

Guitar teacher's online promotion

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Hello Guitar Teachers!

Marketing yourself correctly as a guitar teacher is of the utmost importance in a world where anyone who knows "Stairway to heaven" starts teaching guitar. To hold your own you need to play the marketing game.

You probably noticed that there are a lot of guitar teachers out there. you may have also noticed that a lot of them can hardly play guitar themselves, and you may resent the students they get and you don't.

To handle yourselves against unworthy opponents, you need to separate yourself from the masses of guitar teacher ads. Here are a few things you can point out in your ads to make this happen:

- Create a niche for yourself by presenting yourself as a master in slide guitar, Flamenco style, blues etc.
- Offer unique teaching services like studio session preping, working with guitar pedals, creating a sound, playing guitar in a band vs. playing guitar at home etc.
- Include a link to a killer video of you playing guitar. Make sure the sound quality of the video is descent. You can always upload to www.youtube.com and link to your ad. Make them want to play like YOU.
- Offer a half hour introduction lesson for free. There's no need for you to work for no money, so I am against full free lessons, but giving people a free taste of cheese in the supermarket really opens up their appetites

To make the best of your teaching career, and make as much money as possible from teaching guitar, please go to our store check out our Richer Music Teacher ebook!