



harp
IRELAND



CRUIT
ÉIREANN



arts
council
ireland



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iteachtrad.com **LizD**

I TEACH TRAD

Professional Development for Irish Traditional Music Teachers

Cruit Éireann | Harp Ireland presents an

ONLINE COURSE FOR HARP TEACHERS 2022

in association with DR LIZ DOHERTY and I TEACH TRAD:

Workshop 4 The Business of Harp Teaching

May 24th, 2022



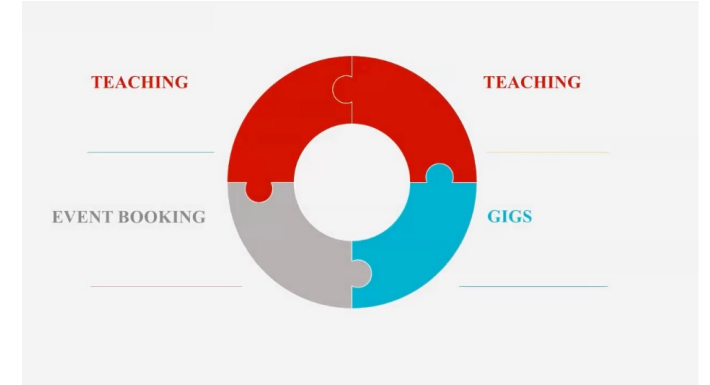
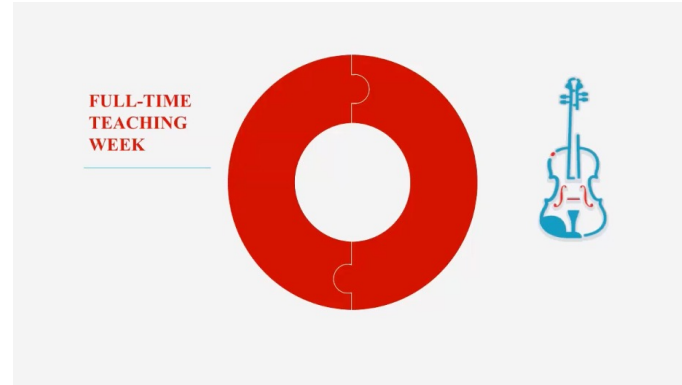
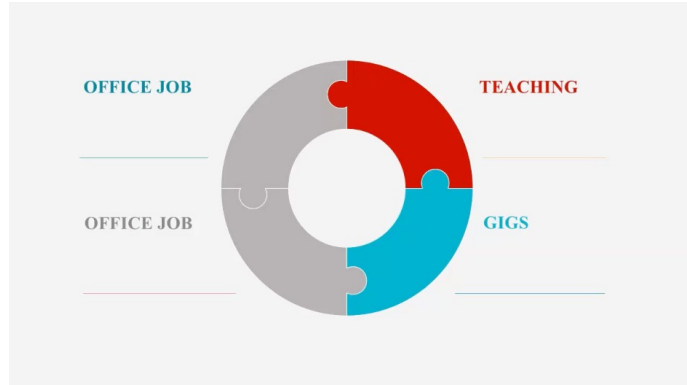
10 EASY STEPS



