



## Teacher Resources



*Your studio. Your passion. Our support.*

[www.musikgarten.org](http://www.musikgarten.org)

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## Planning Your Musikgarten – Define Your Goals!

You have many questions as you begin planning your Musikgarten program. Most experienced teachers will admit that they would rather “just teach”, but they understand that careful planning is key to a successful business.

Yes, you read correctly – you are in essence planning a Musikgarten business! Even if you are planning to only teach a class or two in your home or in a school setting, your program is your **business**. Initially, it is vital to identify your business GOALS.

Few businesses succeed accidentally. Most are the result of careful planning and execution. When writing a business plan, anything you leave out of the picture in the early stages is likely to cost you time and money later on. So, thoughtfully and carefully consider each goal you would like to achieve. There are many benefits to writing a Business Plan:

- A plan gives you a map to follow throughout the growth of your business.
- A plan helps you to see where you want to go and how long it will take.
- A plan allows you to compare results of your business to the planned results.
- When shared with others, a plan can help you make sure that essential elements are not overlooked.
- A plan can help you develop your role as a competitive business owner in today's market.

Musikgarten teacher Robin Knorr, of Columbus, IN, agrees. “Just remember to make a plan, prioritize it, and begin the attack!”

The first and most important element in defining your goals is to decide where you would like to see yourself in a few years (Long-Range Goals) and what you would like to accomplish in a short time (Annual Goals). These operational goals may change at any time. There is space provided at the end of this chapter for you to make notes as you initially explore your goals.

To help in brainstorming, you may wish to visit the Small Business Administration website ([www.sba.gov](http://www.sba.gov)) which provides valuable information for those wishing to start businesses in the U.S. and abroad. In the pages that follow, we will explore these goals, providing advice and examples specific to beginning a Musikgarten program.

A word of caution ... Building a solid early childhood music and movement program from the ground up is a slow, steady process. Our experience shows that it takes approximately **3 years** for a program to begin blossoming. So, if your initial enrollment does not meet your expectations, don't give up! Remember that ***planting seeds takes time***.

As you establish your goals, there are a few important considerations to keep in mind from the very beginning:

- How much time are you willing to commit to teaching classes?
- How much time can you commit to your new business ***in addition to*** class time?
- What other priorities are there that will not go away? (parenting, another job, elderly parent care, hobbies, commitments)
- How is your energy level? health?
- How much money can you easily/safely contribute to beginning this enterprise?

**TAKE THE TIME TO LOOK AT A 12-MONTH CALENDAR** and be sure you are ready to invest yourself, your money, and your talents for the full year. Consult with other family members -- or anyone else who will be affected by your new schedule and responsibilities -- and confirm that you have their support.

## 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.

## Studio Location Considerations

**Make sure your space is appropriate, accessible, and affordable!**

## Appropriateness of the space you're considering

- Is it clean, pleasant, and safe?
- Does it have restrooms available? Are they close enough that *Music Makers* children can get there on their own?
- Is there space for parents to wait for their children?
- Is it in a locale where the community will support your business?

## Accessibility of the space you're considering

- Is it conveniently located?
- Is there ample parking?
- Is it stroller-accessible?
- Is it wheelchair accessible?
- Are there local ordinances to consider?

## Affordability of the space you're considering

- Remember that rent is on-going and a tax deductible expense.
- Ask for rent that is based on a percentage of your income.
- Barter for space; consider offering God's Children Sing to a church community in return for use of their space.
- Look for space that you can use for free, in return for a free-will donation!

### Types of Spaces to Consider:


## Location Worksheet:

LOCATION: \_\_\_\_\_ CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE/EMAIL: \_\_\_\_\_

COST/PAYMENT AGREEMENTS: \_\_\_\_\_

LOCATION: \_\_\_\_\_ CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE/EMAIL: \_\_\_\_\_

COST/PAYMENT AGREEMENTS: \_\_\_\_\_

LOCATION: \_\_\_\_\_ CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE/EMAIL: \_\_\_\_\_

COST/PAYMENT AGREEMENTS: \_\_\_\_\_

LOCATION: \_\_\_\_\_ CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE/EMAIL: \_\_\_\_\_

COST/PAYMENT AGREEMENTS: \_\_\_\_\_

LOCATION: \_\_\_\_\_ CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE/EMAIL: \_\_\_\_\_

COST/PAYMENT AGREEMENTS: \_\_\_\_\_



## Policies and Guidelines

Thinking through the policies and guidelines for your studio is very important. This will put everything out in the open and protect both you as the business owner and your client the parent. Your studio policies can be a few simple items or longer depending on your situation. We suggest that you at least cover the following in your policy section:

- Reserving your space/fees/tuition
- Payment options
- Discounts
- Attendance Policy/sickness-absence
- Refunds
- Job of the parent
- Media Release Policy
- Sickness/COVID Policy

Below are ideas with text that you can consider:

### Sample Policies and Guidelines List:

**Enrollment/Registration Fees:** A First-Time Enrollment Fee of “dollar amount” will be added to the invoices of new families for the first session. A Registration Fee of “dollar amount” will be added to the invoices of all returning families, each session.

**Sibling Discounts:** A “percentage” discount is given off tuition only for multiple students from the same family in Musikgarten or other group classes. There is no discount on materials.

**Sample Friend Referral Credit #1:** If you have attended classes previously, and are enrolled for the current semester, you can earn “dollar amount” off next semester's tuition by recruiting a new family! You can recruit more than one family! Please list the name(s) of the new family or families in the comment box on the registration form. All referrals will show as credits on the following semester's invoice.

**Note:** This does NOT apply to a new family recruiting another new family. One family must have attended previously, and BOTH must attend the semester in which they earn this tuition credit.

**Sample REFERRAL CREDIT #2:** We are very happy to give \$25 credit to each family who refers another family who commits to a full 15-week semester and pays in full. Referral credits will be credited for the *following* semester (e.g. If the referred family signs up in Fall, the family who referred the new family will receive their credit in Spring). For a shorter session, such as Summer Session, the same policies apply except that the referral credit is \$15 because of the session length. Thank you for your referrals!

**Sample Payment #1: Tuition, Payment Plans, Misc.:** Please note the tuition price is per child. **Financial help is available!** We want every child to have the opportunity to enjoy music; please call. We accept cash, check, or credit card payments (through PayPal).

**Sample Payment #2:** Payment is due by the first class unless you have arranged a payment schedule. A 50% deposit is required at the time of registration to hold your spot. Please note: When you register for a session, you are committing to the full session; there is no pay-as-you-go. This is to preserve the educational value of the program. No refunds will be given unless a family moves out of the Piedmont Triad area mid-session.

**Required Materials:** Teachers will hand out materials during the first week of class. Each booklet contains a CD and an access code for a digital download of the song recordings. There may be additional materials associated with each age level (song books, instruments, animal cards, note cards, etc.). The books and recordings are for home use, so you and your child become more familiar with the songs and activities we do in class.

**Dropping Class/Refunds:** Regardless of the reason, an administrative fee of "dollar amount" is non-refundable. Partial refunds or credit are not given for missed classes or for students who drop a class.

**Attendance Policy:** You have the option of attending another class for a make-up if you miss your regularly scheduled class - but you must notify us of the absence in advance AND notify us in advance to arrange the make-up. All make-ups must be settled within the current session; no credits will be carried over to a future session.

**Class Size:** We need a minimum of "number" children enrolled in each class so that it is a "go" for a session.

**Class Guidelines:** Please try to be on time. We sit on the floor, so wear comfortable clothing and remove your shoes. Please leave food, toys, pacifiers, drinks, etc. at home or in a diaper bag. If needed, please step into the hallway for a little break.

**Weather Policy:** If "school district" is closed due to bad weather, we will also be closed. Every attempt will be made to make up missed classes. In the case of weather getting worse in the afternoon, we may cancel evening classes and will post such on the website and social media pages; every attempt will be made to call or text families involved.

**Holidays:** We do NOT close for all holidays. Check with your teacher for specific holidays (i.e. Columbus Day, Martin Luther King Day, Presidents' Day, etc.) Here is a list of holidays we are closed:

**Loss or Injury:** "Studio name" is not responsible for any loss or injury incurred while participating in the program. Signature on the registration form or the submission of an online registration acknowledges that "studio name" is released from all liability, including, but not limited to liability resulting from anyone's negligence. Signature or electronic registration also constitutes acknowledgement that the parent or care-giver agrees to indemnify and hold harmless "studio name" from any liability, costs or claims, related either directly or indirectly to participation in an "studio name" program, including legal or medical expenses incurred for the participant's benefit.

