

Starting and Growing Your Independent Voice Studio



Balancing art..... with business

- WHY will you teach?
- WHO will you teach?
- WHAT will you teach?
- WHEN will you teach?
- WHERE will you teach?

- WHAT is your mission statement?
- WHO is your target market?
- WHAT is your product?
- WHAT are your business hours?
- WHERE is your space? Region?

FLEXIBILITY? (Priority on performing, grad school) VS STABILITY (Steady income, regular schedule)

Assessing your skills and knowledge

1. VOICE: Knowledge, experience, training, credentials
2. PIANO/accompanying
3. STYLES: classical, music theater, pop, jazz, blues, rock, country, worship...
4. LANGUAGES: classical diction languages
5. COMMUNICATION: vocabulary, demonstration, “people skills”, focus
6. BUSINESS SKILLS: book-keeping, networking, marketing, PR



Resources

1. PERSONAL MUSIC LIBRARY: purchase print music, comply with copyright laws, no photocopies
 - a. Standard anthologies in high/low keys, voice categories
 - b. Printable resources, such as CDSheet music, public domain sheet music, Alfred’s Ready-to-Sing series
 - c. Digital music: MusicNotes.com, Everynote.com, SheetMusicDirect, ClassicalVocalRep.com
2. ESSENTIALS: piano/keyboard, full length mirror, music stand, recording device, website (MusicTeacherHelper)
3. MENTORS: teachers, colleagues, voice teacher blogs, online communities
4. CONTINUING EDUCATION: voice lessons, workshops, conferences, masterclasses, acting, dance...
5. PROFESSIONAL ORGANIZATIONS:
 - a. National Association of Teachers of Singing www.nats.org, Associate member, apply NATS Summer Intern
 - b. Music Teachers National Association www.mtna.org, Join and be active in local chapter.

Nuts and Bolts

1. LOCATION: Legal, noise-and-neighbors, pet and allergies, intrusion on family life
2. SOLE PROPRIETOR? LLC? CORPORATION? S CORP?
3. TAXES/INSURANCE: Books/online resources, accountant, rider to home policy, separate business policy
4. \$\$ MONEY/BILLING: Know the “going rate” for your experience level, pre-paid lessons, groups, classes
5. PROFESSIONALISM: dress, manner, marketing materials, web presence
6. ETHICS: Stealing is wrong (don’t steal students, music, ideas...)

