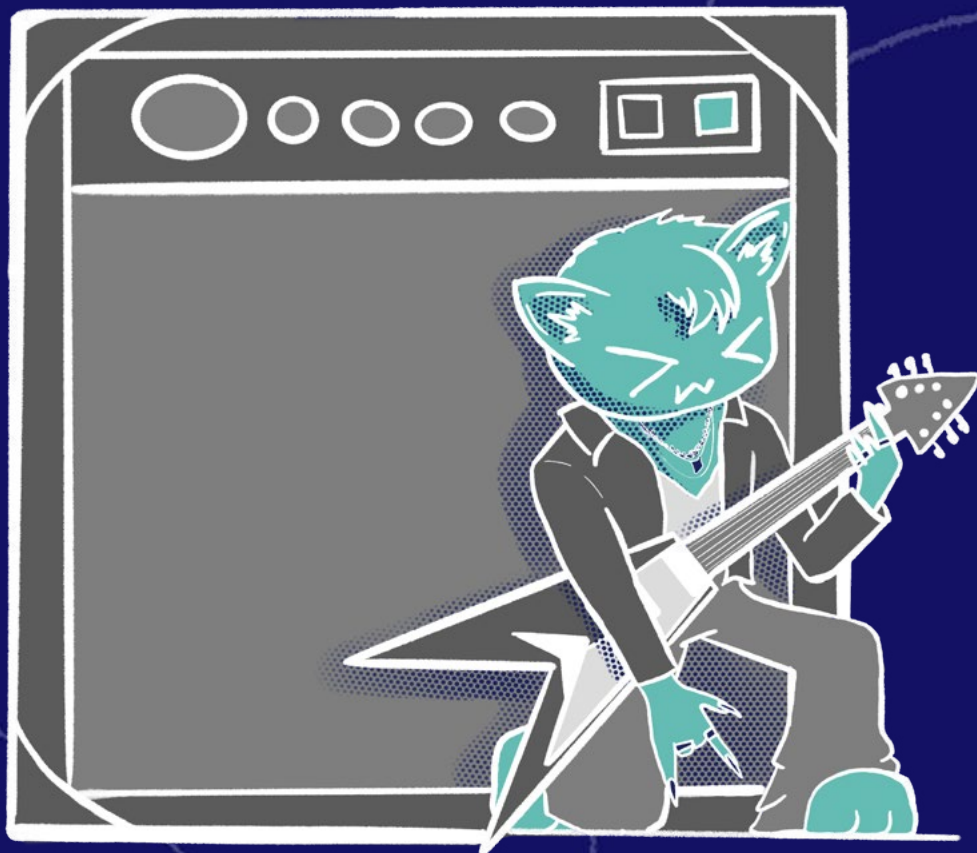




# Taking the Plunge

MUSIC TEACHER ACTION PLAN



# Introduction

This 90 Day Action Plan is for music teachers who are looking to quit their day job and earn a full time living from teaching. It will work for anyone who is prepared to put in the effort and work consistently. If you follow the framework outlined in the webinar and training then an income of \$60,000, \$80,000, \$100,000 or even more is a very achievable outcome for you.



This guide provides the framework that I used to create a guitar teaching business that earned over \$100,000 annually as a solo teacher working only part time hours. I recommend you focus on building one area of your business to completion each week over the next 12 weeks. Do this and you will have everything you need to grow and scale your business to a full time income.

I hope the advice here helps you transition out of working full time just to make ends meet in your 'day job' and leads to a more fulfilling life where you earn a full time living working part time hours with time to spare for what's most important for you.

To your success,

Michael Gumley  
TopMusicGuitar Community Manager

## Week 1

### Envision Your Ideal Life

- Imagine your ideal life
- Write down your goals
- Reverse engineer them into a plan



## Week 2

### Run Your Numbers

- How many hours will you work?
- How much will you charge?
- How many students do you need?



## Week 3

### Create Your Avatar

- Who is your ideal student?
- What do they want the most?
- Where will we find them?



## Week 4

### Build Your Website

- Plan it out
- Write copy that sells
- Build it / hire someone to build it



## Week 5

### Create Your Flyer

- Design your flyer
- Print your flyer
- Distribute flyers efficiently



## Week 6

### Lead Generation Drive

- Brainstorm phase
- Planning phase
- Implement like crazy!

