### How Musicians Can Start Making Money Teaching Online



**PRESENTED BY** 

#### BREE NOBLE & BANDZOOGLE

### What could you teach online?



### What will your offering look like?



### What content mediums will you offer?



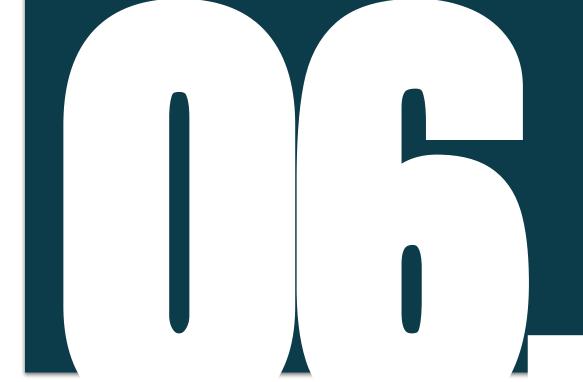
### How will you create the content?



### How will you deliver the content?



## How will they pay you?



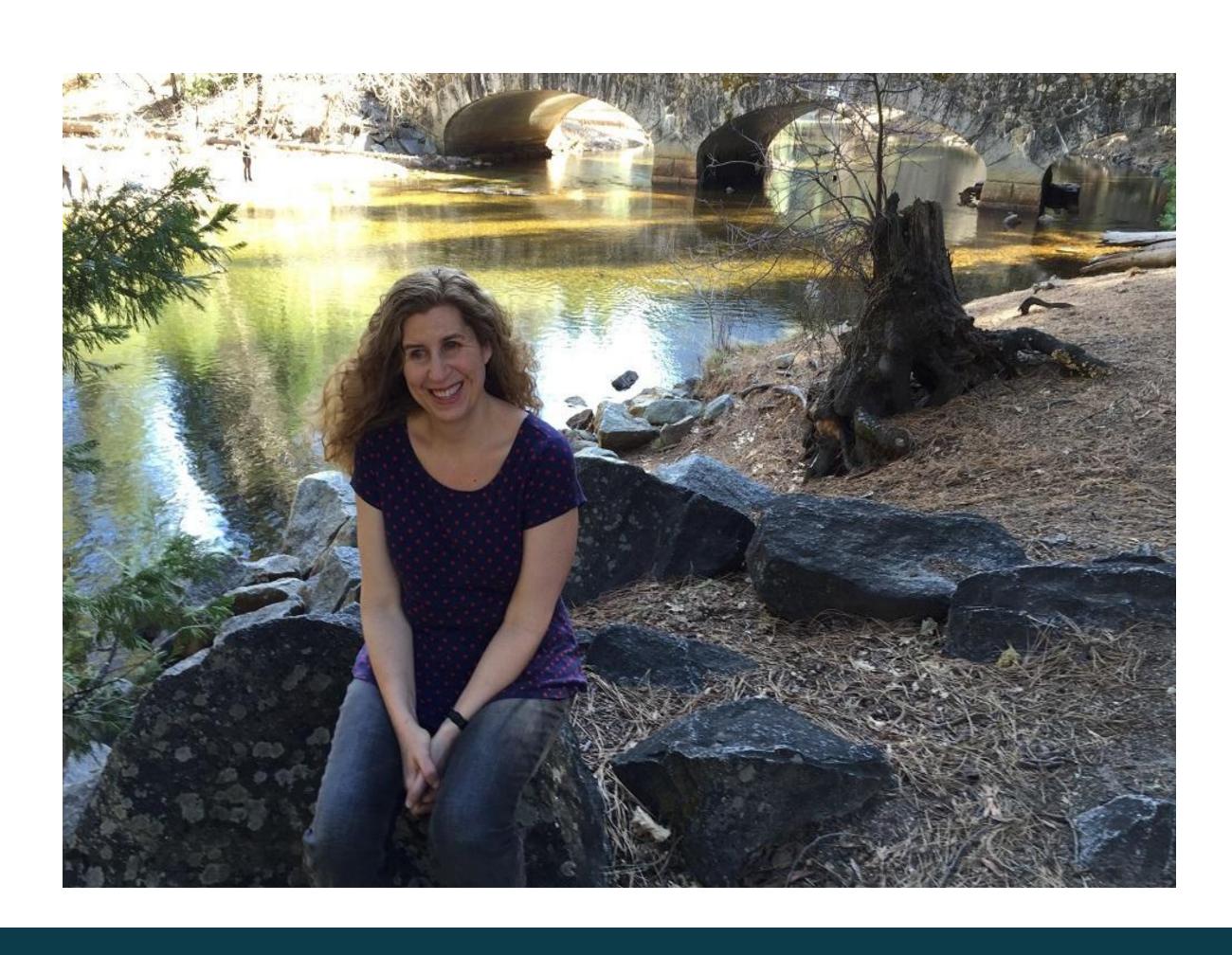
### How will you get students?



