

Guide to getting started on **Outschool**



Tips for new teachers to achieve
success on Outschool



hey, i'm katie!



I'm an online music studio owner & teacher coach, here to help you build a purposeful & 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 with you my Guide to Getting Started on Outschool! Join this community of teacherpreneurs who've found success on this platform and gained back their passion of teaching.

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



Katie Gettys



@katiegettys_



Application Process

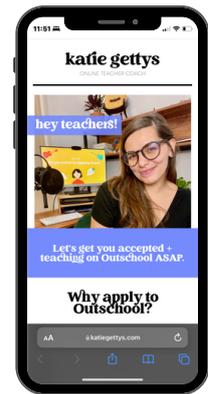
Of course step one of getting started on Outschool is to apply and get accepted to teach on the platform.

And if you haven't applied to Outschool yet...

Then what are you waiting for?? 😊

The application process includes a written + video application.

If you're ready to learn more about the **application process**, just head to my website where I have tons of helpful tips for getting hired.



But I really wanted to spend this guide sharing tips to help get you to truly get started on the platform, gain enrollments, and start earning an income teaching online ASAP.

Congratulations!

You've been accepted to teach online with Outschool! You've decided to take on the leap and grow an online teaching business.

When most teachers are first getting started on their Outschool journey, the most common word I've heard used is "OVERWHELMED" -- not knowing where to start, what to teach, how to market yourself.

So today I'll share some of my best tips for getting started on the platform, along with some exercises and activities to put them into action.

Let's do it!

Tip #1: 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

Tip #2: Do Market Research

Market Research is gathering information about your market and your customers. The best way to do this with Outschool is to learn from our competition and what they're offering on the platform.

Remember, we look at other classes and teachers on the platform to **learn**, never to copy. There is a difference between inspiration and imitation.

Questions to ask yourself:

- **How popular is your potential market?**
 - If it's not popular, why is that?
 - Are teachers missing the mark somehow?
 - If it is popular, is it too saturated? If so, how could you niche down even further?
- **What problems or gaps are there in your market?**
- **For courses that are similar to yours...**
 - What are they charging?
 - What is missing?
 - What could improve?
 - What are they doing well?
 - Are the reviews positive or negative?
 - What do parents say they like or dislike in their reviews?
- **How can you make your offer unique?**
 - How can you add value to your offerings?

Knowing these things can greatly help in creating the best classes that our clients couldn't refuse because they see the value in it.

Remember:

Doing market research will save you the guesswork and give you clear facts about your potential customers + students, and want they do and don't want. It would be a huge mistake to skip this step.



Activity

Be a step ahead by doing this market research. Login to Outschool and answer these questions:

Is my potential market popular?	Yes	Is it too saturated? If so, how can I niche down even further?
	No	Do families really want/need this course? How could my competitors be missing the mark?

What are my competitors charging?	What problems or gaps are there in my market?	What are they doing well?
Are the reviews positive or negative?		
What are parents praising in their reviews?	How can I make my offer unique?	What could improve?



Tip #3: Find Your USP

Your USP or "Unique Selling Point" is a concept used in business to determine what is unique about you and your product or service.

This is going to determine how you are going to stand out among the hundreds of other teachers on the Outschool platform.

By taking the time to sit down and think about who you are as a teacher, what you want to teach, why you want to teach it, and then incorporate that messaging into everything you do on OS.

Take time filling out the questions on the next page and then notice any common themes throughout. Use this as a way to both come up with class ideas and for ideas of what to add to your profile on the OS platform.

Activity

To further help you figure out your USP, answer the questions below:

What is unique about my story?

What is unique about my teaching approach?

What is unique about my education or experience?

What is unique about my personality?

Why should my ideal student work with me over any other teacher?



Tip #4: Trial and Error

Entrepreneurship in general is like one big experiment and Outschool is no different. There are strategies and techniques that we can try to implement, but at the end of the day, we need to spend some time taking action to see what does and doesn't work.

When first getting started on Outschool, CREATE constantly. I recommend creating 10 or more different classes, scheduling each one of them at least once (so they'll show up in OS search), and then see what happens.

When I was first getting started on Outschool, I created lessons in Voice, Guitar, GarageBand, Ukulele, music theory and private lessons.

But after listing these classes, 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 and truly find my niche.

Remember:

Creating a bunch of classes is a great way to do market research because you can see what kind of reaction you get from families: which class gets the most saves, enrollments, schedule requests, and which ones don't. Then you can focus on the ones that see the most success.

Outside of the classes themselves, it's also important to experiment with...

- ✓ **Scheduling:** try out a bunch of different days and times and see what books the best, then continue to schedule at the most successful times in the future
- ✓ **Class types:** If something isn't working as a one-time class, try it out as an ongoing or a multi-day.

Bonus Tip:

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



Tip #5: Video Sells

Without video, you're missing out on the one of the most powerful tools in marketing.

Video helps you to build know, like, and trust factor with the parents and students on Outschool quickly, which basically means they'll be much more inclined to sign up for your classes. Whenever you have the chance, show your face, look professional, show off your personality and be engaging!

Bonus Tip:

Have a video on your profile especially, but also on each of your classes, and if not every class, at least at the beginning of your funnel. For example, it's most important to have a video on Beginning Guitar than Intermediate because most enrollments in Intermediate are re-enrollments so our video marketing isn't as important.

Bonus points if you edit it a bit in iMovie or Filmora!

Activity

Script your profile video below.

Hi my name is _____ and I'm so excited to work with your learner!

I have a degree in _____ and _____ of experience working with ___ students aged ___ to ___.

My teaching style is _____

It's so important to me that _____

Feel free to message me with any questions + I can't wait to see your kiddo in the classroom!



Tip #6: Offer 1:1 Tutoring

The demand for 1:1 tutoring and private lessons only continues to grow on the Outschool platform.

Not only is this a wonderful way to build a steady weekly income, since Outschool pays you for ongoing classes every Sunday, but it's so rewarding to work with students in an intimate and individualized learning experience like this.

Offering 1:1 will allow you to charge a higher price point per learner, and it'll also give you an idea of what your ideal student wants to learn, and what they need. Then once you've created that curriculum for these students in the 1:1 setting, you can always take that content and build group classes with it and start to scale.

Activity

Let's do some market research for tutoring within your potential niche. Login to Outschool and answer these questions about what's already available:

What are they charging?

What keywords are they using in their titles + descriptions?

What days and times are they getting booked?

What topics do they usually cover?



...and then do what you do best: teach!

If you take action and put these strategies into place, you will set your online 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 Outschool across all of my social media platforms and give so much free and valuable content each week.

Let's connect!

YouTube



Instagram