**MOST IMPORTANTLY:** Please realize that all children learn at different rates and in different ways. Some children will be quiet in class, others will be active. Some children will do everything perfectly at home, but not in class. Your job is to play and have fun with your child, and ensure his/her safety as well as that of other children in the class. As a parent, you know that every child is unique, so leave your comparisons at the door, and let the music work its magic!

**Sickness/Covid Policy (Not exhaustive list - Suggestions and ideas to consider):**

- We are committed to creating a safe class environment for families. We believe every family has various levels of health needs & concerns, and that parents should act on what is best for the safety of their family. Masks are not mandatory but please follow your own level of comfort.
- If you are experiencing Covid or have symptoms of any illness, please stay home. Ask about our virtual option.
- Because of the nature of our classes and the need for facial expression/communication for students with speech delays, etc. some instructors will not wear a mask depending on their health and family situation.
- Please wash your hands before entering or use the hand sanitizer in the studio.
- Please bring a picnic blanket, small rug, or yoga mat for you and your child to sit on in class.
- Please be considerate & respectful of the other families in class who may have more serious health needs or concerns.
- If you have specific questions or concerns concerning sickness policies feel free to contact your teacher.

**Please review our studio and media release policies prior to scheduling classes. If you would like to meet or discuss the policies in further details, please contact "owner of studio" at the studio.**

**Media Release Policy:**

I hereby irrevocably authorize "studio name" to use photographs of me and/or my property and authorize her, licensees, legal representatives and transferee's to use and publish (with or without my name, company name, or with a fictitious name) photographs, pictures, portraits or images herein described in any and all forms and media and in all manners including composite images or distorted representations, and the purposes of marketing, publicity, illustration, commercial art, advertising, publishing (including publishing in electronic form in CD's or internet websites), for any product or services, or other lawful uses as may be determined by "studio name". I further waive any and all rights to review or approve any uses of the images, any written copy or finished product. I am of full legal age and have read and fully understand the terms of this release.

Sign for media release: \_\_\_\_\_ Date: \_\_\_\_\_

## My Musikgarten Timeline

✓	Date	Action
✓	NOW	Musikgarten Worksh/p
	NOW	Listen to Family recordings. Keep singing songs.
		Apply for Musikgarten License
		Establish Class Location
		Establish Schedule
		Print Brochure(s) / Flyer(s)
		Order Family Materials
		Parent Meeting
		<b>First Class, Hallelujah!</b>

### Self-Development

		Choose a Musikgarten Live Coaching Session
		Available Topics: Marketing, Parent Education, Pedagogy, etc.
		My next Musikgarten Workshop or Webinar: Level, Year?

## Budgeting

### Start Up Costs

Start-up costs are expenditures you will have to “get on your feet”. You will need the Musikgarten training (some of which you are completing) and curricular materials for teaching. When taking webinar training, your materials are included in your tuition fee. Though your location costs will differ, the product-related costs generally are the same whether you rent space in a studio setting or teach at home. Below is a list detailing typical start-up costs for ages 1.5-5, in U.S. dollars.

#### Workshop Training

(Cost of registering for FMBT and CYC, combo pricing)	\$569
<b>Expenses (to and at Workshops)</b> (travel/housing)	\$400+/-
<b>Teacher's Materials:</b>	
Workshop Special: FMBabies (\$119.95) and Toddlers (\$63.95)	
Workshop Special: CYC (\$129.95)	
	\$313.85
Musikgarten License Fee	\$125.00
<b>Classroom equipment</b> (Teacher Set 2 at Licensed Teacher prices)	
Scarves, 2 dozen	
Jingles, 2 dozen	
Rhythm Sticks, 2 dozen pair	
Rattles, 2 dozen	
Drums, 3	
Resonator bars d', a', mallets	
Total	\$440.00
<b>Rent Deposit</b>	\$300+/-
You may be asked to give a first + last month deposit.	
<b>Marketing/Promotions</b>	\$500
<b>TOTAL START-UP EXPENSES</b>	<b>\$2647.85+/-</b>

**NOTE:** There are few businesses that you can begin for such a small investment!

Consult an accountant about tax laws in your state concerning the sale of materials before you begin teaching; you will want to know how much to add to your Family Materials charge for this expense.



### Webinar Training:

Toddler 1 – My Day:	
Includes Teaching Material	\$295
Toddler 2 – Animal Friends:	
Completes Toddler certification and Includes Teacher Material	\$120
Age 3-5 – Wind Dancers:	
Includes Teaching Material	\$295
Age 3-5 – Sun Catchers:	
Completes Toddler certification and Includes Sun Catcher packet	\$145
<b>Total</b>	<b>\$855.00</b>

### Classroom equipment (Teacher Set 2 at Licensed Teacher prices)

Scarves, 2 dozen	
Jingles, 2 dozen	
Rhythm Sticks, 2 dozen pair	
Rattles, 2 dozen	
Drums, 3	
Resonator bars d', a', mallets	
<b>Total</b>	<b>\$440.00</b>

**Rent Deposit** \$300+/-

You may be asked to give a first + last month deposit.

**Marketing/Promotions** \$500

**Musikgarten License for one year** \$125.00

**TOTAL START-UP EXPENSES** **\$2220+/-**

**NOTE:** There are few businesses that you can begin for such a small investment!

Consult an accountant about tax laws in your state concerning the sale of materials before you begin teaching; you will want to know how much to add to your Family Materials charge for this expense.

### Ongoing Costs

Ongoing costs, especially **rent** and **insurance**, vary depending on location. Early Childhood Music and Movement Association (ECMMA) members are eligible for special **insurance** rates; ECMMA can be contacted (360) 568-5635 or [ecmmabusiness@hotmail.com](mailto:ecmmabusiness@hotmail.com) for information on this and other benefits of membership.

Keeping organized may also require financial consideration on your part. If you are not a pencil-and-paper person, you may find organizers and other small office equipment at large retail stores or companies which specialize in small businesses, such as My Office Pal (myofficepal.com).

Consult **tax** authorities before you begin teaching; you will want to know how much to add to your Family Materials charge for this expense.

## Ordering Musikgarten Teacher and Family Materials

Family Materials can be considered an ongoing cost, but remember that parents will ultimately be purchasing these materials from you. You will need to decide whether or not to purchase these materials ahead of time and be reimbursed (this is more efficient for everyone involved), or to order them as the families register. If you order ahead of time, you may find it beneficial to order a few extra ones in case you get late registration (see **Returns Policy** below).

Musikgarten's ordering policy allows you great flexibility. Once you have established good credit with Musikgarten, you may order your Teacher and Family materials on a **30-day** account. Payment should be made within 30 days of the order date.

If, after the 30-day period has passed, you have extra **Family Materials** on hand, you may return them within **60 days** of the order date for a credit on your Musikgarten account. Musikgarten will not issue refund checks or credits to your credit card account. This offer is only good for Family Materials, since the quantity you need for these is estimated when you call. The returned materials **MUST** be unopened and in mint condition, so be sure they are packed and shipped carefully. Since the materials are credited to your Musikgarten account, we do not charge a restocking fee so long as they are received within the 60-day limit.

## Income

You are probably wondering at this time when you will start to see a profit from teaching your classes! Consider that the start-up of a business, like the purchase of a home, will diminish your resources at first but you should be "in the black" within the first few years of business! Your income will be directly influenced by the number of families you teach. Your semester charge will include 3 parts: tuition, materials, and registration.

**Tuition:** payable by semester, this figure is based on an "per class" rate.

**Materials:** Family Materials for each semester must be included as part of your class offering. Materials per semester range from \$20-\$40 for ages 0-4 and \$30-\$51 for ages 5-9. Consult our price list for specific costs and remember to calculate shipping. Licensed Teachers receive discounts on bulk orders of single Family Material units; you may possibly take advantage of these within the first year of teaching! **Registration:** Payable once a year. This fee usually ranges from \$15 - \$25 and is designed to cover your administrative costs (phone, paper, postage, office help)

Budget carefully. You will put your own financial resources towards start-up, and it is always worthwhile to plan.

