

Promoting Your Voice Studio

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I. The Need for Good Teachers

- A. Piano/voice teacher
- B. Pop star with no training teacher

II. The Transition from Student to Teacher

- A. Perpetual students
 - 1. Musical growth
 - 2. Practice through your students
- B. Piano skills
 - 1. Accompanist tapes
 - 2. Hire accompanists
- C. Beyond the opera/classical track
 - 1. High school/junior high
 - 2. Community chorus/church choir
 - 3. Pop/rock/musical theater/ etc
 - 1. Teach technique
 - 2. "Vocal Coach"
 - 4. Instrumentalists
 - 5. Dancers
 - 6. Lawyers, teachers, public speakers
 - 7. Therapy, personal growth
 - 8. kindermusic/ group classes for kids
 - 9. Class voice

III. Marketing Concepts

- A. Old Model/New Model
- B. Product analysis
- C. Market analysis
- D. Design ads to reach target market

IV. Product Analysis

- A. Training, teachers, schooling
- B. Performing experience
- C. Other instruments played
- D. Personal passions and interests
- E. Personality type
- F. Your weakness is your strength
 - 1. Piano – focus on the voice
 - 2. Youth=enthusiasm and freshness

G. My example

V. Market Analysis

- A. Rural
 - 1. Less competition
 - 2. Less demand
- B. Urban
 - 1. More competition
 - 2. High demand
- C. Suburban
 - 1. Less competition
 - 2. High demand
- D. College Town
 - 1. More competition
 - 2. Less demand

VI. Determine Your Target Markets

- A. Inventory your strengths, interest and training
- B. Choose one or more target markets
- C. Develop strategies to reach target markets
 - 1. Contact schools
 - 2. Classified
 - 3. Niche publications
 - 4. Posters
 - 5. Music stores
- D. Design advertising which appeals to target markets
- E. My Example

VII. Designing effective advertising and promotions

- A. Branding Concept
- B. KISS
- C. Appeal to the Emotions
 - 1. Help people feel safe
 - 2. Help people feel smart
 - a. Good bio
 - b. Educate
- D. Clear contact information

VIII. Promotional Materials

- A. Business cards
- B. Brochure

1. General description of lessons
 2. Description of specialties
 3. Your bio
 4. Quotes if you have them
 5. Contact information
- C. Poster
- D. Website

IX. Guerrilla Techniques

- A. School mailings
1. Free clinic
 2. Ask to send promo
- B. Chorus/church mailings
- C. Music school/store
- D. Tear off poster
- E. Targeted advertising
1. Design ad
 2. Yellow Pages
- F. Traveling Studio
1. Teach at student's homes
 2. Teach at different stores
- G. Specials
1. Free lesson
 2. Pay upfront/ discount

X. Professional Groups

- A. NATS
1. Associate Membership
- B. MTNA
1. Network students
 2. Network accompanists

XI. Growing Your Studio

- A. Keeping organized
1. Schedule book
 2. Payment policy
 3. Student records
 4. Payment history
- B. Taxes
- C. Recitals
- D. Voice Competitions
- E. Form your own Non-Profit

Most people think that marketing is only about the advertising and/or personal selling of goods and services. Advertising and selling, however, are just two of the many marketing activities.

In general, marketing activities are all those associated with identifying the particular wants and needs of a target market of customers, and then going about satisfying those customers better than the competitors. This involves doing market research on customers, analyzing their needs, and then making strategic decisions about product design, pricing, promotion and distribution.

My definition of marketing is to find out what your customers want and then give it to them. –
Tim Cohn