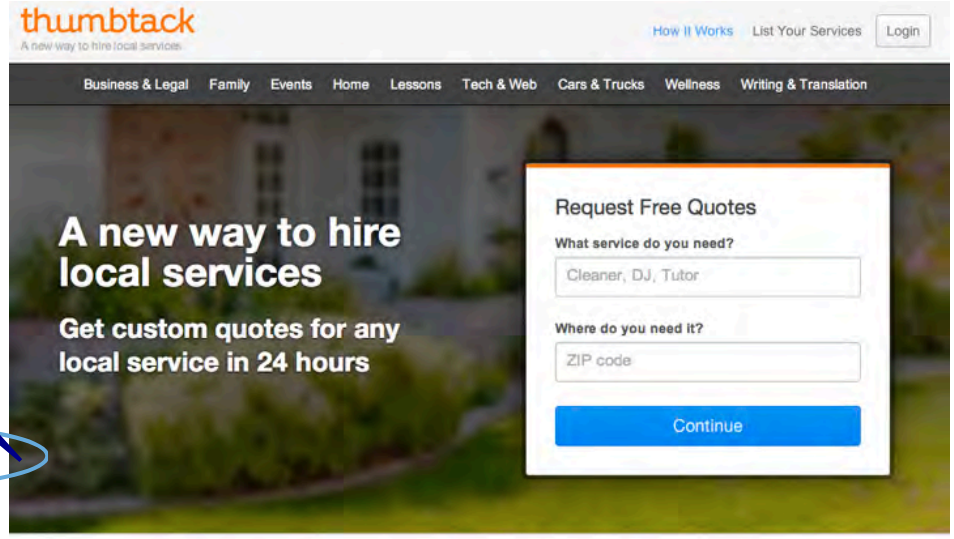
Facebook Public Page

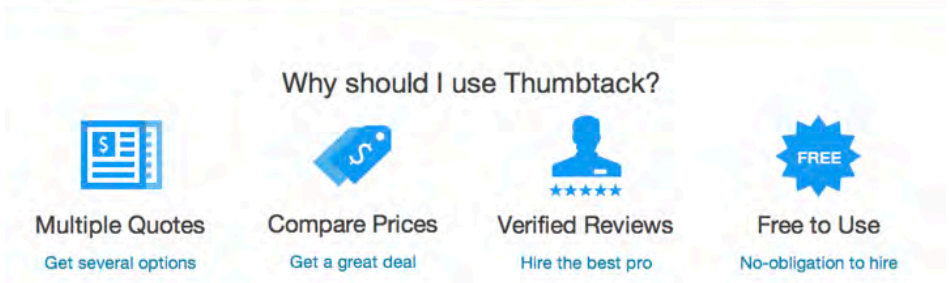
Facebook Ads



Thumbtack.com