## Sample Budget (August – July)

### Assumptions for this budget:

- You are opening a new Studio in August. For **year 1**: you secure registrations for one 15-week class each of *Family Music for Toddlers*, and *Cycle of Seasons*. Because of your excellent teaching skills and strong, consistent marketing, the same students stay for a second semester. During the summer, you will offer the "Summer" part of *Cycle of Seasons* for 4 weeks (2 classes/week). For **year 2**: you continue to build. **Year 3**: your program includes 40 families who stay with you for the entire year.
- You will charge a one-time Registration Fee of \$20 per family, for the full year.
- For Family Materials, you include the cost (+ approx. \$3.00 - \$5.00 to cover shipping) of Family Materials for each child in each class. Shipping costs will depend on the size of your order. If you need help calculating your shipping cost, please call the Musikgarten office.
- You will register for both *Family Music (birth to 3)* and *Cycle of Seasons* Musikgarten Workshops in the summer. Also, you will purchase a License so that you are both trained and licensed, considerations important to your parents (and for you).
- **Advertising expenses** vary from month to month and year to year, but a good rule of thumb is to spend from 15% to 20% of your total projected annual revenue on advertising. However, advertising may not be an even monthly expense, as a particular campaign may require 50% of your annual budget. For simplicity, the Sample Budget uses a rounded 15% even monthly expense.
- **Total expenses** will vary based on several factors determined by your particular market or area. Rent and insurance may be more or less given a particular market. The Sample Budget class cost is based on an average provided by a survey of Musikgarten teachers. Adjusting the number of weeks teaching will also affect the bottom line. Some teachers have anywhere from 12-15 week semesters.

### Sample Budget (August – July)

INCOME	Year One	Year Three	
Note: Full year	One 1/2 day / week	Two 1/2 days / week; Fall / Spring	
	16 Students	40 Students : Summer 16	
Registration @ \$20 per year @ 16 students	\$320	@ 40 students	\$800
<b>FM: Babies:</b> ½ hr. per week per class			
Semester 1: \$10/wk/15 wks.			
Semester 2: \$10/wk			
<b>FM: Toddlers:</b> ½ hr. per week per class			
Semester 1: \$12/wk			
1 class = 8 students			
Semester 2: \$12/wk			
1 class = 8 students	\$1,440	2 classes = 16 students	\$2,880
Semester 2: \$12/wk			
1 class = 8 students	\$1,440	2 classes = 16 students	\$2,880
Summer: \$20/wk/4wks (8 classes)			
1 class = 8 students	\$640	1 class = 8 students	\$640
<b>The Cycle of Seasons:</b> 3/4 hr. per week per class			
Semester 1: \$14/wk/15 wks			
1 class = 8 students	\$1,680	2 classes = 16 students	\$3,360
Semester 2: \$14/wk			
1 class = 8 students	\$1,680	2 classes = 16 students	\$3,360
Summer: \$24/wk/4 wks (8 classes)			
1 class = 8 students	\$768	1 class = 8 students	\$768
<b>TOTAL INCOME</b>	<b>\$7,968</b>		<b>\$17,088</b>
EXPENSES	Year One	Year Three	
Rent (will vary)	\$0 (In Home)		0 - 1500**
Insurance: \$25/mo	\$300		\$300
Advertising: \$100/mo	\$1,200	(\$200/mo.)	\$2,400
Paper, printing, postage: \$30/mo	\$360		\$360
Misc.: \$25/mo	\$300		\$300
<b>TOTAL EXPENSES</b>	<b>\$2,160</b>		<b>\$3360 - \$4860</b>
<b>GROSS PROFIT</b>	<b>\$5,808</b>		<b>\$13,728– 12,228</b>

\*\* Rent has a significant impact on a new business. Make sure your weekly rent is NO MORE THAN 25% of tuition collected that week. A fair percentage is at least 10%. Consider only fees in this range.

**Budget Worksheet** - Use the following chart to create a budget for your studio.

EXPENSES	GOAL / INITIAL	ESTIMATE	ACTUAL
<b>Training:</b> Birth - 4			
Expenses ( travel, housing, food )			
<b>Teaching Materials:</b>			
License Fee			
Teachers Materials			
Instruments: Basic			
<b>Rent Deposit</b> (rent electricity, phone, phone book listing, etc.)			
<b>Marketing / Promotions / Other</b>			
<b>TOTAL START-UP EXPENSES</b>			
<b>OPERATING EXPENSES</b>			
<b>Rent:</b>			
<b>Insurance:</b> \$ 25 / month for 1 year			
<b>Family Materials:</b> (class size: 8 - 10)			
Family Music for Babies			
Family Music for Toddlers			
Cycle of Seasons			
Shipping			
<b>Marketing / Promotions:</b>			
<b>Other:</b>			
<b>TOTAL OPERATING EXPENSES</b>			
<b>TOTAL EXPENSES</b> (Start-up and Operating)			



INCOME	GOAL/INITIAL	Estimate	Actual
<b>Tuition</b> (estimated class size of 8 -10): # of students x 3 classes x 15 weeks each x 2 sessions	see below for each class tuition cost	*****	*****
<b>Family Music for Babies</b> (\$10 per week x 2 sessions)			
<b>Family Music for Toddlers</b> (\$10 per week x 2 sessions)			
<b>The Cycle of Seasons</b> (\$12 per week x 2 sessions)			
<b>The Cycle of Seasons: Summer</b> (\$12/week)			
<b>Materials:</b> # of students x 3 classes x 2 sessions	See below for each class material cost	(Be sure to include tax, shipping)	*****
<b>Family Music for Babies</b> (\$41.50, then \$32.95)			
<b>Family Music for Toddlers</b> (\$32.50 per sem.)			
<b>Cycle of Seasons</b> (\$79.50 for 2 semesters)			
<b>TOTAL INCOME</b>			
<b>Subtract OPERATING EXPENSES</b>			
<b>GROSS PROFIT</b>			

**NOTE:** Your *net* financial goal (all profits minus all expenses including start-up) for the end of the first year should be to make enough money to cover your start-up expenses. If your travel expenses were high (for transportation to the workshop), allow yourself a little longer to make up this expense. In any case, if you find yourself “in the black” after a full year of teaching, congratulations are in order!

**Materials pricing are subject to change. Please contact the office at 800-216-6864 or login to the website for current pricing.**

## Getting Started and Finding Students

**Just Do It! - Do whatever it takes to find some students to get started. Don't feel as though you are giving away the store – just think of it as a marketing expense.**

- It is much easier to market a class that is already established.
- Be prepared to give the class to 4 or 5 people for free just to get up and running.
- Offer each family a free semester, but have them buy family materials. When they buy materials, they will have a bit of financial investment plus they will have a much better experience, thereby making the class more appealing to anyone who comes to visit.
- If you can't think of 4 people who would take you up on this offer, check with the following people for a recommendation:
  - Your church secretary or religious education leader
  - Preschool teachers/directors
  - Pediatrician's office
  - Local librarian
  - Your neighbors
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Who do you know that would take you up on the offer of a free semester?
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

## Mobilize Your Forces

Everyone agrees that word-of-mouth referrals is the best type of advertising available. But it doesn't just happen; you have to set the wheels in motion. Paid advertising is one of the biggest expenses you will incur. Explain to your families that everything they do to help spread the word will help you to keep your tuition reasonable. Buy 3 yard signs and give parents a discount on their tuition for displaying a yard sign for a month. When they return it to you, make the same offer to another set of parents. Offer current parents an incentive if they refer a friend to your program and the friend signs up.

- Incentives can be as big or little as you choose, ranging from a discount on a subsequent semester or on next semester's materials. Some typical incentives include:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- If you feel as though you can't afford an incentive for everyone who is referring others, consider entering each person who refers someone into a raffle. The prize could be class-related, but it doesn't have to be! What will motivate your families – a tuition discount, a gift card to a local restaurant, or a pedicure? Some "out of the box" incentives include:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- If you teach in an affluent community, a tuition discount may not be valued by some parents. In that case, have something small as a thank-you for everyone who refers you to a new student. An example of this is a gift card for a free cup of coffee at the local coffee shop. Some other ideas include:

- \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Ask current families where they go when they are looking for activities to do with their children.
    - \_\_\_\_\_
    - \_\_\_\_\_
    - \_\_\_\_\_
    - \_\_\_\_\_
- Ask current families what other businesses they patronize. Make note of any small, independently-owned businesses and approach them about the possibility of cross-marketing. Some types of business that may be open to this idea include:
    - \_\_\_\_\_
    - \_\_\_\_\_
    - \_\_\_\_\_
    - \_\_\_\_\_
- If you have a website, whether through Musikgarten's website partner, AW Technology or on your own, be sure to do everything recommended for search engine optimization. This will give your website the best position possible. Then ask your current families to write about your class on their Facebook page. Be sure to instruct them to be specific about the name of your studio which will help your website remain prominent in the Google listing, i.e. "We had a great time today in Jenna's music class at St. James Musikgarten.", as opposed to "We had a great today in Jenna's music class!"

## Marketing Tools

Musikgarten continues to increase and vary its marketing campaigns. We have a variety of professionally-produced materials and resources to help you spread the word about your Musikgarten program!

