

Guide to get started **Teaching Music Online**



An easy, step-by-step plan to help you start
your online music teaching business



hey, i'm katie!



I'm an online music studio owner & teacher coach, here to help you build a successful & profitable online teaching career that will support your lifestyle & passions.

After quitting my job as an elementary music teacher to travel the world & teach ESL online, I dug myself into a huge financial hole & felt a complete & total lack of professional purpose.

In June of 2020, I started teaching guitar & ukulele online with Outschool, where I had a 5-figure months my 2nd & 3rd months. I've since gone on to make over \$100,000+, serve 900+ students, and have expanded into an organization and hired teachers, all through the Outschool platform.

Now I live a life of financial freedom & location independence & I'm here to help other teachers do the same!



Thank you so much for downloading this freebie and I'm so excited to share my Guide to Get Started Teaching Music Online! Hopefully, this will inspire you to take that leap and start building your own online teaching business, too.

If you want to learn more about the ins and outs of teaching music online, subscribe to my YouTube Channel or follow me on Instagram where I give TONS of valuable tips for FREE! See you there!



Katie Gettys



@katiegettys_

Step 1: Choose a platform

The first thing that you have to consider if you want to start your online music teaching career, is which platform to use to teach music online. There are 2 ways to go about this. You can either:

1 Teach on a platform/marketplace

or

2 Teach independently

There are pros and cons to both. Let's talk about it:

Marketplace

Marketplaces are websites where students, teachers, and classes are readily available.

While these markets can seem saturated with teachers, many teachers prefer this over teaching independently, as there are also many students registered on these sites, ready to sign up for your classes.

Some examples of educational marketplaces are **Outschool, Kidpass, Fiverr, TakeLessons.com, Thumbtack, etc.** You can apply to teach in these sites and once hired, you can create your own classes and the students on the platform can register.

Some things you might want to consider:

✓ **Pro: Established Business**

These marketplaces are already established and have clients or families ready to sign up and register for classes.

✓ **Con: They take a cut from your earnings.**

Different platforms take different percentages from your earnings. You can do your research in this area to see which one suits your preferences.

My favorite platform/marketplace?

It's called **Outschool**.

It's brought me over 900+ students in my year and a half working with the platform.

If you want to hear more about it, check out my YouTube video:



[Where to Teach Music Online With the Highest Pay | Best Website to Teach Your Online Music Lessons](#)

Teaching Independently

Teaching music online independently gives you more freedom but also adds a lot of work since you have to do everything on your own.

✓ **Pro: You take 100% of the pay.**

No cut to a platform, you get to keep your entire paycheck.

✓ **Con: You have to find students on your own.**

This is the most challenging part of teaching independently, as it can take a long time to build up your number of students. Also, any marketing costs will come from your own pocket as well.

I Reccommed...

My recommended for new online music teachers is a marketplace for a few different reasons.

I think if you're just starting out, a platform is really beneficial to gaining students right away, not only for private lessons but also for group classes. This can get you started quickly and can be really profitable from the beginning.

Yes a platform takes part of your pay, but they also cover a lot of your potential expenses, such as marketing, scheduling tools, a classroom page, payment fees, etc.

Exercise

Choosing between teaching independently and teaching on a platform is crucial before you make your next moves. If needed, look into the platform options above or research information about teaching independently online and take extra notes below before making a decision.

Notes:

Teaching Independently		Teaching w/ Platform	
PROS	CONS	PROS	CONS

Once you have made up your mind, circle your choice below:

I will start teaching music online:

- A.** Independently
B. On a platform

Step 2: Niche Down

You might think that you're multi-instrumental and multitalented and you want to teach all things music to everyone but the reality is:

It is tough to market everything to everyone!

From a marketing perspective, **it's smarter to niche down and offer more specific classes.**

But why?!

The reason behind this is simple: If you niche down, with only a few offers, then **people are going to see you as an EXPERT** in that niche! Hence, clients will more likely sign up for your classes than they would to others who offer everything.

