

MINI MARKETING PLAN

Resource Guide

This is a companion guide for the [Mini Marketing Plan](#) post on the Music Studio Startup blog.

EMAIL TEMPLATE

Keep it simple. Share a highlight from your studio this past year or a goal you have for next year. Include a clear “ask” and tell them the best way to refer students to you.

Example:

Dear Friends and Family,

This year was a big year for my music studio. I made the leap to full-time teaching and it's been quite adventure!

I still have a few lesson openings beginning in the New Year, so if you know anyone looking for a piano teacher, I'd be eternally grateful if you shared my name. I'll even give you a cookie. :)

You can refer them to my website or Facebook page.

Have a wonderful holiday season!

Andrea



LESSON TIME AVAILABILITY

Open a template in [Canva](https://www.canva.com) for your social platform of choice. Find a simple layout and whip up a design with the lesson times you want to fill. Limit it just a few openings.



Once a time has been filled, update the image with a line through the filled time to show that your studio is in demand!



USEFUL CONTENT IDEAS

Sharing original content on local blogs and online groups is a great way to build your reputation as a music teacher and demonstrate your expertise. The options are endless, but here are some ideas to get you started:

Examples:

- Create a calendar of holiday music events for your local area
- Help parents fight boredom on snow days by sharing your favorite studio music games to play at home
- Composers and performers: share a free recording of your own holiday songs
- Put together a gift guide of educational music toys and games
- Compile a book list of composer biographies for whatever age group you want to target
- Compile a list of movies about musicians and composers
- Curate and share a Spotify playlist



VIDEO SCRIPT TEMPLATE

Your welcome video doesn't need to be complicated. You can shoot it with a smartphone, stabilized on a table or tripod for best results! The point is to show off your studio and show some personality!

You should make your script your own. Be sure to talk about who you teach and what kinds of successes students have experienced in your studio!



Example:

Hi! I'm so excited you're looking for piano lessons!

I love helping beginner adult students in Stars Hollow take their first steps in learning to play the piano.

One of the highlights of my teaching this year was helping a student who started learning piano in retirement realize a lifelong dream - to play the "Moonlight Sonata."

I would love to help you reach your musical goals this year!

To get started, just send me an email through the contact form below...

WANT MORE HELP?

Music Studio Startup exists to help music teachers grow their studios and learn entrepreneurial skills through one-on-one coaching and online courses. Visit [MusicStudioStartup.com](https://www.MusicStudioStartup.com) to learn more!