STEP 1: DECIDE



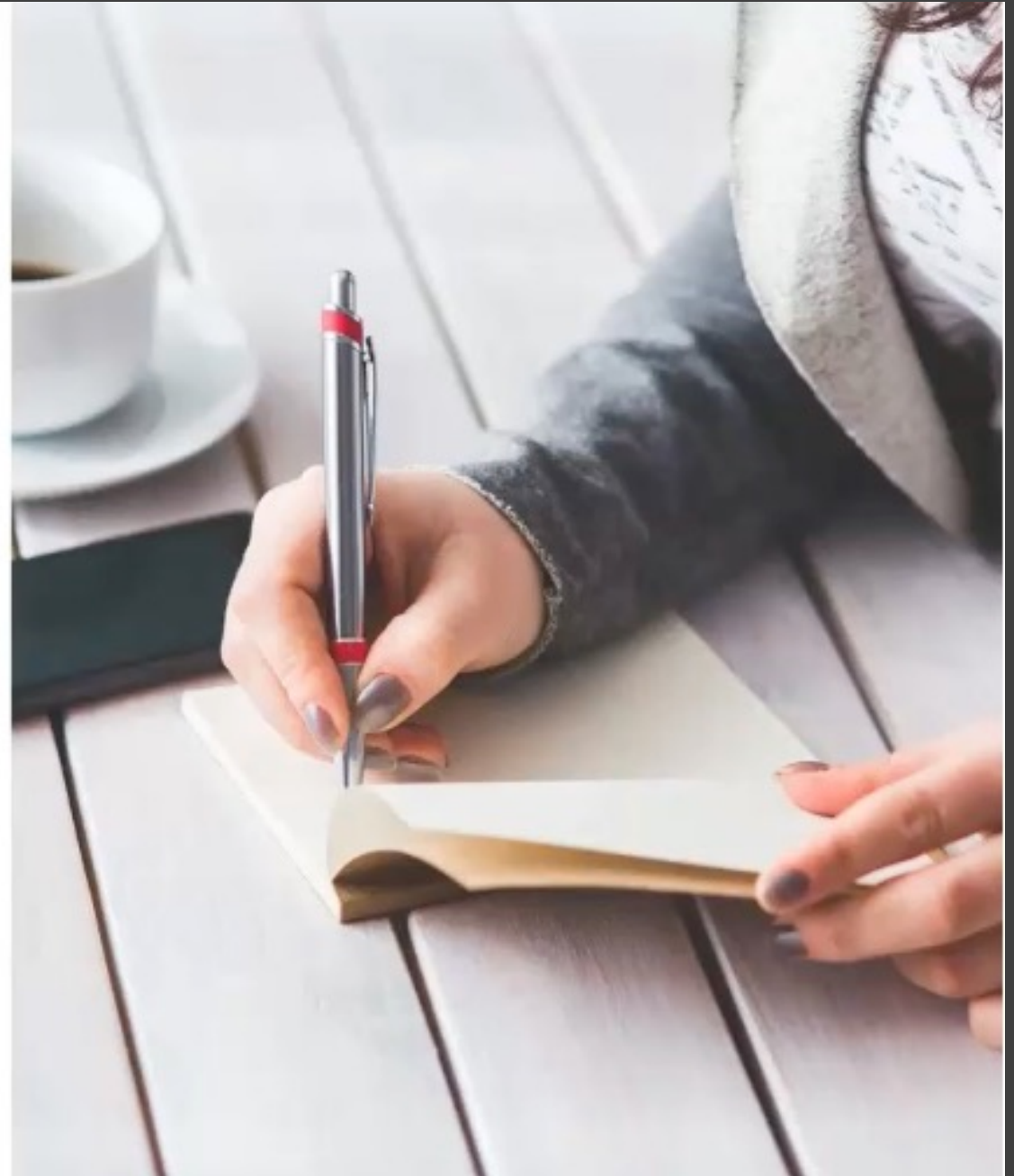
STEP 2: FIGURE IT OUT



What does YOUR teaching week look like?

Write your own job description

- ☐ Job title?
- ☐ Full-time or part-time?
What are the hours?
- ☐ Where is it based?
- ☐ What does it involve?
- ☐ Qualifications/experience
required/desirable?
- ☐ Other responsibilities?
- ☐ Salary?




**Is this the
job for you?**





STEP 3: FINANCES

How much should you charge?

1. Perception
 2. Added value
 3. Price comparison
 4. Your own strengths, skills etc.
 5. Be informed
- 

An alternative formula ...

$$\underline{\text{€30,000}} \text{ (Net income)} = \underline{\text{€40,000}} \text{ (Gross income)} - \underline{\text{€10,000}} \text{ (expenses/tax)}$$

$$\text{NET INCOME} = \text{Gross Income} - \text{Expenses/tax}$$



An alternative formula ...

Number of weeks working = 40

Gross Income \div number of weeks = weekly income



€40,000 (Gross income) \div 40 = €1,000 (weekly income target)

Work week = 20 hours = €1,000

20 x one to one classes → €50 per student (1 hour x 20 students)? €25 per student (30 mins x 40 students)?