**Marketing Videos** – Professionally produced videos with Musikgarten parents and teachers plus a video featuring commentary by several parents, Dr. Lorna Heyge, teacher trainers, and Dr. Dee Coulter, a neuroscience educator. These feature footage of children engaged in a variety of music-making activities with the beautiful Musikgarten recordings serving as the soundtrack. **Free for Licensed Teachers**

**Website** – ready to go, with class descriptions, scheduling grid, pictures, and a coupon for free preview classes. This easy to launch website is ready for individuals to customize as much as they want, comes with terrific technical support, and is available for only \$14.95 per month (a small start-up fee may apply).



**Yard Signs** – attractive colorful signs that allow you to customize and advertise your program to busy parents on the go!

**Brochures** – Professionally designed, brightly colored, professional tri-fold pre-printed brochures are available as hand-outs:



- **General Parent Brochure** - gives the scope of the Musikgarten series, and briefly describes each program. This is the most versatile of the brochures.



- **Babies Only Brochure** – for your youngest students!
- **Toddlers Brochure (ages 1.5-3.5)** – useful when paired with a personally-produced flyer. Most teachers begin their Musikgarten business with this age group, and it continues to be the most popular age group for existing Musikgarten studios.
- **Cycles Brochures (Preschoolers)** - ideal for teachers teaching children ages 3-5 in either a studio setting or preschool classroom setting.
- **Music Makers Brochure** – ideal for established studios who plan to continue the child's journey beyond Cycles. Parents will need more convincing at this stage to keep their child enrolled in your program!
- **Music Makers: At the Keyboard Brochure** – for teachers who offer the final program in the Musikgarten Series. This brochure will explain how Musikgarten transfers to the piano the important musical skills learned in the earlier curricula.

**Program Flyers** – attractive one-page flyers, highlighting a particular class will be sent to licensed teachers upon request. Formatted in Microsoft Word, these have been designed to be easily personalized by you. **FREE to licensed teachers!**

**Parent-Education Emails** – also formatted in Microsoft Word, these parent-education pieces, currently available for *Family Music for Toddlers*, *Cycle of Seasons*, and *Music Makers*, are meant to be sent to families one section at a time throughout the semester. Using them this way not only keeps you in constant contact with your families, it also highlights the value of your Musikgarten classes in easily digestible bits for the parents. Similar pieces for other curricula will be available shortly. **FREE to licensed teachers!**

### Authors' Notes: The Neuroscience of Teaching Behavior Through Musikgarten

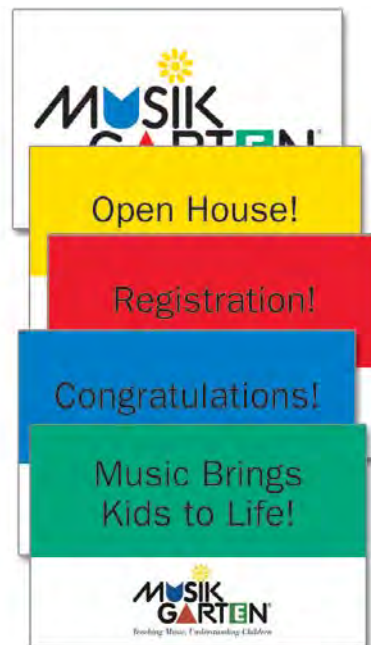
A four-issue email newsletter sent directly from Musikgarten to parents of participating teachers, these newsletters are designed to add another layer to parent education efforts you already in place. Aimed specifically at parents of two-year-olds, Authors' Notes help them see the wisdom of enrolling their children in Cycle of Seasons next year, dealing with specific behaviors subjects of various research projects and publications. Comes complete with research citations.



**Window Decals** – These popular car decals help to keep the Musikgarten name right in front of everyone. They are inexpensive – 3 for \$1.00! - make a nice gift for your families, and helps spread the word around town. Even though it is not personalized to your studio, when a person calls the 800 number or goes to the website, they will be directed to the teacher locator where they will find your contact information!

**Postcards** – These glossy, professionally printed 4" x 6" postcards are available for you to use as marketing or for communicating with existing clients. Each featuring a different, bright primary color, the postcards read as follows:

- **Musikgarten** (white, with prominent full-color logo)
- **Open House!** (yellow)
- **Registration!** (red)
- **Congratulations!** (blue)
- **Music Brings Kids To Life!** (green)
- **Music Brings Kids To Life!** (red)



**T-Shirts** - Wear Musikgarten wherever you go. The Musikgarten color logo is prominently displayed on these white T-shirts, which are available in many sizes for adults and children.

**Banner** - For an even bolder display, use our sturdy, heavy-gauge vinyl banners. Our general banners, featuring the Musikgarten logo, can be borrowed by Licensees upon request; you may want to purchase and customize your own! Call us for details.

**Remember:** The goal is to get your business and Musikgarten logo in front of parents, using as many avenues as possible. Each supports the other to get the most impact from your advertising campaign.

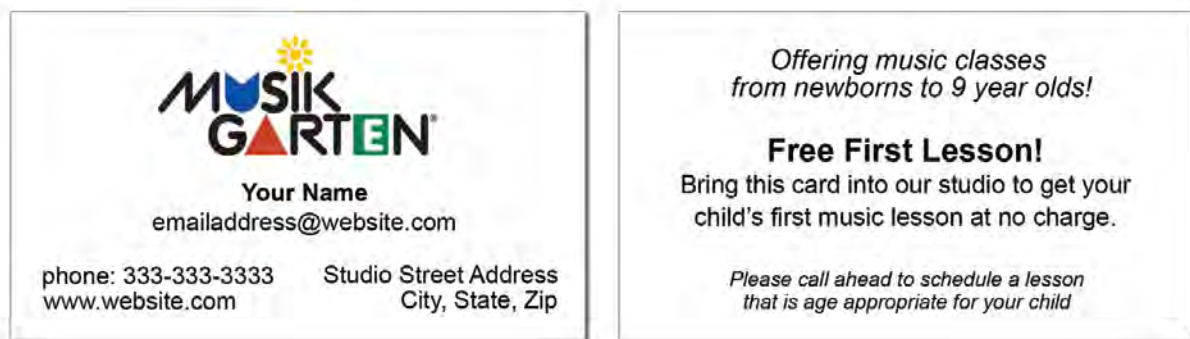
## Business Cards and Postcards

### Business Cards

Business cards are important to provide basic information to potential new customers. They also help to legitimize a business as established and professional. Musikgarten provides high resolution logos on its Teacher's Extranet for use in a variety of marketing and advertising, including business cards. When creating a business card, consider the following:

- What information do you want to include on your business card? It is recommended that you include a logo (whether Musikgarten or your own), your name, phone number, web site domain, and email. If you your studio has a storefront, a street address is also helpful.
- How will you use your card? Will you hand them out when you meet people during the course of your day? This may determine how many cards you would like to print the first time.
- Will you put the same info on a label to stick to the Musikgarten brochures? Consider getting stickers at the same time as cards to make good use of the professionally designed brochures that Musikgarten has available.
- Give a brief description of what you offer, either as a tagline (or catchphrase) under your logo, or as more detailed bullet points on the back.
- Consider using the back of the card to further explain your business, or as an incentive to get prospects into your studio, such as *Free First Lesson*.

