

**SECRETS TO BUILDING
YOUR OWN PROFITABLE MUSIC
TEACHING BASED SMALL BUSINESS**



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Limited 1st Edition

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Chapter 1

HOW TO USE THIS BOOK

The best way to use this book is to take a deep breath, and as you take a deep breath and relax, just begin to read. In fact you may find yourself curiously beginning to relax and taking deep breaths every time you read this book. Simply read the whole book all the way through without stopping (except to do the written exercises). Just to start.

Avoid re-reading the same paragraph over and over again as you are going to go back and use this book over and over again as a reference. So as you take another deep breath before you go into the next chapter, make yourself a little bit more comfortable and turn the page so you can find out how to . . .

Chapter 2

LEARN TO BUILD YOUR OWN CLIENTELE!

It doesn't matter really how you get started

Building your own clientele is easier said than done. Let me share with you my experiences and then you will learn how I built my own clientele from scratch.

Back in February of 2008 I was speaking to an acquaintance on the phone about my job prospects. Recently a company that I was hoping to gain employment from had turned me down, in the same month I turned down a potentially more lucrative offer from a different company in a different industry as well and was a bit upset.

My good friend called me up to share an idea with me. “You know something Tony, I’ve been thinking. You absolutely love music, and you have the personality of someone who would make a great teacher. Have you ever thought about offering private music lessons?”

“No, not really. Although a few close friends of mine have recently suggested I should pursue a career as a teacher. They think I would be an excellent teacher. Even my next door neighbor’s son whom I haven’t seen in years up until a few days ago and talked to for only five minutes mentioned he thinks remarked I have the personality of great professor.”

“Well Tony, I think you’ve got it in you. You love music, and you would make a great teacher”

“I’m not so sure. I wouldn’t even know where to begin” My friend sensing my hesitation proceeded to attempt to convince me for the next hour as to why I would make a great instructor.

Finally he said “You know what, what are you doing this weekend?”

“I’m free Saturday afternoon”

“Well that’s terrific, let’s meet up. I want to talk to you about something.”

“Ok, Steve. Let’s meet up Saturday.”

A few days later I headed downtown and strolled into a local café and met up with Steve.

“I see you brought your laptop Steve.”

“Yes. I want to show you something”

“What is it? Let me see”

“Tony I’m going to help you with your teaching business”

“What are you talking about Steve? I don’t get it?” I exclaimed as I sipped my tea.

“If you were to pick a name for your business what would you pick for it?”

This is interesting. Most teachers would simply put their name on a business card without much flare or panache as to how it’s designed. However Steve was aware that I had a business background and knew that I would eventually work under a business entity as a way to protect myself.

“Well . . . I would pick the name, Vega Creatives. I would pick Vega because it’s a name that’s short and stands out and it’s also my middle name plus I would use the words Creatives because teaching music is a creative business. Also if I grow the business to the point where it expands and begins to offer more than just music teaching services the name Creatives is more general and I can easily offer those other services without having to change the business name or the branding. This is important as customers are very loyal to a brand they know, like, and trust and rebranding is expensive as you have to change your website, your business cards, your stationary, etc, etc.”

Tip: Picking a generalized name like I did is helpful but not necessary. I picked a name that was scalable, meaning it could mean lots of things, not just simply a teaching company.

Remember your name says something about your business so be smart about picking a decent name. Words are powerful and using words with a negative connotation may not help your branding. Other than that just get started and pick a name.

Steve complimented me “Good.” He knew that I was thinking ahead, guarding against risks by wanting to work under a business entity, and he also knew that I was ambitious.

“Tony that’s a terrific name. You’ve picked a name that’s scalable. The word scalable means you have chosen a name for your business that could mean the business performs a variety of functions, although for now you will only teach music. It’s good to have a much more general name because if you named your business ‘Tony’s Private In Home Guitar Lesson School’ what if you

wanted to teach someone how to professionally record music or if you hired a piano teacher to work in your business? If you did any of those or anything other than teach guitar lessons, you would have to change the brand of your business.”

Before I could say anything else Steve whipped out his laptop and we started working on business cards.

“One more thing, e-mail some pictures you think you might use in your business as well”

I found some pictures of myself playing guitar when I was younger and sent those over to Steve.

Before I knew it he had designed my business cards, and designed a basic website for me for FREE!

As I had guessed he used a picture of me playing guitar when I was young and put that picture up on the front of the website.

