

How Musicians Can Start Making Money Teaching Online

PRESENTED BY

BREE NOBLE & BANDZOOGL



What could you
teach online?

01

**What will your
offering look like?**

02

**What content mediums
will you offer?**

03

How will you create
the content?

04

**How will you deliver
the content?**

05

How will they
pay you?

06

How will you get
students?

07.

Answers to your questions

08

WHO AM I?



- 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?

How Musicians Can Start Making Money Teaching Online



SOME CLARIFYING QUESTIONS...

Clarifying Questions

What do you already teach in person?

Clarifying Questions

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

Clarifying Questions

What do other musicians ask you about?

Clarifying Questions

What tool or software can you teach?

Clarifying Questions

**What other skill or “life hack”
can you offer to musicians?**

Clarifying Questions

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

Clarifying Questions

What subject are you so passionate about you could talk 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
overwhelming 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 CREATE IT?

How Musicians Can Start Making Money Teaching Online



Clarifying Questions

What equipment do you already have?

Clarifying Questions

Is perfectionism holding you back?

Clarifying Questions

**Are you a procrastinator?
...then 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 WITH 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 + CLOUD STORAGE

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

BANDZOOGLER 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**

BANDZOOGLER 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 Musicians Can Start Making Money Teaching Online



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**

Questions?

PRESENTED BY

BREE NOBLE & BANDZOOGL

