

The Tools We Use Resource Guide

by Teach Piano Today



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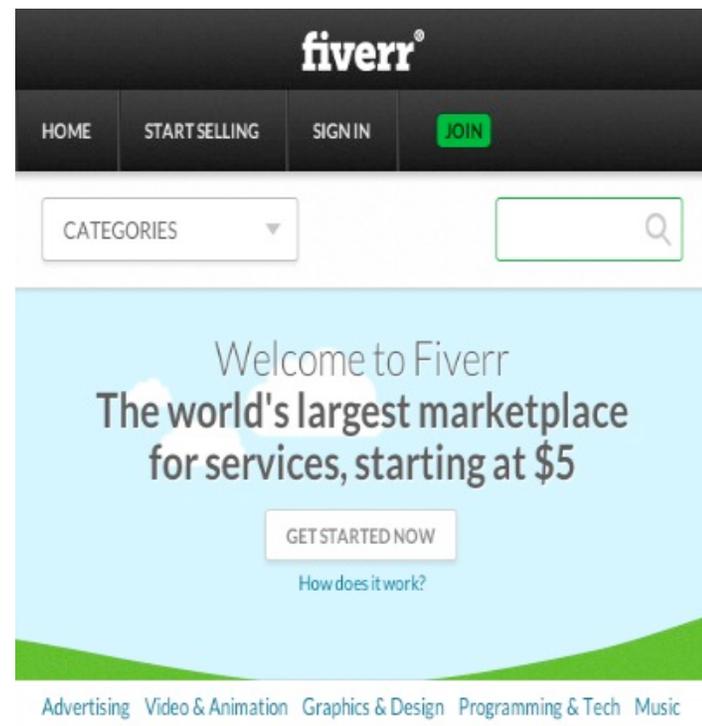
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1. Fiverr

Be warned... this site can be addicting. Even if you don't use Fiverr for your studio, it will provide endless hours of fun!

Fiverr is a \$5 marketplace where people will create a wide array of digital products for you for just 5 bucks! A lot of what is available on the site falls under the umbrella of “ridiculous”. However... if you need a logo for your business, an explainer video for your website, or a tweak done to your wordpress site, Fiverr could work for you.

We actually tested the service and had a logo designed for a fictitious company... it was, amazingly, pretty good. So give it a try! You've got nothing to lose... but \$5!



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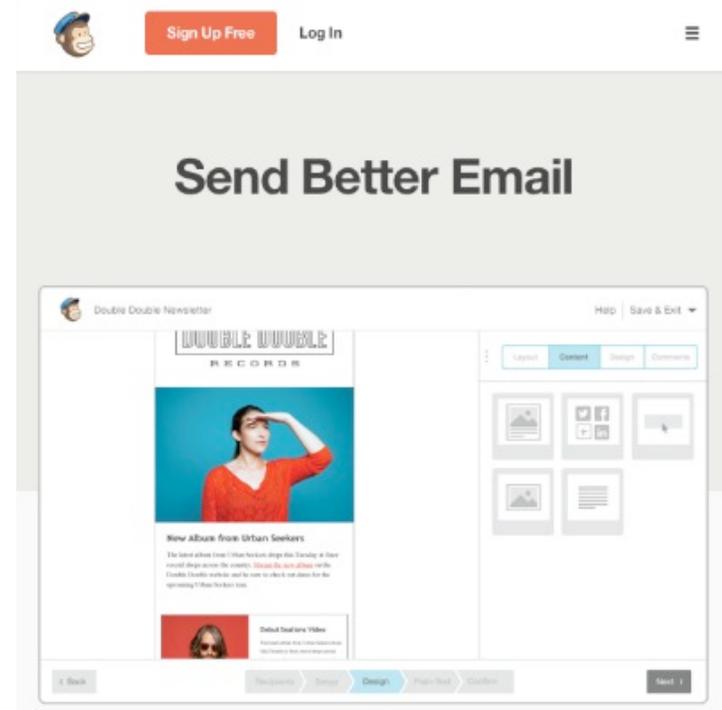
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2. Mailchimp

The most successful piano teachers know that keeping in constant contact with their clients is the best way to maintain a healthy studio.

And the best way to keep in contact with studio families is by using an email marketing service.

We recommend Mailchimp because it is FREE, the service is fantastic, and the web interface is easy to navigate. If you're sending group emails to your studio families (and you should be!), Mailchimp provides attractive newsletter and email templates and an array of tools you can use to check open rates, clicks, and more.



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3. Poster My Wall

Are you ready to make your piano studio look like a RockStar?!

Online advertising is definitely the wave of the future, but that doesn't mean posters have gone out of style. Use the ready-made templates provided by *Poster My Wall* to give your studio advertising a professional touch.

And don't think posters are just for advertising. At our studio we use this program to create Student of the Month posters, My First Gig posters, and Practice Incentive posters. Most are about \$7.99 and you receive the digital file to print forever.