Here is an example of a business card layout for front and back:

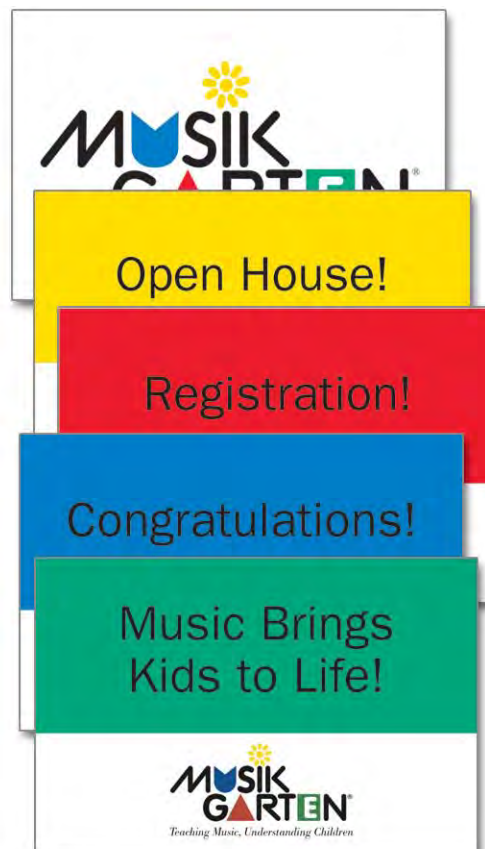




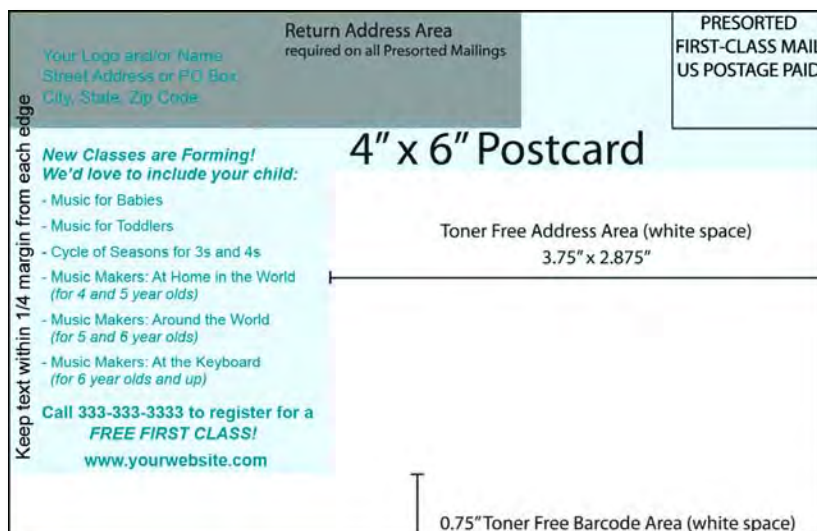
## Postcards

Musikgarten also offers, glossy, colorful postcards on which your studio information can be printed on a home printer. These can then be handed out to people you meet at the grocery store, school, or gym. Public or private organizations such as the library, a pre-school, daycare, or pediatrician's office may allow you to leave a stack in the waiting room.

- Print your contact information on the back using a home printer, or use pre-printed stickers.
- If you have a personal contact list of addresses, these postcards can be mailed out. Lists with very specific selects, such as age of children in household, zip codes, etc., can also be purchased through list brokers such as InfoUSA,
- The Post Office offers a special rate if a minimum quantity is mailed and your information stays within their specified print areas on the back of the card so that it can be processed by machine at the post office.



Here is a diagram of the “safe” print areas for the Post Office machine processed rate and suggested contact information to include:



## Web Site Sign Up and Marketing

Musikgarten offers a special website program to its licensed teachers through Helios Webhosting. For a small start-up cost and only \$14.95 per month, Helios will launch and help you maintain a website that is complimentary in look to the Musikgarten corporate website. It is complete with class descriptions, scheduling grid, pictures, and a coupon for free preview classes. The website is ready for individuals to customize as much as they want, and comes with terrific technical support. For more details email [support@makingmusik.com](mailto:support@makingmusik.com). Once your website is up and running, be sure to follow all the steps provided by Helios for Search Engine Optimization.



Below are some other things you can do to give your website more visibility:

- **Meta Tags:** You can see anyone's meta tags by going to their website's home page and clicking on "view source" from your browser's view menu. When the html code comes up, you are looking toward the top for the words META name="keywords" content="music class, children's music classes,..." - everything after the word content= are the keywords. You can put in as many as you like - search engines look for these tags when they crawl the web. The Musikgarten website template allows you to add meta tags easily, or you can ask for help, or even write it into your html code if you're techy like that!

Examples of meta tags: \_\_\_\_\_

**Business Listing Services:** It's a good idea to get your business listed in several or all of the free online listing services out there:

- **Google Maps.** Make sure to get your business listed on google maps. It's free. Go to <http://maps.google.com> (do NOT use www) and then click on "put your business on google maps." Google will guide you through the process, which involves confirming that you are who you say you are.
- **Yahoo/Yext Local Listings** - go to <http://www.yext.com/pl/yahoo-claims/index.html> and submit your business for free listing with yahoo.



- Bing Places for Business - <https://www.bingplaces.com/>
- Yelp! - <https://biz.yelp.com/>
- Yellow Pages - <http://m1.adsolutions.yp.com/free-listing-basic-benefits>
- Superpages.com - <https://advertising.superpages.com/contact/>
- Manta - <https://www.manta.com/ng?rl=member-register#!/member/register>
- Citysearch - [https://signup.citygrid.com/cyb/find\\_business](https://signup.citygrid.com/cyb/find_business)
- Hotfrog - <https://www.hotfrog.com/AddYourBusinessSingle.aspx>

Do not let these things overwhelm you. They are relatively easy to do and do not have to all be done the same day. Set up a timeline for yourself that is manageable within your life and business plan. If you find you are in over your head and can't accomplish this ask your family and friends if they might be willing to help you. Remember, they do not have to live near you to do this – once they have your website address and password they can do it from anywhere. And if none of these people are able to help you, hire a college student. They will be able and willing for a small fee!

#### Timeline:

- |                             |  |
|-----------------------------|--|
| _____ Contact AW Technology | _____ Work on Search Engine Optimization     |
| _____ Customize Web Site    | _____ Get Listed with Google Maps            |
| _____ Work on Meta Tags     | _____ Submit Listing to Yahoo Local Listings |

#### Web Site Marketing - Make Your Website Work for You!

You have established your website with Helios Webhosting, registered it with the popular search engines, got it listed with Google Maps and Yahoo Local Listings. You have researched whose Musikgarten websites come up first when you search the web for Musikgarten, early childhood music, and other similar phrases, and you've checked out their meta tags. You have added these meta tags to your website to give your website the most visibility possible. If you haven't already, contact the office at [info@musikgarten.org](mailto:info@musikgarten.org) immediately to get yourself on the **Musikgarten Teacher Locator**. This way, people who go to the corporate website and type in their zip code will receive your contact information if they live within 50 miles of you! Beyond this, your website can work for you in a number of ways, such as:

- **Your website eliminates the need for a lot of print material, saving you time and money in addition to the environmental considerations.** Now that you have a website, you can refer people there when they ask if you can send them a list of your classes. You can also do all of your registrations through your website, even if you don't want to handle money online.
- **Advertise with Google.** By going to [www.google.com/AdWords](http://www.google.com/AdWords) you can set up an ad that will appear on the right side of the page when people are searching the web. You will set up your daily budget which will only be charged when people actually click on your ad. While it is very appealing to be able to set your own budget, be able to track how many people are seeing your ad, how many are actually clicking on it, and how much business you get from the ad, it has not been as fruitful for some of our teachers as a print ad in the right venue. Also, you have to spend quite a bit of time, tracking the results in order to come up with the right amount to budget that gives your ad the amount of visibility you need to get the number of conversions – the number of people who actually **respond** to the ad.
- **Advertise with Facebook.** Pros and cons are similar to the ones listed above.
- **Advertise with a Website that is popular among young mothers in your area.** Check with the young mothers you know and ask where they go to look for things to do with their children.
- **Check with your print ad venue to see if they have an online component.** Most newspapers and magazines now offer an online version and it may not cost much to get an ad in one if you are already doing the other.

Even if you choose not to launch an online advertising campaign, everyone doing business in today's world needs to have an online presence. Having a Musikgarten Website is essential and will save you time and money, as noted above. If you want to go one step further, establish a Facebook Business Page and link it to your Website. That will give you even more visibility and is a great communication tool which will come in handy as your studio grows!

#### Action Plan:

- |  |   |
|--|---|
| _____ Get Web Site on Teacher Locator    | _____ Check with Print Ad Venue for an Online Component |
| _____ Establish a Facebook Business Page | _____ Other Web Site Advertising Efforts                |

## Social Media Marketing 101

Social Media platforms have transformed the way our world communicates. According to the Pew Research Center, nearly 70% of Americans have at least one social media profile. These platforms can be a highly effective means of reaching your target market(s) and engaging them in a very meaningful way. And, when your followers engage with your form of social media, you have the opportunity to influence all of their connections as well. When considering if and which social media platforms to use, here are a few tips to keep in mind:

- Understand your target market so that you select the social media platform that will reach the most of them with the least amount of effort. There are several social media platforms for families and mothers of young children such as Famster, Justmommies, Cafemom, and Disney Family Community, but keep in mind while these are highly targeted platforms, their population pales in comparison to the major platforms such as Facebook, or Pinterest.
- Rather than participating in all of the different major social media platforms, think about doing just a few of them really well. Social media can take a large amount of time, so you will want to budget your time wisely so that you can concentrate on other aspects of your studio.
- Post often and with relevancy. If you do engage in social media for your studio, be prolific about posts, and make sure they will be interesting to your intended target audience. Social Media authors can be very creative in what to post and how it links to their business or message. Don't write all of your posts like an ad, so followers don't get turned off.
- When the platform allows for it, use pictures along with words. Color catches the eye, and eyes on faces also grab attention. Just be sure that if you do post a picture of a child on social media, that you have permission from their parent(s), and that you do not provide their name anywhere in the post.
- Pay or not to pay. Often times you can build a group of followers from scratch with interesting, creative, and thoughtful social media posts. If this is the case, then you may not consider paying for ads or "boosts" in social media. These methods can be helpful to get a social media destination off the ground. Consider starting small and seeing what kind of results the buy gets you. Cost per new follower is a good way to gauge the effectiveness of an ad buy or boost.