### Answers to your questions



### WHO AM 12



- Freelance musician for 10 years.
- Built the Female Musician
   Academy in 2015
- Helped other musicians create courses
- In 2019 helped get 11 courses off the ground in multiple industries
- Currently a coach in the Recurring Profit Program

### WHAT SHOULD YOU TEACH?

### SOME CLARIFYING QUESTIONS...

### What do you already teach in person?

# What are the questions you answer over and over from your students?

#### What do other musicians ask you about?

### What tool or software can you teach?

# What other skill or "life hack" can you offer to musicians?

What do people say you're especially good at doing, explaining or demonstrating?

# What subject are you so passionate about you could talke about it all day?

### NEW NEEDS & OPPORTUNITIES?



- . Hobbyists with more time.
- Resources for homeschooling parents to teach music.
- Kids who gave up in person lessons or band practice.
- Musicians who need to learn a new skill now to thrive in the home-based economy.

# What is the transformation your teaching can offer?

# How can you give them exactly what they need without overhwlming them?

### WHAT FORMAT TO OFFER?

#### 1-on-1 instruction on Zoom

# Small group workshop or series on Zoom meeting

### Live Online Masterclass with interactive chat

### Series of lessons presented Live in a Facebook Group with interactive chat

#### Pre-recorded Masterclass

#### Pre-recorded Mini Course

### WHAT MEDIUMS TO USE?

### HOW WILL THEY LEARN BEST?

- Face-to camera video
- Slides with commentary
- Screencasting
- Full-body or on-location demo video
- Audio Only
- PDFs & Workbooks
- Quizzes

### HOW WILL YOU GREATE IT?

### What equipment do you already have?

### Is perfectionism holding you back?

## Are you a procrastinator? Lithen do it Live!

### WHAT YOU CAN DO WITH A PHONE

- Face-to camera video
- Full-body or on-location demo video
- Audio Only

#### WHAT YOU CAN DO WIHT A WEBCAM

- Face-to camera video
- Slides with commentary
- Screencasting Zoom or UseLoom.com
- Full-body or on-location demo video
- Audio Only

#### CREATING PDFS & WORKBOOKS

- Google Docs & Sheets
- Create PDFs with Canva Templates
- Hire someone on Fiverr

## HOW WILL YOU DELIVER IT?

#### PRIVATE FACEBOOK GROUP

- Make the group secret
- · Add videos & files
- Organize in Units

#### EMAIL + GLOUD STORAGE

- Store videos, audio & files online
  - Dropbox
  - Box.net
  - Amazon S3
  - YouTube Unlisted Videos
- Email access Links

#### BANDZOOGLE WEBSITE

- Sell a file in the store (PDF, audio, video)
- Create Password-Protected hidden page
- Behind subscription paywall

#### TEACHABLE ALL-IN-ONE COURSE PLATFORM

- All-in-one solution for SERIOUS course creators
- Designed specifically to deliver courses
- Offers Drip option
- Scale as your course library grows
- Can house all formats including video, audio, text, PDF, quizzes
- Free to start, Basic plan is \$29/mo

## HOW WILL THEY PAY YOU?

#### COMMON MERCH PAYMENT METHODS

- Paypal
- Venmo
- SquareUp

#### BANDZOOGLE WEBSITE

- Commission-free product in store
- Subscription paywall

#### TEACHABLE ALL-IN-ONE SOLUTION

- Subscriptions
- Payment Plans
- Coupons
- Free Trial option
- Take Stripe (credit cards) & Paypal
- Affiliate sales (Pro plan) & VAT
- Check it out at www.FEMusician.com/Teachable

# HOW WILL YOU GET STUDENTS?

#### HOW WILL YOU GET STUDENTS?

- Put the word out to local contacts: schools, churches, theatres
- · Your email list
- Social media
- Direct messages
- Other music teachers
- · Past teachers, students, old friends & expanded network

### QUESTONSP



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