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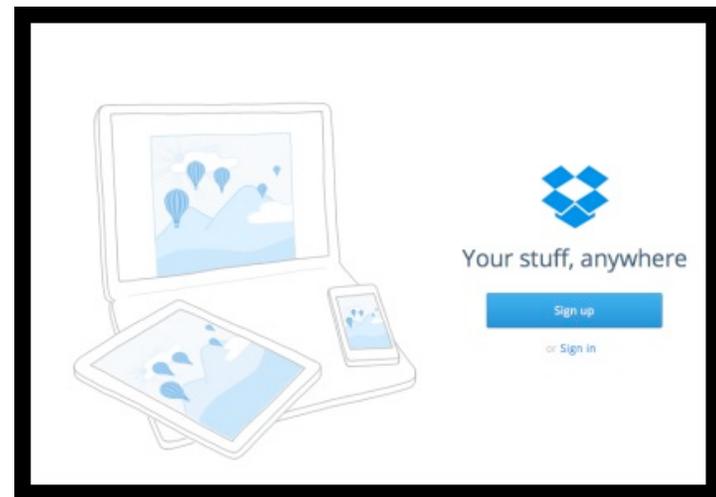
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4. DropBox

This company is only 6 years old and it is already worth more than 4 Billion dollars... and for good reason (well, maybe not 4 Billion good reasons).

DropBox has solved a major headache around our home and office. For years I yelled and screamed and just freaked out in general as I tried to sync all of our wireless devices over our home network.

With DropBox, I simply download the app to our computers, phones, and tablets and all of our files are synced automatically. This is a great free resource if you work away from home and bring your tablet as a traveling companion.



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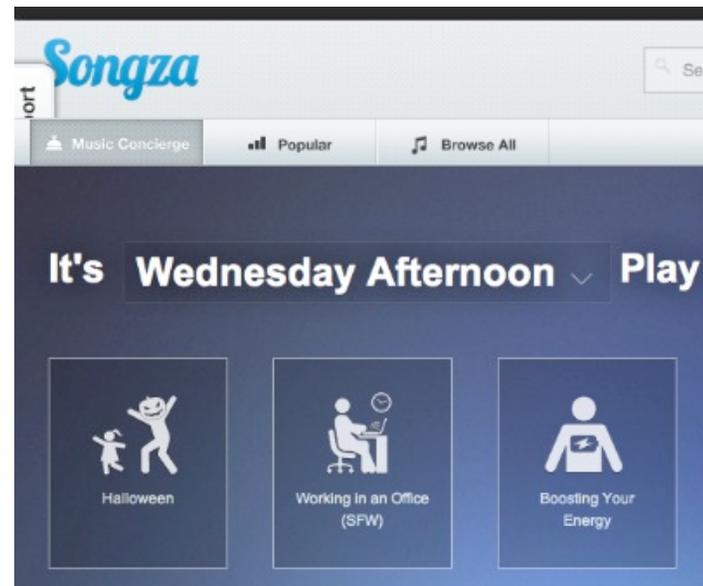
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5. Songza

I'm grooving to a Songza playlist right now!

Songza is a free music streaming service. And while we use it to simply provide some good tunes as we work away, for piano teachers it is a great discovery resource.

If you find it difficult to keep up with the musical tastes of your young students, surf on over to Songza and browse through their popular playlists. Before long, you'll be the hippest piano teacher on the block! You can also create classical music playlists for use in group-classes, listening activities etc.



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6. Survey Monkey

There's no point trying to guess what your piano families are thinking, instead... just ask!

If you've been a reader of Teach Piano Today for a while, you will have noticed that we use SurveyMonkey now and again to get our readers' opinions.

This is another free resource that you can use to email simple surveys to your clients. Use it to discover what lead sheet of the month your students want next, what date works best for a recital, and much, much more.



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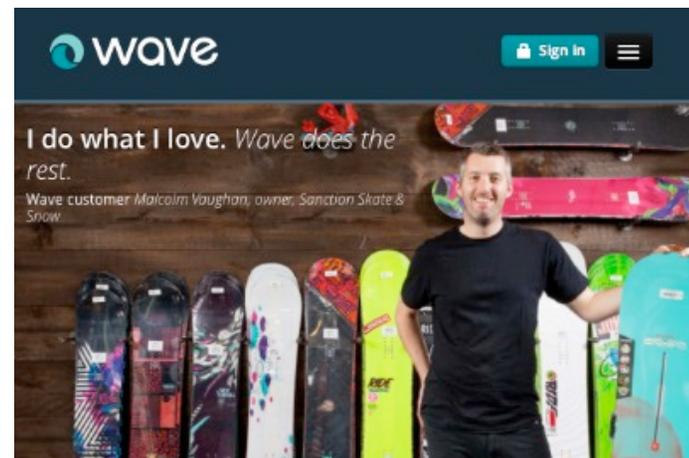
7. Wave Accounting

Our most recent discovery might just be our best yet! Check out Wave Accounting.

Wave is a web-based accounting program built specifically for small business... and, it's FREE! After browsing the website and seeing everything it has to offer (invoicing, payments, payroll, receipts) I couldn't believe it was actually free. A music teacher's dream.

I spent a ton of time looking for some way to pay but came up empty. It really is free!

Wave is a real star in the startup world and has secured some serious investments from some big time players.



We're here to set you free

Wave makes it easy to be your own boss. Just do what you're good at, and lean on Wave's smart online software for help with invoicing, accounting and payroll.