Here is a brief rundown of the major social media platforms and some tips on how to use them effectively:

**LinkedIn** - The largest professional networking site, this platform is geared more for B2B or Business to Business marketing. However, don't discount its value as a recruiting tool for studio teachers and/or employees.

- Build a strong business page by tailoring to business professionals, such as working moms, using relevant keywords to boost your chances of appearing in searches.
- LinkedIn allows you to publish articles, so write them about topics that relate to your studio, such as how to balance being a mom and working full time, etc.
- Consider when your audience will be on the platform. Generally, they will be on before work, at lunch, and just after work.

**Facebook** – Arguably the largest social media platform, Facebook caters to individuals and businesses alike. It also provides very targeted ads based on demographics such as gender, children in the household, etc.

- Post in periods when engagement is highest. For Facebook, that is typically Thursday through Sunday, with highest rates over the weekend. Most popular times appear to be between 9 AM and 3 PM.
- Build a strong business page with a good summary, keywords, and business contact information.
- Keep your page active by regularly posting things that will be of interest to your followers and target audience. Keep in mind that you want to create something that your followers will want to share with their friends.
- Encourage conversations on posts by posing questions that your followers will want to answer and reply to any messages sent directly to you promptly.
- Ask people to follow you, by placing the Facebook icon on your website, blog, newsletters, and even other social media platforms.

**Twitter** – Known for its low character counts, this platform dominates the headlines in politics and entertainment. The key goal for Twitter is to be prolific, so it requires a larger amount of engagement than the other social media platforms.

- Commutes and breaks are the best time to reach people on Twitter, generally around lunch time, mid-afternoon, and between 5 and 6 PM.

- Twitter moves quickly, like having a conversation, so tweet several times during these peak times rather than just once.
- If you have a tweet that shows good results for your studio, consider reusing it at least once a day, which will help keep your message out there.
- Follow businesses or industries that you think your target audience will find interesting, and retweet those to your followers, using the @ symbol to signal businesses or people directly, and/or hashtags # combined with keywords to make the posts more searchable.

**YouTube** – YouTube is the second largest search engine in the world behind Google, with videos available on just about every topic imaginable. With video, you get to tell your story through not just pictures, but narration.

- To build viewers for your videos, you need to build a strong channel. YouTube ranks by looking at how the entire channel is performing. So having multiple videos is important.
- Design videos that would be of use to your target audience, such as how to best introduce music into your household with children.
- The longer a viewer stays engaged in your video, the better ranking it will receive, so concentrate on making the first seconds and minute very engaging and interesting.
- Be sure to write very relevant and dense keyword descriptions to get the best search results, and also put keywords in your video title.

**Pinterest** – Pinterest has over 150 million active users, of which 60% are women and the majority are under 40 years of age. As such, it is not surprising that Pinterest has a very strong influence on retail.

- Pinterest is very visual and design oriented, so create visually engaging pins and share pins created by others.
- Videos on Pinterest are increasingly popular and have been shown to increase engagement over a static layout.
- Promoted pins look just like regular pins but will allow you to showcase your content and attract more attention.
- One-tap pins brings users right to the page where the content originated, so consider this when designing your page.



**Instagram** – Highly visual, this platform is a great option for highly visual products or industries.

- The most popular times for this platform are Mondays and Thursdays in the morning 8-9 AM and at 5 PM.
- Create a business profile that will allow you to add a phone number to your bio, and then add a link to this area of your profile.
- Use 7 to 10 hashtags # per post with keywords relevant to your studio and your target audience.

**Snapchat** – This platform is excellent for reaching people in the Millennial generation and younger, as over 70% of users are under the age of 25.

- Snaps, which are images or short videos, can be sent to friends and followers that can be viewed for up to 10 seconds before they disappear. Stories can be created that will last for up to 24 hours.
- Within your Snapchat story, create engaging images that people will want to share while also raising awareness for your brand.
- You can offer coupons or deals that are exclusive to Snapchat, which is a good way to gauge and directly track the effectiveness of the platform.

**Google +** - About 90% of people on this platform have very limited engagement, but discounting the social media platform by the world's largest search engine would be a mistake.

- At the minimum, create a business page and profile for Google +, with relevant information, address, phone, etc.
- Most active times are Mid-week, between mid-morning and lunch time.

While all of the various social media platforms and their particular rules can be intimidating and daunting, the best thing to do is just jump in and get wet. Choose 2 to 3 platforms that relate best to your target audience, create your pages or profiles, and start publishing. There are many guides out there to become proficient in these platforms, but often the best way to learn is by doing.

Click [here](#) to watch a recorded coaching session with Scott Dickson of Dickson Interactive who goes through each platform and how to use.



## Marketing for 3 to 5 Year Olds

Marketing for 3 to 5 year olds can be challenging due to the number of “extra-curricular” activities available. In addition, many 3- to 5- year-olds spend more time in pre-school and parents are often cautious about over-scheduling their children.

Your most effective marketing will be with the parents who are currently in your toddler program, parents who already know and trust you. Work to retain as many of them as possible; enlist their help in spreading the word to new families. Consider the following:

- Be prepared to answer the concern of the child being tired from school. Explain that what we do in the *Cycle of Seasons* class actually **energizes children in a positive way**. It **nourishes them**, giving them what they need both **mentally and physically**.

Examples: \_\_\_\_\_  
\_\_\_\_\_

- Make a concerted effort in the Toddlers class to talk about what happens when the children get into the Cycle of Seasons class. Carefully planned comments that are delivered in a manner that seems casual if very effective in setting the stage for parents re-enrolling their children.

Examples: \_\_\_\_\_  
\_\_\_\_\_

- Make use of the Parent *Communiques* and Authors' Notes before sign-up times (more on these tools later). *Make note of your favorite Communique(s) and the dates you will use them:*

Examples: \_\_\_\_\_  
\_\_\_\_\_

- Know your competition: find out as much as you can about the music programs at local preschools. Without disparaging other programs, this will

allow you to tell parents both the musical and developmental benefits that *Cycle of Seasons* affords their children.

Other Music Programs: \_\_\_\_\_

\_\_\_\_\_

Music at the Preschool: \_\_\_\_\_

\_\_\_\_\_

Other Popular Activities for 3 – 5 Year Olds:

\_\_\_\_\_

\_\_\_\_\_

- Scheduling *Cycles of Seasons* is tricky. It can make the difference between having a class run or not for lack of registrants. Ask your parents for help in determining the schedule (see example below. Once the schedule is set, ask your parents to help you fill the class – offer incentives as necessary.

### Help us try to make our fall schedule fit your schedule!

Please note: by signing this, you are not registering, simply suggesting. We'll do our best! Thanks!

Name	Age in Sept.	Days	A.M. Times	P.M. Times	Comments
		Circle all possible days and * your favorites!	list a range	list a range	
1 Andrew Ritter	4	M* T W* Th Fr S	9:30 - 11:45	3:15 - 5:00	
2		M T W Th Fr S			
3		M T W Th Fr S			
4		M T W Th Fr S			
5		M T W Th Fr S			
6		M T W Th Fr S			
7		M T W Th Fr S			
8		M T W Th Fr S			
9		M T W Th Fr S			
10		M T W Th Fr S			
11		M T W Th Fr S			
12		M T W Th Fr S			

## Marketing for 4 to 7 Year Olds

Marketing for these age levels can be challenging due to the number of “extra-curricular” activities available. In addition, many children spend more time in pre-school and parents are often cautious about over-scheduling their children.

Your most effective marketing will be with the parents who are currently in your *Cycle of Seasons* program, parents who already know and trust you. Work to retain as many of them as possible; enlist their help in spreading the word to new families. Consider the following:

- Be prepared to answer the concern of the child being tired from school. Explain that what we do in the *Music Makers* class actually **energizes children in a positive way**. It **nourishes them**, giving them what they need both **mentally and physically**.