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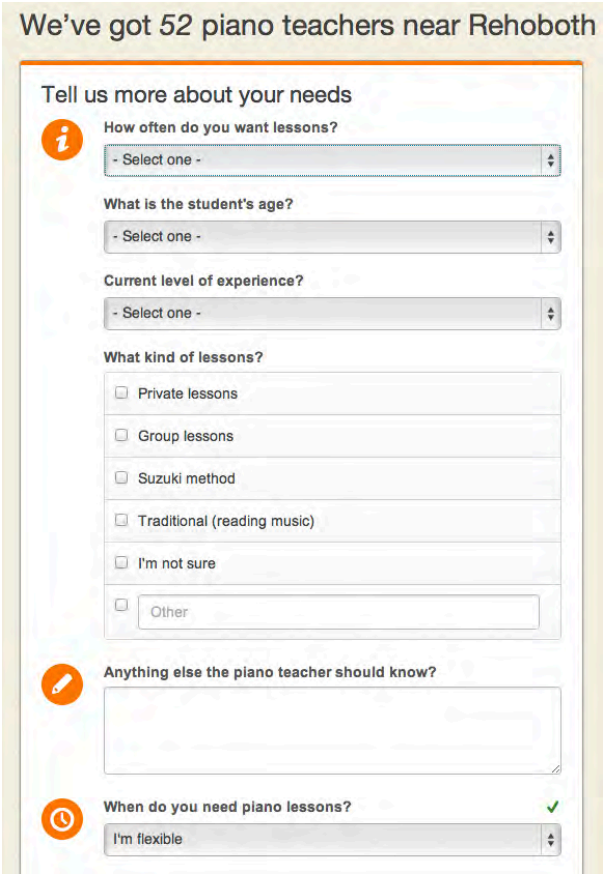
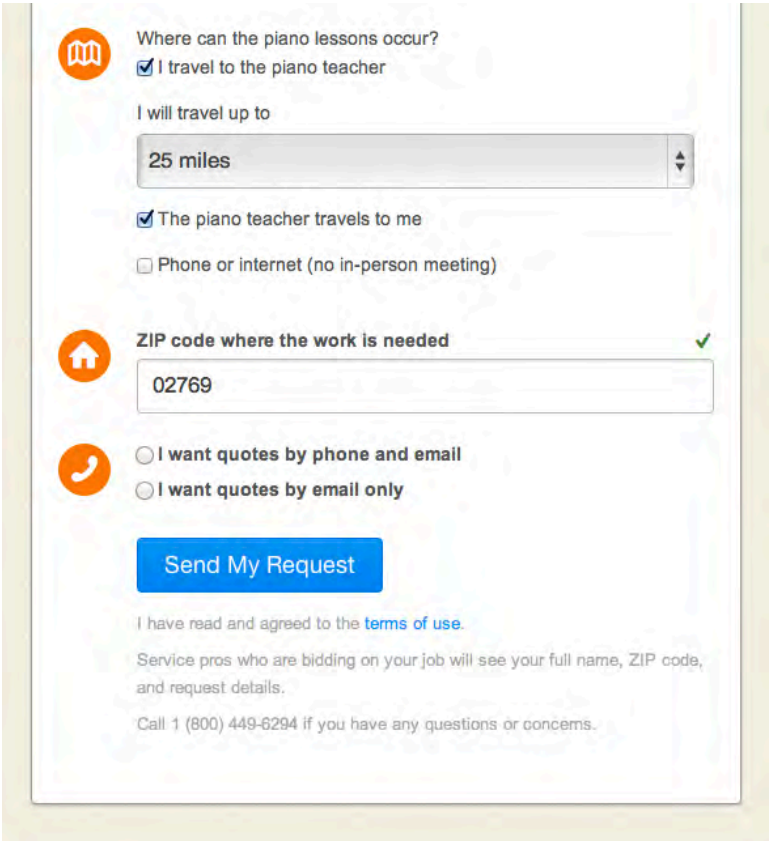
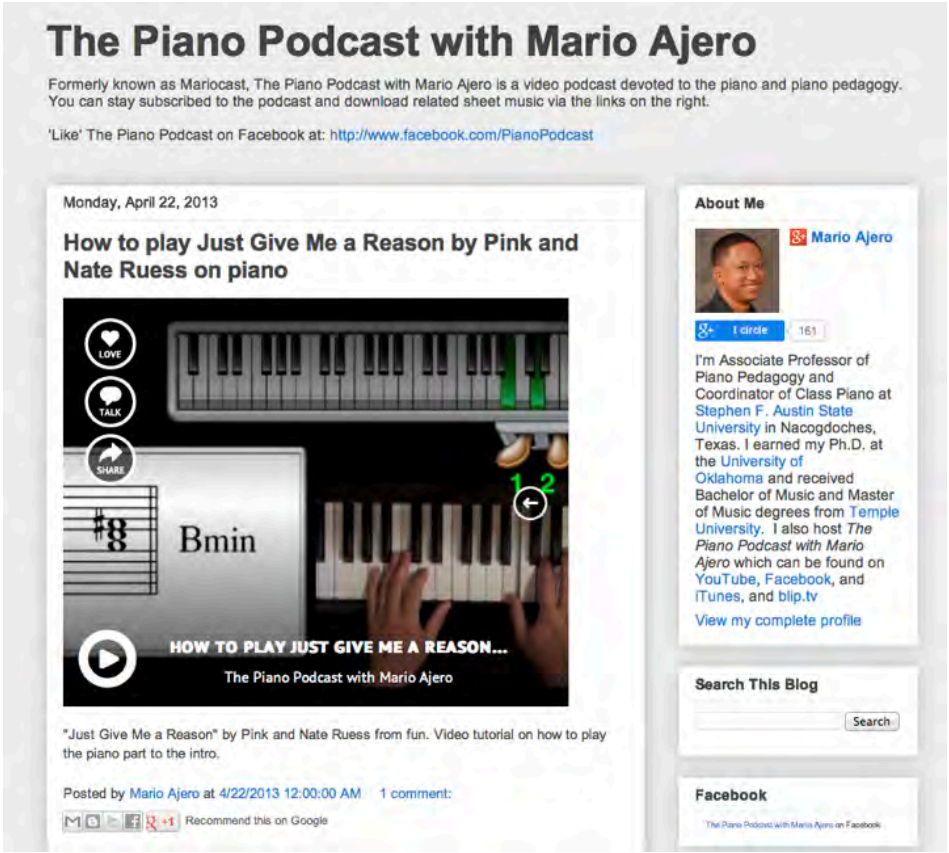




