

What Kind of Program Do I Want to Provide?

One of the great things about the Musikgarten curricula and materials is their flexibility. This flexibility will allow you to use the Musikgarten programs in a variety of ways. Deciding how you want to structure your business is a key decision. Do you want to establish a new **studio** program, or are you planning to add Musikgarten classes to an already existing studio which currently offers private instruction to older children? Additionally, are you considering obtaining **outside contracts** (such as with pre-schools or Montessori schools) while you are growing your own program? The combination of a new studio program and an outside contract can be initially very beneficial, as it gives you a steady income during the beginning years of your studio while helping to establish your name in the community as the local Musikgarten teacher.

Private Studios

As mentioned earlier, successful Musikgarten businesses are ones in which parents are actively involved. Musikgarten terms these types of businesses “studios” (though they do not necessarily have to take place in an actual studio – music or otherwise).

The private studio will provide you with the highest earning potential. Income is determined by the number of children you recruit. Teaching all curricula creates long term growth as children can begin with Musikgarten at birth and have the opportunity to stay with you through *Music Makers: At the Keyboard*. Since you enjoy a working relationship with these families, there is an excellent chance that these children will continue with you in private instruction, if that is an option. Your Musikgarten offerings will allow you to conduct classes (and to earn income!) at times when your older students are not available. This is very good news to the vocal or instrumental teachers who would like to increase their daytime teaching.

Many established Musikgarten studio owners increase their income by hiring other teachers to conduct classes, increasing the total enrollment and maximizing prime teaching times.

Advantages: highest earning potential; freedom to create your own standards/quality; the opportunity to build relationships with the families

Disadvantages: since income is based on number of students, it can take a while to achieve an acceptable level; total responsibility.

Outside Contracts

Having contracts with groups outside your home (or studio) allows you to establish yourself as a leading early-childhood music specialist in your area. It puts you in contact with children who might not be able to come to your studio (due to having 2 full-time working parents, for instance), and adds to your earning potential. While it may not be as convenient or as lucrative as studio teaching, it can provide you with a steady

income that you can count on for the term of the contract. Our *Music Keys* program was designed for this kind of program.

Contracting with a preschool or another type of child-care program presents several challenges. Because *Music Keys* programs must provide both the in-class and at-home experience, teachers will need to work with these institutions to ensure that the Family Materials go home with each child involved in *Music Keys* classes. This kind of agreement will depend on good communication between you and the school administration.

Possible opportunities for establishing contractual agreements include Montessori schools, recreation centers (YMCA's), private pre-schools, church pre-schools, and corporate and private day cares.

There are many options in establishing a contract with a school or day-care. One of the most popular arrangements is acting as a sub-contractor, whereby the school pays you to teach every child in the school. Following is an example of that type of contract:

"Jill Hannagan of the Hockessin Music School will provide a *Music Keys* Program for New Garden Pre-School during the 17-18 school year, including 9 half-hour classes weekly for 28 weeks, 1 Family Music Night or Parent Education night and 1 Staff In-service Session. The cost of this program will be \$_____, payable in 9 equal installments of \$_____, September 30 through May 30. Family Materials will be purchased each semester for all enrolled children.

If the school agrees to the above terms, it can now include it offers the Musikgarten program *Music Keys* program taught by a certified and licensed Musikgarten specialist. This will help the school in its marketing approach. Additionally, Musikgarten will supply short informative articles that the school can include in its newsletter, educating parents as to the benefits of the Musikgarten program the school is providing for its students. **Be sure to let your teacher trainer know if you are interested in pursuing this avenue in addition to your studio plans.**

Advantages: dependable income

Disadvantages: travel time, less control of environment – teaching space, class size, etc.