For example, if I was a parent searching for a piano teacher for my 7 year old child, I would look for someone who specializes in piano for young learners, not for a general music teacher who teaches 5 different instruments.

Remember "When you're talking to everyone, you're talking to no one."

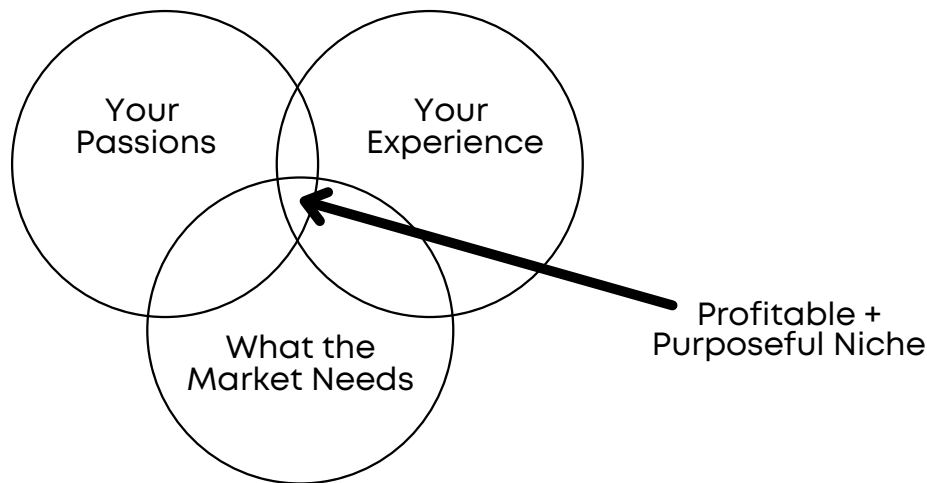
Finding Your Niche

I recommend...

- ✓ Teach 2-3 instruments
- ✓ Pick a specific age bracket for your students
- ✓ Specify what level you teach

Examples:

- Music for early education
- Music and lyrics
- Violin for beginners
- Drums for intermediate players



Experimenting

It may take a little while to find your perfect niche so it's totally okay to experiment until you find one that works best for you!

When I was first getting started teaching music online, I created lessons in Voice, Guitar, GarageBand, Ukulele, music theory and private lessons...it might sound like a lot, and you're right, it was!

But after listing these classes down, **I saw which ones were most successful and the ones that people are most interested in.** As soon as I learned about that, I started to focus my time and energy on those classes in order to maximize my earnings.

This is a way of doing something called market research, or a way to learn more about the market that you're selling to: their needs, wants, desires, etc. Sometimes it takes a bit to create a class that is the best way to serve your learners.

**It is a combination of what you're great at teaching,
and what the market needs!**

Takeaway:

**It's okay to start with a wide range of classes,
with the intention to niche down in the future.**

Activity

List down some ideas for classes you can initially offer as well as the age level and skill level of your ideal students. You can be very specific if you want. Feel free to keep adding as you see fit. The first one's been done as an example.

Class/Subject	Age Level	Skill Level
Guitar	7-12	Beginner

Next Steps

Go back and circle or highlight your favorite ideas that you could really see yourself building courses off of and that could fit together well as an "offer suite". You can get started with these ideas, list these classes, see what becomes most successful, then start building programs off of these!

Step 3: Courses + Curriculum

Our main goal as a music teacher is providing a wonderful experience for our students and sparking a lifelong journey as a musician.

And the best way to do this is with **engaging and effective curriculum**.

So how do we create engaging courses and curriculum for our students? Here are some options:

Method Books

If there are certain method books you have used before, these are great for your lessons. If you have never used one before, doing some research online about fellow music teacher's favorites or asking around in Facebook Groups can be a great way to do this. I love ordering a bunch and exploring them to see how different methods go about different topics.

Teachers Pay Teachers

Buying curriculum that has been created by other teachers is a great way to support each other, to find great lessons, and to save your time. Especially in the beginning, this is a great way to see how other teachers approach their lessons when you may be feeling overwhelmed by where to start.