Affiliate Programs

The Piano Podcast with Mario Ajero
http://marioajero.blogspot.com



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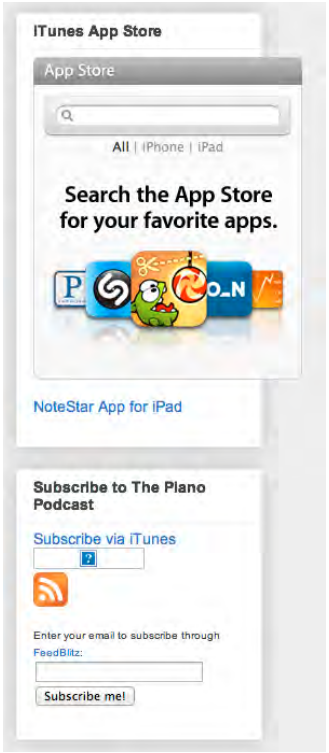

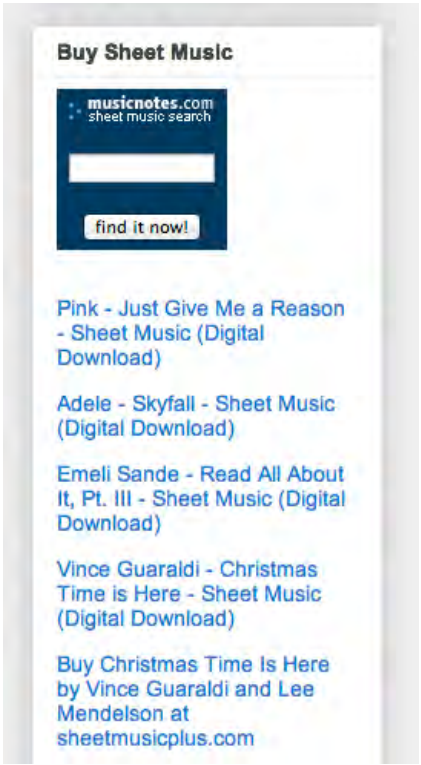

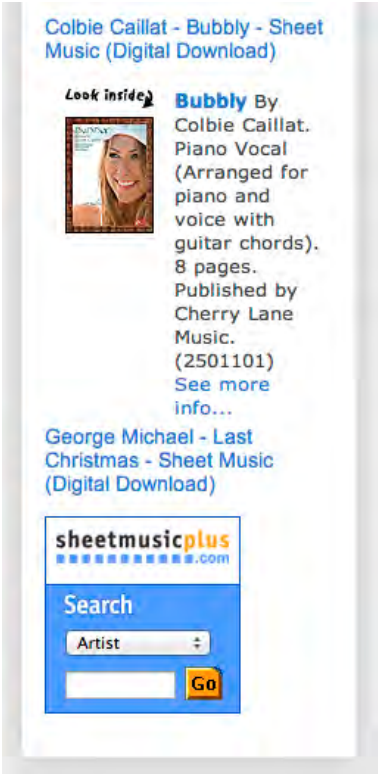

Affiliate Programs

The Piano Podcast with Mario Ajero
http://marioajero.blogspot.com

iTunes Store : 5%
www.apple.com/itunes/affiliates

MusicNotes : 10%
www.musicnotes.com/club

SheetMusicPlus : 8-12%
www.sheetmusicplus.com/affiliates

Amazon : up to 10%
https://affiliate-program.amazon.com

Sam Ash : up to 10%
www.samash.com/info/program-overview

Affiliate Programs

To Find an Affiliate Program:

Do an Internet search for:

name of business
affiliate program

For example: *Amazon affiliate program*

or

Contact the company and ask!