20 x small groups (c3 students) → €17 (€16.66) per student (1 hour)? €8.50 (€8.33) per student (30 mins)

20 x larger groups (c10 students) → €5.50 per student (1 hour)





Avoid the pay-per-class model

STEP 4: Set-ups and Supports

Problem What problems are people facing? List their top 3 frustrations.	Solution How will you solve these problems? Write down a solution for each problem.	Unique Value Proposition How will you turn an unaware visitor into an interested customer? Create a clear and compelling one-liner message you want to send across.	Unfair Advantage What separates you from competitors? What makes you ahead of the pack?	Customer Segments Create 3 to 4 personas of the people you can help. Visualize these people who will turn you for solutions.
Existing Alternatives How are these problems solved today? This can be a direct competitor to what you are offering or the existing ways people are employing to address their problems.	Key Metrics How will you measure the success of your product or service? List the key metrics.	High Level Concept How does your product or service fit into the grand scheme of things?	Channels How will you reach your target consumers? Direct marketing, social media, ads, partnerships — identify the effective ways to reach them.	Early Adopters What are the specific characteristics of your early adopters?
Cost Structure What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.		Revenue Streams What money sources will grow your money? How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.		

- Business plan (1-page Lean model)

Being self-employed

- Sole trader?
- Partnership?
- Limited company?

For those, living and working in Ireland, here are some links that might be of use:

[revenue.ie](https://www.revenue.ie) Revenue – Irish Tax and Customs

[ros.ie](https://www.ros.ie) Revenue Online Service

[cro.ie](https://www.cro.ie) Companies Registration Office – register a business name



Being self-employed

- Register your business
- Tax returns
- PRSI
- Pension
- Life insurance
- Bank account





Avoid the 'gig'
mentality

Other
supports



Local Enterprise Board

Local Authority

Arts Council

Creative Ireland

Music Network etc. etc.

Legal obligations

Being self-employed

- Insurance
- Child protection, safeguarding
- Health and safety
- Additional training/certification
- GDPR



A chalkboard with the words "marketing strategy" written in a white, hand-drawn chalk font. A large, semi-transparent white arrow points from the bottom left towards the top right, passing behind the text.

marketing strategy

STEP 5:
Branding
&Marketing

STEP 6

Paperwork, Policies & Processes






The Admin

- ☐ Business documents (e.g. bank accounts, website/social media strategies)
- ☐ Child protection certificate
- ☐ Child protection policy
- ☐ Class lists
- ☐ Code of Conduct
- ☐ Contact details (students, parents)
- ☐ Contracts (e.g. rental, tutors, instrument loans)
- ☐ Covid-19 policy
- ☐ Exam/competition information sheets
- ☐ Garda vetting certificate
- ☐ GDPR policy
- ☐ Incident report log
- ☐ Insurance
- ☐ Policy document
- ☐ Registration forms
- ☐ Schedules/timetables



STEP 7: Make Time for your Business

A photograph of two women shaking hands in front of a window with blinds. The woman on the left is wearing a black long-sleeved top. The woman on the right is wearing a white long-sleeved blouse with a V-neckline and a dark skirt with large buttons. The text "STEP 8: Get Help" is overlaid in the center.

STEP 8: Get Help



STEP 9: Your
PD

SUCCESS

STEP 10: Grow



Teaching Harp in the 21st Century: Challenges & Opportunities

Design & Plan your Harp Lessons more Creatively

The Harp teacher's Toolkit

The Business of Teaching Harp

Digital Badge





Start Here

Member Dashboard

Activity

My Conversations

My Inbox

Courses

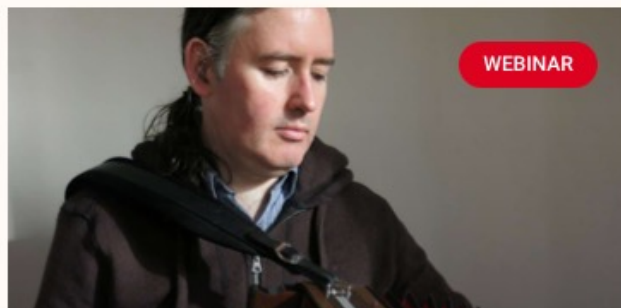
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Thank you!