Examples: \_\_\_\_\_  
\_\_\_\_\_

- Make a concerted effort in the *Cycles* class to talk about what happens when the children get into the *Music Makers* class. Carefully planned comments that are delivered in a manner that seems casual are very effective in setting the stage for parents re-enrolling their children.

Examples: \_\_\_\_\_  
\_\_\_\_\_

- Make use of the Parent *Communique*s before sign-up times (more on these tools later). *Make note of your favorite Communique(s) and the dates you will use them:*

Examples: \_\_\_\_\_  
\_\_\_\_\_

- Know your competition: find out as much as you can about the music programs at local preschools. Without disparaging other programs, this will allow you to tell parents both the musical and developmental benefits that

*Music Makers* affords their children.

*Other Music Programs:* \_\_\_\_\_

*Music at the Preschool:* \_\_\_\_\_

*Other Popular Activities for 4 to 7 Year Olds:*

- Scheduling *Music Makers* is tricky. It can make the difference between having a class run or not for lack of registrants. Ask your parents for help in determining the schedule (see example below). Once the schedule is set, ask your parents to help you fill the class – offer incentives as necessary.

## Help us try to make our fall schedule fit your schedule!

*Please note: by signing this, you are not registering, simply suggesting. We'll do our best! Thanks!*

Name	Age in Sept.	Days							A.M. Times	P.M. Times	Comments
		Circle all possible days and * your favorites!							list a range	list a range	
1 Andrew Ritter	4	M*	T	W*	Th	Fr	S		9:30 - 11:45	3:15 - 5:00	
2		M	T	W	Th	Fr	S				
3		M	T	W	Th	Fr	S				
4		M	T	W	Th	Fr	S				
5		M	T	W	Th	Fr	S				
6		M	T	W	Th	Fr	S				
7		M	T	W	Th	Fr	S				
8		M	T	W	Th	Fr	S				
9		M	T	W	Th	Fr	S				
10		M	T	W	Th	Fr	S				
11		M	T	W	Th	Fr	S				
12		M	T	W	Th	Fr	S				

## Parent Education: A Multi-Pronged Approach

This **process** of Parent Education begins as soon as the family enters your studio, **and it is a process**.

Following are some of the tools that Musikgarten has available for your use. We recommend that you begin each semester with a parent orientation meeting, and then choose at least 2 other things from the list below to begin with. Each year, you should evaluate and add to your efforts as necessary.

- **Parent Orientation** to establish your program as an educational program rather than entertainment; to set up the proper expectations; to explain studio policies
- **Parent Education Emails** to stay in contact with the parents mid-week, giving them short digestible bits of information validating the parents' decision to be part of your program; these are already written for you and are available on the Teacher Extranet; Microsoft Word documents that are easily edited to personalize!
- **"Did you know ..." statements** pointing out the developmental benefits of a preceeding activity, delivered in a casual manner during class.
- **Authors' Notes** written to specifically address how behavior, school readiness, and creativity is positively impacted by Musikgarten's *Family Music for Toddlers*; Complete with research citations, these PDF files are available on the Teacher Extranet. You can email these 4 times a year to your parents.
- **Musikgarten Planning Guide** to give parents an idea of what class to sign up for when
- **Toddler Questionnaire** asking questions of your current parents to help you figure out when to schedule a Cycle of Seasons Class.
- **Communiqués and Musikgarten Progression Article** are free, downloadable articles that explain a specific aspect of moving on from Toddlers to Cycles class or Cycles to Music Makers class.
- **Presentation to Toddler Parents** at the end of the year, if necessary, to talk to them about the value of *A Cycle of Seasons*.

### Parent Education Timeline

1. Start with a Parent Orientation.
2. Include 2 "Did you know..." statements in each class.
3. Send out Parent Education Emails each week.
4. About the middle of your semester, send out your Parent Questionnaire. Based on the info you receive, set your schedule for the following year/semester.
5. Establish your registration period for next semester's classes. Announce a "priority registration time" for current parents that will be 2 weeks prior to open registration. Choose 2 or 3 Musikgarten Communiqués that you particularly like plus a program flyer for each class you are offering and send them out, one each week before the priority registration period.

## Parent Orientation

A carefully planned parent orientation meeting can help you retain students from one semester to another, as well as one level to another. It will set up the proper expectations before the classes ever begin. It also gives parents a frame of reference for all other parent education efforts you make throughout the semester.

Parent Orientation Meeting can be done in many ways; some teachers do one for all of the parents in their studio, while others do one level at a time. Whichever you choose, keep the following in mind:

- This is the only time you will be able to talk directly to the adults and have their full attention.
- This is the best opportunity to explain Musikgarten's approach to music literacy, from start to finish, demonstrating key points throughout the presentation.
- Engage the parents in music activities to exemplify specific points. This will make your presentation come alive, rather than being dry and academic.

**Use the following space to jot down specific activities and what they best exemplify:**

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Use this meeting also to talk about your expectation of the parents' participation in class. Remember that not all parents are comfortable in music making situations; take care to remind them that their children will be more likely to experience and value the joy of active music making if the parents join in. Our goal is to provide children with a rich music environment, just as they have a rich language environment.

Finally, discuss studio policies. Don't have so many policies that it is overwhelming. Decide what is most important to you to keep you feeling good about yourself and your program, keep the children safe, and keep the parents happy!

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## Continuing Education – Musikgarten Coaching

[Musikgarten Coaching Live!](#) (MCL) is another way Musikgarten supports its music teachers. To participate, all you need is a computer, tablet or smart phone and the willingness to be a part of a dialogue among teachers and the session leader, either as a contributor or simply as a listener! The goal of this initiative is to help teachers grow, both in their understanding of the children's music curricula and their ability to apply it, which hopefully will result in better teaching, classroom management strategies, more effective parent education, higher enrollment and a better student retention rate. Most Musikgarten Coaching *Live!* Sessions are 1 hour.

**Here are MCLs regularly held and highly recommended for new teachers and studio owners:** The links will take you to a web page to sign up for that MCL.

[Getting off the Ground](#): This session is perfect for new teachers getting started and veteran teachers looking for ideas. Discussion will include several wonderful suggestions on how to mobilize your forces to find students and get the word out about your classes.

[Parent Education](#): Want to learn how to efficiently educate your parents on the benefits of early childhood music classes? Want to learn why, what, when, and how to present the importance of Musikgarten to your parents? Join this session and see why educating your parents has the biggest marketing benefit.

[Classroom Management- How to Handle the Screaming 2-year old](#): Discussion will include learning how to set the stage for success, when to tell your parents to react to their child's behaviors, and the behaviors of the children you are teaching.

[Marketing Chat Session](#): Do you sometimes just wish you could talk through different marketing ideas with other teachers? Here is your chance! This Coaching session is designed to give new and veteran teachers a time to discuss with each other what marketing is working for them and what may not.

These are just a few sessions offered. Be sure to check the [website](#) and eNews for upcoming sessions ranging from marketing to curricula help.

## Maintenance and Growth

A successful program is not based on teaching alone. You must continually fine-tune your policies, communicate with and educate your families on the importance of music in the home, continue to publicize your program, and keep abreast of current research and development!

### Troubleshooting

New teachers share many of the same challenges as they maintain their programs. Following are the three most common challenges faced by new teachers as they begin:

#### Small Classes

Your Cycles class is beginning with only 3 children. You would like to throw in the towel because you feel you can't teach a class with only 3, and your budget isn't allowing for such a small group.

Sample Solution:

Almost EVERYONE has started out this way. It is not likely, even with Herculean marketing efforts, that you will begin your semester with a full class of 12. Make a full class your goal, but by all means don't lose momentum by shutting your doors to an interested group of 3 or 4. Use these families to help do your marketing for you. Explain that you must have a larger group for the class to happen. Give them a LARGE financial incentive; perhaps up to 50% off tuition if they get someone else enrolled in your class.\*

**Word of mouth is the most powerful tool you can have.** Encourage your interested families to help you!

*\*Editor's Note: This tactic has proven to be quite effective, even when starting with only 1 or 2 families!*

#### Multiple Ages

You have decided to start with one class of Toddlers after you have taken the Family Music Workshop. You have enrolled 4 toddlers at the start of the semester, 2 of whom are siblings. Those families tell their friends, whose children are babies and 4-year-olds! You want to build your program, but you don't want to teach inappropriate material to babies or preschoolers.