Live Streaming

- Reach distant friends & relatives
- Reach people with schedule conflicts
- Publicize your studio
- Find an audience for your niche
- Be super cool so you can charge more money for lessons

Streaming vs. Video Conferencing

- Video conferencing is peer-to-peer (2-way)
- Streaming is a one-way connection
- Streaming can reach an unlimited audience
- Streaming usually requires an account (free or paid) with a streaming service

Video Conferencing is like a

Phone Call

Video Streaming is like a

Television Broadcast

With Video Streaming You Can...

- Set up your own channel or channels
- Broadcast one show or a series
- Archive your online performances for re-runs.

Sample Concert Broadcast Using Justin.tv – a Free Service

Share Performances

Safari File Edit View History Bookmarks Develop Window Help (74%) Sun 1:20:50 AM Mario P. Ajero

Justin.tv – pianopodcast – Nio Ajero's Solo Piano Recital

http://www.justin.tv/pianopodcast/b/285896583

MTNA-2012 ...oogle Docs Google Apple (20) SFA Sports (4) RSS Feeds (16) View Source Cruise Info Amazon

Justin.tv Live Channels Pianopodcast Language Search Go Live!

Nio Ajero's Solo Piano Recital

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Recorded from the live stream of Nio Ajero's Solo Piano Recital at Stephen F. Austin State Univer... more

81 views | May 14 2011

20:15 / 27:38

Highlight Report

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Link - Email or IM this link to your friends

http://justin.tv/pianopodcast/b/28589(

Embed - Copy this code to your website or blog

<object type="application/x-shockwa\

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Post Comment

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Roll over and use code BOOK20. Ends 3/26

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0 Online

One error in opening the page. For more information, choose Window > Activity.

How to Set Up a Live Stream

- Get account
- Log in with web browser
- Specify audio/video sources
- Test
- Share URL
- Push the Go Live button!

Share Performances

Justin.tv Live Channels ▾ Sign In | Create Account Language ▾ Search Go Live!

Explore

Watch what's happening

Like 39,846 people like this.

Browse all 3,659 live channels.

Lets go duo ! skipper!Pt streamer!

on skinsan3

Lordfabulous

Waterdance

Lliboicc

Phlaryu

Broadcast what you're doing

Go live now, meet new friends and have fun.

Go live in three steps!

1 Create an account

2 Click "Allow"

3 Click "Start"

Username

Password

Birthday

Email

Create Account

Share Performances

justin.tv Live Channels ▾ Sign In | Create Account Language ▾ Search Go Live!

Viewer & Broadcaster Sign In

If you don't already have an account, you can sign up.

Login:

Password:

Sign In or Create a New Account

Trouble signing in?

Justin.tv is...

Justin.tv is the easiest way to create live video and show anyone in the world what's happening right now.

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Legal

Terms of Service
Terms of Sale
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DMCA Guidelines

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Share Performances

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Welcome!

To continue, please click **allow** in the menu below.

Go live in three steps!

1 ~~Create an account~~

2 Click "Allow"

3 Click "Start"

That's all there is to it

More Streaming Options

By using Justin.tv, you confirm that you understand and agree to comply with Justin.tv's Terms of Service. Uploading or streaming copyrighted content without authorization from the copyright holder violates Justin.tv's Terms of Service and may subject you to both civil and criminal penalties.

Share Performances

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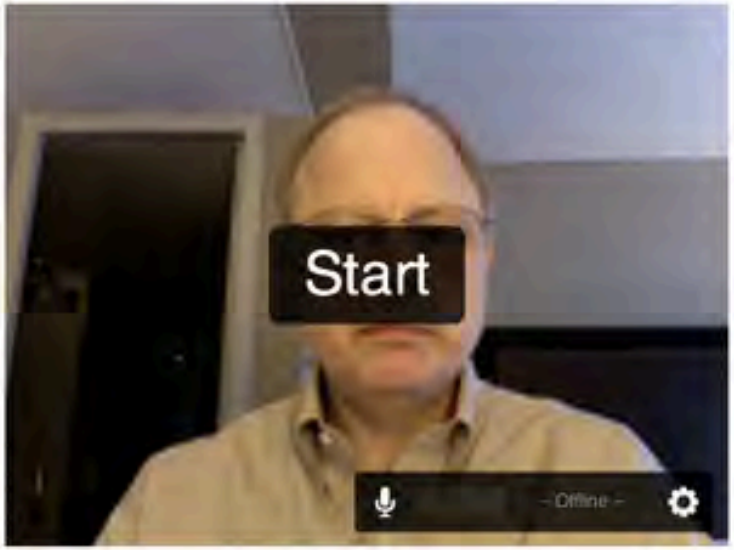

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Videos from people you follow

What is this?

