



## Private Guitar Studio Handbook: Strategies and Policies for a Profitable Music Business

By Michael McAdam

Berklee Press Publications. Paperback. Book Condition: new. BRAND NEW, Private Guitar Studio Handbook: Strategies and Policies for a Profitable Music Business, Michael McAdam, Teach guitar for profit! This book will show you how to set up and develop a profitable guitar studio. Besides the ability to teach guitar, running a profitable studio needs effective systems for attracting and retaining students, ensuring that they pay on time, and smoothly handling operations issues. This book will show you the essential considerations, from choosing a space (residential or commercial), to marketing, to specific teaching aids. You will learn to: \* Develop and outfit an efficient studio \* Set policies to get timely payments and encourage student retention \* Attract students who are likely to remain long-term \* Develop an authentic teaching approach customised to your own students \* Find multiple revenue streams from your students, beyond lessons \* Avoid common expensive mistakes.



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