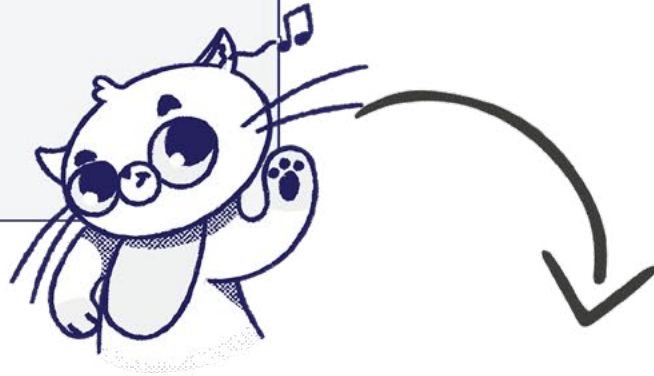




## Week 7

### The Intro Call

- Create a script
- Practice it
- Put it into action



## Week 8

### Free Trial Sessions

- Create your trial process
- Rehearse it
- Put it into action



## Week 9

### Create Your Avatar

- Create your sales & close process
- Rehearse it
- Go sign up some students



## Week 10

### Getting Referrals

- Write a referral script
- Create your incentives
- Set your students to task



## Week 11

### Getting Testimonials

- Create testimonial questions
- Create your incentives
- Get your students to take action!



## Week 12

### Building Your Business

- Stay the course
- Measure your progress
- Make a plan for your new income



# Next Steps

The points in this action plan are expanded upon in the Guitar Teacher's Roadmap Course included in the TopMusicGuitar membership. The Silver Membership level offers the opportunity to attend live group coaching calls for live expert guidance and feedback. The Gold Membership level offers pre-made templates and one on one coaching so that you can fast-track your progress towards a high income and achieve results quickly without having to re-invent the wheel.

## Join us at topmusic<sup>co</sup>

Join us at Topmusic Guitar for more in-depth education and training every step of the way as you build your own music teaching business to six figures and beyond!

Find out more at [topmusic.co/proguitar](https://topmusic.co/proguitar)

## About the Author

Michael Gumley is founder at Melbourne Guitar Academy, creator of Guitar Dojo Online and Guitar Ninjas, and TopMusic's Head of Guitar.

He rocked his start at guitar playing at age 15 and was instantly hooked. Michael brings his passion for music and love of all things guitar to every lesson, and seeks to help students capture that same excitement and wonder on their own journeys.



Join the 1000+ music teachers who have already discovered



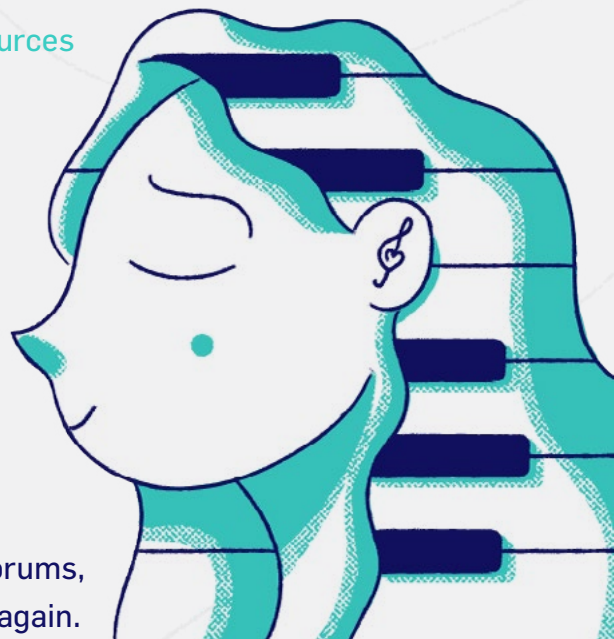
TopMusicPro helps music teachers grow into confident, in-demand creative music educators who run thriving, profitable studios and enjoy a life-long, professional teaching career.

- Use our 30+ courses and countless downloadable resources to delight your students with more creative lessons.

- Learn to build the music studio of your dreams - find more students, save time planning lessons and build a reliable teaching income.

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