No videos to show

Videos

Settings

Messages (0)

Advertisement Hide this?

What You Need

- Computer
- Broadband Internet Access (Preferably Wired)
- Streaming Video Account
- Microphone
- Camera
- Good Lighting

Basic Equipment

- Built-in laptop microphone
- Built-in laptop camera
- Normal household lighting

Better Equipment

- Quality USB computer microphone with stand
- HD webcam or HD camcorder with tripod
- “Semi-pro” lighting

Shure PG27 or PG42 USB Microphone

Logitech HD Pro Webcam 910

Consumer Camcorder

Share Performances

Share Performances

Share Performances

Streaming Services

- www.justin.tv
- www.ustream.tv
- www.livestream.com
- www.google.com/hangouts
- and more ...

Features to Consider

- Ease of use
- Standalone App Option
- Audio/Video Quality Settings
- Advertising Issue
- Recording/Archiving Options
- How public is the recital?

Share Performances

MSSG Guide to the Streaming Galaxy

Look For...

- Simplicity of setup
- Free Accounts
- Standalone app for streaming
- Choice on where stream lives
- Archival options
- Chat Options

Beware of...

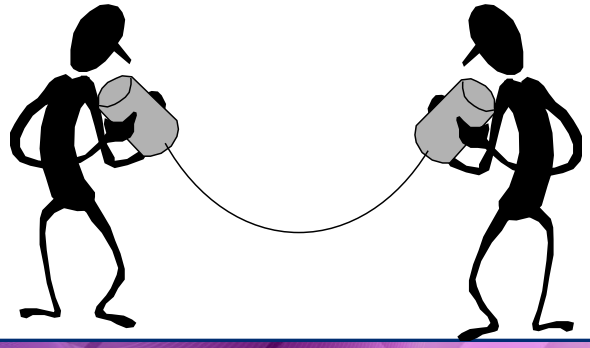
- Ads in free version
- Ad content
- Paid versions with per viewer overage charges

Want to learn how to stream a recital?

Join a member of the Technology Committee and help us stream sessions this week!

Communicate with Current Students/Clients

- Registration information and forms
- Studio Policy
- Lesson Schedule
- Recital Schedule
- Photos and Videos
- Payment information and link
- Useful links (i.e. piano tuner)
- Blog
- Practice expectations
- Links to Educational Resources



Videos

Instructional Videos

The Piano Podcast with Mario Ajero

Formerly known as Mariocast, The Piano Podcast with Mario Ajero is a video podcast devoted to the piano and piano pedagogy. You can stay subscribed to the podcast and download related sheet music via the links on the right.

'Like' The Piano Podcast on Facebook at: http://www.facebook.com/PianoPodcast

Monday, April 22, 2013

How to play Just Give Me a Reason by Pink and Nate Ruess on piano

"Just Give Me a Reason" by Pink and Nate Ruess from fun. Video tutorial on how to play the piano part to the intro.

About Me

Mario Ajero

1 circle 161

I'm Associate Professor of Piano Pedagogy and Coordinator of Class Piano at Stephen F. Austin State University in Nacogdoches, Texas. I earned my Ph.D. at the University of Oklahoma and received Bachelor of Music and Master of Music degrees from Temple University. I also host *The Piano Podcast with Mario Ajero* which can be found on YouTube, Facebook, and iTunes, and blip.tv