Now you do not need to start a website although I think it helps, unless it's designed in such a way that scares people off in which case it helps your competitors.

Resource: For a consultation on the effectiveness of your website in driving sales please visit www.marworldwide.com (based o the West Coast) or www.thedddgrp.com (based on the East Coast). They're both expensive but they are only two web design firms I will work with.

You are going to eventually want a website that sells for you but you do not need one to start. I will highly advise you that if you do go with any web design

firm make sure they have someone who can write excellent copy that sells, preferably someone with direct-response marketing experience. A pretty website does not translate into more sales. However a good looking, clean and professional website does make potential clients visiting your site take you more seriously.

Also you do not need business cards to start although I think it helps. All you need to do is get the word out there and one of the best ways to do that is through Craigslist. Aside from telling every one you know that you are tutoring or teaching, etc, etc independently, Craigslist, and ads in local cork board billboards at the supermarket, local community centers or anywhere you can post up flyers is a good place to start.

Bonus Tip: Put pictures in your Craigslist ads! For example if you teach guitar, you'll want to put pictures of happy smiling kids playing the guitar in your ads. Some people only look at results with pictures in it when they search Craigslist. iStockPhoto (www.iStockPhoto.com) has very professional royalty-free images that can be used in your ads. Setup a www.photobucket.com account too. To learn how to use html in your ads and put photos visit http://www.craigslist.org/about/help/html_in_craigslist_postings/

Now let me tell what the best sources to start with are. Word of mouth and Craigslist. As of today you are free to advertise your services on Craigslist. This is what Steve suggested I do so I started to advertise on Craigslist. Craigslist was great. Not only is it free, but so many people use Craigslist.

So I posted ads on Craigslist and thought it was great advice however until a month and a half into advertising I was concerned.

In fact I was VERY concerned . . . I received ZERO phone calls or e-mails so far in that past month and a half.

Skeptical and feeling defeated, I called up Steve.

“Hey Steve it’s Tony. Listen, I’m starting to think it’s impossible to get business over the internet. In fact I don’t even think there’s a market for independent music teachers let alone tutors of any kind.”

Side note: Don’t quit your day job! Build up your business part time until it is so successful that you have to leave your day job in order to work at your business full time. I’ve made the mistake of doing the exact opposite in a previous business venture and have the scars to prove it!

I could hear Steve laugh on the phone. “How many ads have you put out Tony?”

“Oh about one a week, may be two a week”

Steve roared again with laughter again. “I have faith in you. You need to do something different. You need learn the virtue of perseverance. You need to learn to be persistent. I want you to do me a favor. I want you to post two ads a day on Craigslist and stagger the times when you post your ads from day to day meaning one day you post an ad at 9 AM and then another at 5PM, and then the next day you pick different times to post your ads and keep doing that until you start getting clients”

“I don’t know. I’m not really so sure that this is going to work out. Maybe it’s not meant to be”

“Non sense. Put out two different ads a day, every day, and stagger the times that you place them. Trust me, I’ve been doing business for a long time and I can tell you’re first client is sometimes the hardest one to get, however after you land your first paying customer the money starts to come a lot more easily.”

“OK, I’ll give it a shot, but I must confess I feel highly skeptical that anyone can make *any* money doing this.”

To be truthful I was a bit lazy. I was posting ads more regularly however not as many as two times a day. And then one day . . .

. . . I received MY FIRST PHONE CALL! I was ecstatic, excited, and jumping up and down for joy. And then the voice at the other end of the line said “You know what . . . maybe we should wait until next month as little Jimmy is finishing up taking lessons somewhere else.”

Oh no! I thought it was the prospects of giving me the cold shoulder!

Again, I called up Steve complaining that this is never going to work.

“Tony, again you need to learn to listen to me. Put out two ads a day, and do it each and every single day. Learn the value of perseverance.”

I finally took his advice and a few weeks later the lady who

On setting your rates / price point:

You don't have to obsessively research what your competitors charge. Look up a few of your competitors prices and you'll get a basic idea of what the range of prices and the services / products provided in that range. Then just pick a price and go with it. You'll eventually find out what the “market rate” is. You can always adjust your prices later. Hint: There really isn't a “right” price.

was the first person to call me contacted me again. “Tony, I said I would call when little Jimmy finished with his guitar lessons elsewhere. What's a good day to start?”