✓ **Remember: make sure you do not infringe on any copyright laws**

Whether you choose to use method books or buy curriculum, just make sure that you will not infringe on any copyright laws and that you have the permission of the authors to use the materials in your online classes.

For example, on Teachers Pay Teachers, it's best to contact the author and make sure you're purchasing the correct licence and that they allow teachers to use their materials on online platforms such as Outschool.

Create Your Own Curriculum

This is the route I've gone with my studio-- creating your own curriculum allows you to piece together your favorite ways to approach topics and repertoire.

Although it may take a lot of time upfront, once you've created a set curriculum of your own, this also makes planning much easier because you can recycle your set curriculum with each of your private students, and form them into group classes as well. This way you can really start to master these lessons, enhance them with resources, and continue to build and improve on them each time.

Let's talk about how...

Tip #1:

Don't let the overwhelm affect your ability to get started. Take action, start planning, and refine as you go.

Tip #2:

Keep your students engaged by using technology, games and visuals that are fun and colorful! Check out some tools such as Kahoot, Boom Cards, Quizlet, etc.

Tip #3:

Build a plan and create as you go. Use your teaching experience and your students' response to the curriculum to determine how much time you need to allot to a topic, or to try out a few different methods to see what works best for your students. Continue to build on that knowledge as you create your lessons and courses in the future.

Tip #4:

Use your teaching experience to identify which method works best for students and build on that knowledge as you create your lessons and courses.

Bonus Tip:

I highly recommend using Canva in designing your teaching resources. It is very intuitive and easy to use! Using Canva, I was able to create hundreds of colorful visuals that my students love!

Activity

Using the box below, try to create a sample curriculum for a course you're planning to teach. This will give you an idea how you can approach your classes and how you will design your own syllabus. The first one's been done as an example for beginning guitar lessons.

Meeting	Topics	Tools	Activity
1	Parts of the Guitar	Canva Slides	Kahoot Game
2	Intro to Chords	Canva Slides	Quizlet Cards

Step 4: Find Students

Even if you have the most engaging courses, without students, then you're helping no one! So what are the best ways to find students?

This is one of the biggest struggles I hear from online music teachers, especially new ones.

Marketing your classes and yourself as well as building a presence online is crucial for gaining enrollments.

While the marketing method may differ for those working on a platform and for those teaching independently, strategies can still apply to both.

Platforms

Some platforms like Outschool (my fav) do the marketing for you!

They recommend the following:

- ✓ Schedule your classes at least 2 weeks in advance
- ✓ Offer a variety of times so you can cater to students in different timezones and students with different needs.
- ✓ Have an amazing teacher profile and listings! That includes great pictures, descriptions, using words that are rich in SEO so your classes will show up often in searches.

Independent Teachers

- ✓ Have a Facebook + Instagram page: post regularly, engage with your followers, build a community of followers who might be interested in enrolling in your lessons
- ✓ Start a YouTube channel: create videos that show off your teaching style, put the links to your classes or to join your mailing list in the description of your YouTube videos so that they can easily enroll in your classes, offer their first lesson free

Activity

Depending on if you're going the independent teacher or platform route, it's important to have a plan, strategy, and *implement* it into your business.

So let's plan it. Below there are some marketing techniques. Circle the strategies you plan to impliment into your own business and add more at the bottom of your own ideas.

Teaching Independently	Teaching w/ Platform
Instagram	Schedule in advance
Facebook	Video on Profile
YouTube	Video on Course Listing
Email list	Scheduling during in-demand times
1st Lesson Free	Post in FB groups
Website	Coupons
Post in FB groups	

...and start teaching!

If you take action and put these strategies into place, you will set your online music teaching business up for success. I cannot wait to see how your business grows and how you're able to gain back some of that freedom I know you're craving.

And guess what...I talk about all things online music teaching across all of my social media platforms and give so much free and valuable content each week.

Let's connect!

YouTube



Instagram