Sample Solution:

Offer Musikgarten's "All Together Now" (ATN) for mixed ages 0-4. ATN is a Musikgarten program that allows you to provide sound pedagogy as well as convenience for multi-

child families. Because Musikgarten shows you how to work with each stage of a child's development, you can nurture several ages at once. This will also enable you to compete with other mixed-age classes that may be offered in your community. For mixed age classes, all the children will have the same materials at home, and so the family saves some money. Still, they should be offered discounts like other families – 25% off the second child's tuition, and 50% off the third, and so forth. Be sure to ask us about sibling instrument/manipulative kits! Your classes will be full and your families happy. As your program grows to accommodate more children, you may want to start offering separate classes of babies and toddlers in addition to your "sibling" class.

### "Sticker Shock"

You have received a call from a parent who is interested in your program, but who is unprepared to pay what you are asking for tuition and materials. She asks why your prices are what they are.

#### Sample Solution:

None of us enjoy paying bills, even for necessities like electricity and heat. We all budget our money carefully, and don't like to be surprised by expenditures that are more than we have bargained for. When money is scarce, it is extracurricular activities that bear the brunt of tight budgets. However, if we know up front what we are going to have to pay for an activity, we are more likely to include it in our budgets.

### **Semester Cost = Tuition + Registration + Materials**

Your tuition price should be within the community standards of similar activities, and your registration fee should include enough to cover shipping of Family Materials (\$3 - 5 should cover this per semester), tax, and administrative costs that you may wish to cover (phone, stamps). It is important that you find out the costs of other area programs so that you can share comparisons with the parent. Most program costs include a materials fee, whether it is special clothing/equipment (dance/sports), classroom materials (art), or books (vocal or instrumental lessons). The Musikgarten materials are designed to be taken home, rather than used in the classroom, and will cost less than \$4 per week for families of children under 5!

### **Relationship Building**

People generally don't care how much you know until they know how much you care. To build a parent-teacher relationship, parents must know how much you care about their children. Take time to talk to parents about their children and other dimensions of their lives. Be enthusiastic about the child's growth and accomplishments. Honor the whole child. Build relationships by insuring that the parents understand the Musikgarten

program and what the benefits are to their child. Discuss and establish realistic expectations. Summarize the main points during the conversations to insure understanding.

Set a goal to have parents participate in every class. Give the adult a positive, fun experience; add one happy child; and you have the recipe for a relationship. The key is for parents to participate. Adults spend thousands of dollars on psycho-therapy to reach their "inner child" and to learn to play. You have the same power in your classes. Use it!

## **Welcome Letter**

Welcome letters do just that...they welcome new families to your studio and to the class. Take the time to make a personal connection with your families through these letters.

The letters should also offer helpful hints about the class. Include information about:

- directions/parking
- classroom attire
- restroom facilities
- class participation
- reminders of any items that may be needed during the class

Your letter should be exciting and encouraging to the parent and the child. These letters show your commitment to provide a quality education and environment for their child.



## Class Planning - Development of Musical Activities Through Musikgarten

	<b>Babies</b>	<b>Toddlers</b>	<b>Cycle of Seasons</b>	<b>Music Makers: At Home</b>	<b>Music Makers: Around the World</b>	<b>Music Makers: At the Keyboard</b>	<b>Piano Partners</b>
	<i>Newborn – 18 months</i> Sensory Motor	<i>16 months – 3 years</i> Sensory Motor	<i>3 – 5 year olds</i> Sensory Motor	<i>4 – 6 year olds</i> Conceptual/Sequential	<i>5 – 7 year olds</i> Conceptual/Sequential	<i>From age 6</i> Conceptual/Sequential	
<b>Singing</b>	Adults singing; no expectations of child	Adults sing; no expectations of child; child may join in with	Children begin to sing very familiar songs; begin to be mindful of singing tunelessly; can sing resting tone very familiar material	Singing more tunelessly when singing in a limited range	Expanded range and repertoire	Singing to internalize material to be played on the keyboard	
<b>Moving</b>	Adult generates full body beat and flow: bounce, rock, body awareness	Locomotion: walk, run, stop/start, jump, march, etc.; flowing motion of a dance; spatial awareness (hoops); circle dance to provide sense of community	Impulse control, spatial awareness, and balance; expect more from the children at this point; simple structured circle dances; recorded music to nurture movement response to music	Explore elements of movement (Laban): weight, time, space, flow; more structured dances; cumulative dances	Explore movements and dances of many cultures	Movements/dances to foster ensemble skills, comprehension of meter, and familiarity of the song repertoire to be played on the keyboard	
<b>Listening</b>	“Aural Bath” of songs, chants, & patterns of the culture	Isolated familiar sounds tied thematically to the lesson	Isolated contrasting sounds from nature (blue jay and cardinal)	Nature sounds in the context of their environment; Instrumental sounds solo and in ensemble	Instrumental ensembles and compositions specific to a culture or to a style within that culture	Keyboard Song Process to bridge between the singing circle and the keyboard; Classical piano literature to become familiar with the repertoire of the instrument	
<b>Instrument Playing</b>	Sensory exploration; flow and steady beat	Sticks, jingles, shakers, scarves, hoops – explore plus steady beat. Add drums, resonator bars to encourage matching beat	Introduce ostinati; transfer movement ideas to instruments	Ostinato with very familiar song, several parts but probably not at the same time	2 or more ostinati simultaneously; many ensemble opportunities to nurture beat competency and instrumental skill	Keyboard Activities promote instrumental skills necessary to play the song repertoire on the keyboard	
<b>Patterns</b>	Hear patterns in major and minor	Echo on a neutral syllable	Echo using a rhythm language or solfège. Isolate familiar patterns in a song.	Recognize familiar patterns in songs. See familiar patterns in notation	Visually recognize familiar patterns in written songs; have the sound of the pattern in their heads	Build a repertoire of visually and aurally familiar patterns. Find those in song repertoire. Apply knowledge to unfamiliar patterns. Compose and improvise using those patterns	
<b>Gordon’s Skill Sequence</b>	Aural	Aural/Oral	Verbal Association- Partial Synthesis (Aural Recognition)	Verbal Association- Partial Synthesis- Symbolic Association (Notation)	Partial Synthesis- Symbolic Association- Composite Synthesis	Symbolic Association- Composite Synthesis- Generalization- Composition/ Improvisation- Theoretical Understanding	

## MUSIK GARTEN 10-year plan

Year(s)	Fall September - January	Spring January - May	Summer June - August
	<i>FM Babies 1</i>	<i>FM Babies 2</i>	<i>My Musical World</i>
	<i>My Day</i>	<i>Animal Friends</i>	<i>Nature's Music</i>
	<i>On a Trip</i>	<i>New Friends</i>	<i>Nimble &amp; Quick</i>
	<i>Cycle of Seasons</i>	<i>Cycles of Seasons</i>	<i>Summer Cycles</i>
	<i>MMH</i>	<i>MMH</i>	<i>Seashore</i>
	<i>MMW</i>	<i>MMW</i>	<i>Intro to Keyboard</i>
	<i>Keyboard Red Book</i>	<i>Keyboard Green Book</i>	<i>Keyboard Year 1 Challenges</i>
	<i>Keyboard Purple Book</i>	<i>Keyboard Blue Book</i>	<i>Keyboard Year 2 Challenges</i>
	<i>Keyboard Orange Book</i>	<i>Keyboard Yellow Book</i>	<i>Keyboard Year 3 Challenges</i>
	<i>Private Lessons</i>	<i>School Instrumental Ensembles</i>	<i>School Choral Ensembles</i>

Child's Name: \_\_\_\_\_

Child's Birthday: \_\_\_\_\_

Parent's Name: \_\_\_\_\_

Notes:

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Level	Age Range	Description/Timing
FM Babies	Birth-18 mos	Parent/Caregiver and child - 30 min
FM Toddlers	16 mos-3 yrs	Parent/Caregiver and child - 30 min
Cycles	3-4 yrs	Parent/Caregiver and child - 45 min
Music Makers at Home	4-5 yrs	Child only 45 min, Parent joins final 15 minutes
Music Makers Around the World	5-6 yrs	Child only 45 min, Parent joins final 15 minutes
Keyboard Yr 1, 2, 3	6-9 yrs	Child only 1 hour, Parent joins final 15 minutes
Adult Keyboard I, II, III	18+ yrs	Student only - 1 hour

### Studies have shown that experiencing music before 7 years old...

creates new neural pathways with new experiences  
 develops active listening  
 develops balance  
 develops gross motor skills  
 develops fine motor skills  
 develops language  
 develops memory  
 develops vocal response  
 engages brain's attention to patterns  
 engages comprehension skills  
 engages social skills  
 evokes movement  
 helps child achieve academically and socially  
 helps child define body parts  
 transmits culture