Eureka! I had gotten my first client. It felt great! But then I was nervous . . . what would I teach him?

I immediately sat down a good friend of mine, as well as my sister and ran through a

Side Note: Part of becoming more successful in life is learning how to live outside your comfort zone.

music lesson with them. By practicing giving out guitar lessons to others I knew I was preparing myself for when I would have a lot of students one day.

And then the summer hit. I do not know what type of service you provide or if you are a personal trainer, guitar teacher like myself, math tutor, private swimming coach, etc, etc. But I do know for music instrument teachers the summer is a hard time of year as there are simply very few students. They simply disappear out of sight somewhere.

My own guitar teacher would pack up every summer for a month or two and tour Europe with his band.

He would mail me postcards from the different European towns where he and his band played concerts as proof.

Nevertheless during the summer, most folks go off to the beach or their summer homes, take vacations in Europe, etc, etc. Some clients even use summer as an excuse to quietly discontinue your services since they don't have the guts to tell you they've decided to not continue hiring you for your services any longer.

However, I kept advertising relentlessly. I compiled a rotation of ads and would post two different ads a day. Eventually I created a document on my computer where I copied and pasted what I thought were my best ads. However, I knew there had to be a way to stick out from the rest of the teachers I was competing with. I know that I had leg up in that I was posting two ads on Craigslist whereas most teachers didn't do that. They only advertised only a handful of times week at best.

But I knew I had to do more.

What would you do?

The answer came to me. I stumbled across a book called “Buying Trances” in my local Barnes & Noble and quickly snapped it up and brought it home with me.

I was hooked.

This book was the ticket. Even in the middle of summer, which is the dead season for music teachers, I hit a record for the number of new inquiries per day. On a good day in the busy season, I would only field half of that number of inquiries. I knew that reading and applying what I read in the book “Buying Trances” made the difference.

You know you’re doing a good job when other people start copying your ads, which also happened to upset me greatly.

The neat thing about the book is that once you read it you intuitively know how to write ad copy much much better than you had ever thought of before. The book is written in such a manner that it is almost intuitive to write decent and compelling ad copy once you’ve finished reading it.

The book taught me, almost magically, how to capture people’s attention and how to sell myself with ads. It also taught me what words mattered to people, and how to work with people.

With that we are going to discuss the use of hypnotic languaging that you can use in your ads. However you are to start putting up ads immediately and over time refine them, edit, and create new ones using hypnotic languaging. In fact please put the

book down and write up an ad and post before returning to the book.

Did you post up an ad?

Yes? No?

If yes, good for you. It doesn't matter how you did, the most important thing is that you took action.

If no, do it right now.

Assuming that you did put up an ad, let's go back to advertising and marketing.

Advertising / Marketing will be the starting point for us in this book and hypnotic languaging will be the starting point of marketing / advertising for us.

Before we go into a recap let's go into a primer of hypnotic languaging that you can use right before you start reading the book "Buying Trances" which I hope you'll buy when you're finished reading this book or as soon as you wish. You are encouraged to use hypnotic languaging in everyday conversation.

Why are we going to learn how to use hypnotic languaging? Because it is part of the basics of how we are going to communicate (i.e. talking, and writing) with other people, and we are *especially going to use it* to write advertisements to be used on Craigslist, e-mail sales letters, or just about anywhere else.

Side note: Just to get the point across again one more time, you are encouraged to use Hypnotic Languaging in everyday conversation.

Chapter 3

IF THIS ISN'T MAKING SENSE READ THIS! *Basic Sales and Marketing Communication To Get You Started*

Sensory Predicates

By learning how to use sensory predicates we can “spice” up our language. This is excellent not only for making colorful conversation but also to rivet people’s imagination. I’m sure you can see where this can be useful as you craft ads in heart-to-hand (or heart-to-keyboard) fashion.

95% of your competition doesn’t know how to do this and learning these techniques will translate into way more sales. This is the first of many secret marketing weapons will you learn in this book.

Now let’s discuss sensory predicates. There are 5 basic senses. We can see, hear, feel, taste and smell.

For simplicity’s sake we’re going to say there’s only 4 classes of sensory predicates in the English language. There’s Visual, Auditory, Kinesthetic, and Olfactory / Gustatory.

Let’s come up with some words that might trigger these senses as you write ads or even speak to people on a daily basis.

Exercises

Examples of Visual Predicates:

See
Clear