

Running Your Lesson Studio As A Business

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OPERATING SYSTEM INTRODUCTION

Your lesson studio is a business and should be structured as a business. Managing all the components as a business will help you to be better organized and grow your business. These components can be broken down to six components which form an operating system, how you run your business. This operating system is called the “Lesson Studio Operating System.”

LESSON STUDIO OPERATION SYSTEM (LSOS)

“A Business Guide for Music Private Lesson Teachers”

LSOS MODEL: SIX COMPONENTS

1. Culture
 - a. Your Who: descriptors on who you are, your passions and what makes you unique from other lesson teachers
 - b. Your Why: reasons why you teach
 - c. Your What: studio core values and overall goals for students
2. Vision
 - a. Short Term Goals: 90 Days/1 Year-Revenue/Profit, Measurables (number of students/hours worked), What Does It Look Like
 - b. Long Term Goals-Revenue/Profit, Measurables (number of students/hours worked), What Does It Look Like
3. Operations
 - a. Teaching: lesson structure
 - b. Communication: students, parents, band directors, others
 - c. Administrative: database, scheduling
 - d. Finances: billing, expenses, taxes
 - e. Marketing: promoting business
4. Processes
 - a. Steps involved for managing the operations
5. Issues
 - a. Weaknesses or problems with your business
6. Action
 - a. How are you going to resolve issues

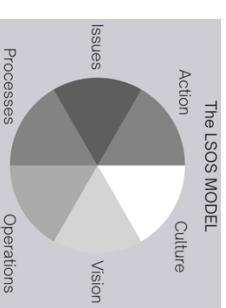
For more information about this topic or to schedule a consultation, please reach out to me.

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THE LSOS OPERATIONS/PROCESSES



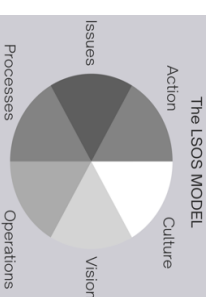
TEACHING PROCESSES	
In-person (schools, home studio, music studio)	On-line (Zoom, FaceTime, Webex, Skype)
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

ADMINISTRATIVE		
Database	Scheduling	Billing/Invoices
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.

MARKETING & COMMUNICATION		
Parents & Students (email, text, FB messenger, WhatsApp)	Public/Social Media (website, Facebook, LinkedIn, Instagram, Twitter, TikTok, YouTube, SoundCloud, Pinterest, Reddit, Blog/Vlog)	Networking Conferences, Organizations, Festivals
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.

THE LSOS

ISSUES/ACTION



ISSUE #1	ISSUE #2	ISSUE #3
ACTION	ACTION	ACTION
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.
6.	6.	6.