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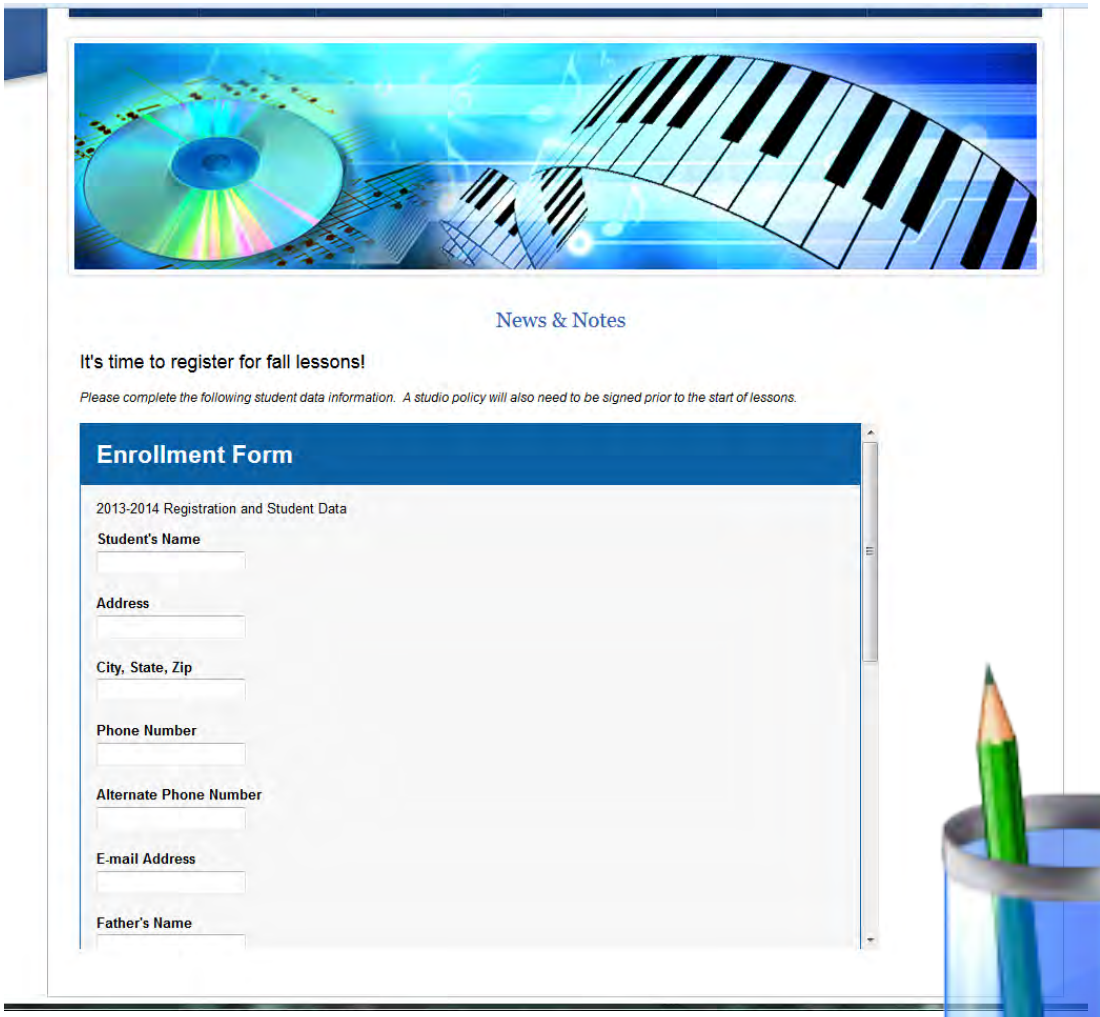
Search This Blog

Search

Calendar

- Sync with Google Calendar
- Create calendar in Word or Excel

Forms


News & Notes
It's time to register for fall lessons!
Please complete the following student data information. A studio policy will also need to be signed prior to the start of lessons.
Enrollment Form
2013-2014 Registration and Student Data
Student's Name
Address
City, State, Zip
Phone Number
Alternate Phone Number
E-mail Address
Father's Name

Payment Solutions

	QuickBooks IPN	GoPayment	PayPal	Square
Swipe Fee	Na	2.75	2.7	2.75
Transaction Fee	.50	0	0	0
Card Reader	Na	Free	Free	Free
Minimum	None	None	None	None
	Email invoice; Integrated payments saves time bookkeeping Create button on your website Checking account only	Accept Credit Cards	Accept Credit Cards Create Button on Your Website	Accept Credit Cards

Streamline Business

Thank you for coming!

Linda Christensen
LiChris1@wsc.edu

Michelle Sisler
Michelle@KeysToImagination.com

George F. Litterst
PianoBench@Gmail.com