

# YOUR MUSIC SCHOOL EVOLUTION TO GROWTH.



## USE THE EVOLUTION PHASES TO DEVELOP YOUR MUSIC SCHOOL OR STUDIO.

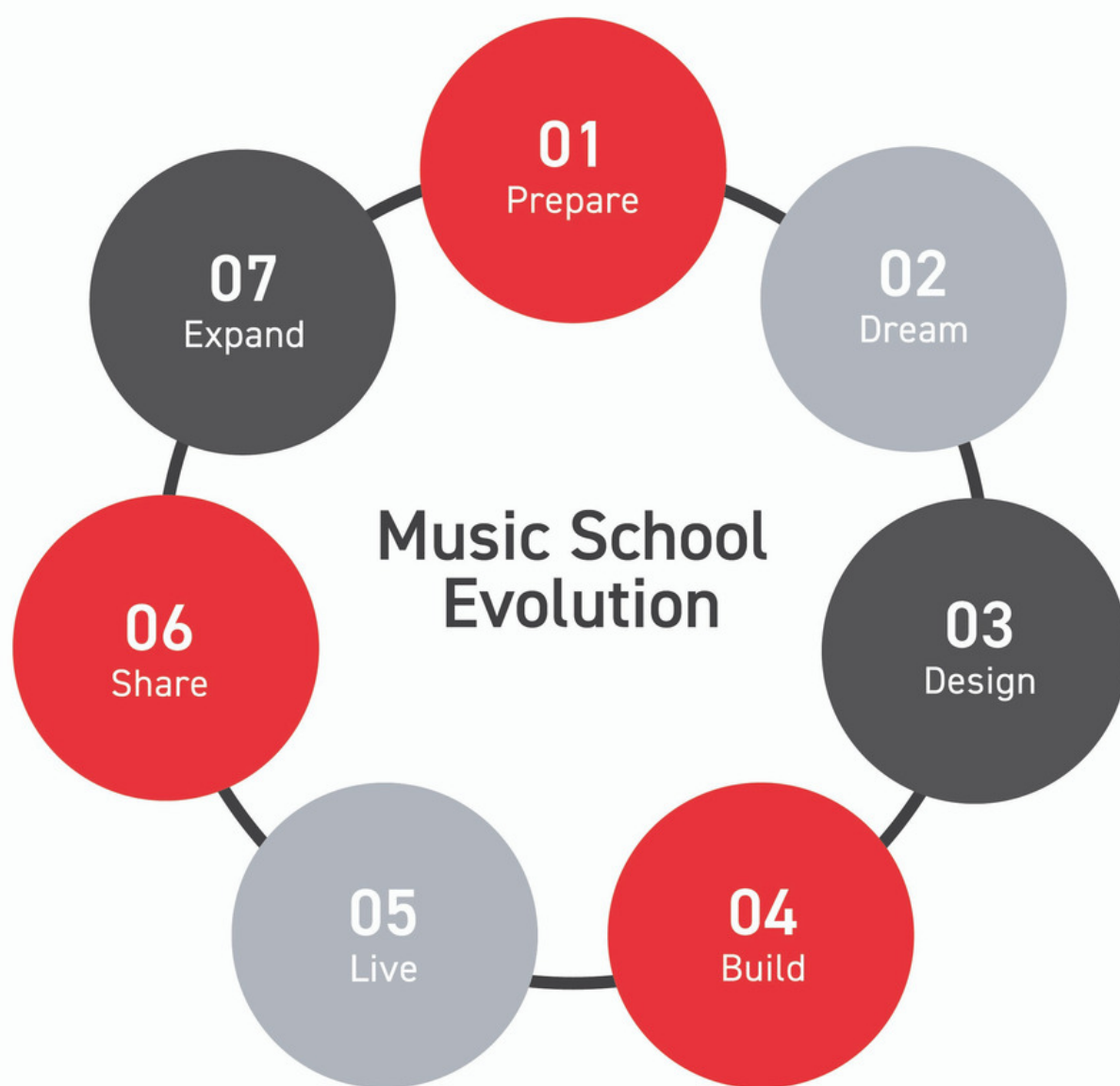
I started teaching music from my parent's home and in student's homes when I was 17 years old and starting my Music Education Degree at Melbourne University. I didn't actual consider at the time that I was running a "Business". It was a way of earning money, but not a "proper" business! As time went on and my students and income grew, I found that operating as a solo teacher was quite different to operating with admin staff, teachers and growing numbers of students, families and schools. I had to learn "on the job" how to run a "real" business!

I spent a lot of time figuring out what worked and didn't work for a Music School, often through trial and error, and it's definitely true that you learn a lot from making mistakes! I know from having had lots of experience at making mistakes as well as success! These "trial and error" and other experiences led over time to the development of the three systems which made running my business not only more efficient but more predictable. They also helped with hiring and training staff.

## THE THREE KEY SYSTEMS I DEVELOPED AS MY BUSINESS GREW ARE:

1. Music School Success **Evolution**
2. Music School Success **Ladder**
3. Music School Success **Divisions**

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## **IN THIS ARTICLE I WANT TO BRIEFLY EXPLAIN THE MSS EVOLUTION SYSTEM**

All businesses, not just Music Schools go through different “phases” of development and growth if they are to remain viable. The Businesses that never change are usually the first ones to stop operating. Knowing the phase you are at can give you clarity and peace of mind on the performance of your business.

Identifying the phases of development a business must undertake for growth was a key component to knowing what steps to undertake for each expansion phase of my Music School Business. So at each stage of my business, such as moving from being a solo teacher to employing teachers to work with me OR opening a second, third or fourth Retail Studio, I had a clear set of steps to follow and realistic expectations on the outcomes.

## **I CALL THIS SYSTEM THE MUSIC SCHOOL SUCCESS EVOLUTION SYSTEM.**

Here are the 7 stages of Evolution or development to Create a profitable Music School:

1. Prepare - Working out what resources you already have,
2. Dream - Deep thinking to unveil your deepest desires ( music related!),
3. Design - Planning how to turn the dreams into reality,
4. Build - Doing the work to bring the plans to life,
5. Live - Testing and tweaking time,
6. Share - Making an impact with your music school,
7. Expand - Growing in size, responsibility and income.

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Your Music School should over time move through the different phases of Evolution. It is not a once off thing.

I utilise the eight business divisions to move from one evolution phase to the next. Using these systems means knowing which activities are priority to move my business forward.

To move through the different phases of evolution though, you will need to concurrently understand the 8 Business Divisions.

You can find further details about the 8 business divisions on other blog posts and webinars such as:

[Grow Your Music School - The Business of Being a Music Teacher](#)

[Putting the Legal Hat on!](#)

[Intellectual Property for Music Schools](#)

and many more!

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