



## **Interview & Employment Guide**

# More About Us...

## What We Believe...

## How We Get There...

**Each student learns differently**

- We don't use a set curriculum. Teachers use a variety of learning tools
- We refer students to other teachers when they are not a good fit.

**Students learn best from teachers they love**

- We engage the student and learn about them as much as we want them to learn about music.
- We get excited about the things that excite our students. We support their events and interests outside of music.
- We spend some time in each lesson discussing what is important in the student's life

**Teachers need autonomy (you should get to do it your way)**

- We work with teachers to perfect the areas of teaching they are most motivated to improve.

**Everyone has a need for mastery**

- Teachers, as well as students, are directed to prepare performance-level pieces
- When a student is not experiencing success, we recommend other activities they may be more motivated to pursue.

**Music teachers should only teach if they can do it passionately**

- *We ask ourselves at the beginning of each lesson: "How can I add value to this person?"*
- *We under-promise and over-deliver on every product and/or service*
- *We show excitement for music every lesson*
- *We ask ourselves, "What can I give away for free?"*

**Music should be enjoyable**

- *We gladly teach our students their favorite pop songs.*
- *We insure students experience success in every lesson*
- *We try to be funny, engaging, and/or entertaining*

**Music teachers should be deeply engaged in every single lesson**

- *We never have our cell phones on during lessons.*

**Music lessons, like any other service, should be client-centered. Students and/or families should get what they want out of lessons. It's our job to find out what that is and help them get there as efficiently as possible.**

- *We listen to our students to hear where they think they want to go*
- *We study our students as hard as they study music, to see where they actually want to go*
- *We welcome feedback and regularly survey our students to constantly improve our products and services*

## Who We Are...

- Professionals who teach music so our students get to express themselves through an **active hobby** that has an infinite possibility for mastery and is a potentially healthy alternative to over-exposure to television and video games.
- Musicians who are all on the **same musical journey**, some are further down the road, and some are running harder, but we all want to work together.
- Artists who **attribute our achievements to practice**, not to talent. Anyone has the potential to become great.
- **Musical mentors** who sincerely care about the people we help develop
- Catalysts of **inspiration** and **efficiency**
- **Creators of opportunities**
- Instructors who only give assignments that students **are going to practice**. We use any positive motivation, but never give assignments our students won't practice
- Selfless **facilitators**. We only serve our client's goals, never our own.

## Who We Aren't...

- ~~Simple lead generators.~~ **We develop excellent teachers.** If you already teach and are satisfied with your style and development, you don't need us—just advertise on Thumbtack.com or Google's AdWords.
- ~~Desperate teachers,~~ willing to take any paying student. **We refer students** as willingly as we teach them. Our goal is always the success of the student.
- ~~One-size-fits-all teaching.~~ Not all students are on a path to becoming professional musicians. While our philosophy stays the same, our teaching method is the method that **works best for the student in front of us.**
- ~~Enforcers of "good musicianship."~~ It doesn't matter how much better of a musician we think we can make a student. We want to reach the student's goals, however ridiculous they seem to us. **People practice what they love**, not what makes them great.
- ~~Perfectionists.~~ When a student is failing to do well on a song, we usually move on without perfecting the song. Most likely, the student didn't like the song. **Success breeds success.** Endless practice with no payoff demoralizes.

# The Deal...

## You Get...

- **Approx. \$40/hr.**—You receive \$80-\$95 per student per calendar month for every student you teach
- **Leads and referrals**—We send you students who fit well with you.
- **Teaching materials**—We set you up with the materials you need to teach our way
- **Branding**—as a part of a bigger brand, you are more convincing as an entity
- **Billing**—The only time you have to deal with finances is when you sign for the cash we pay you.
- **Teaching development and accountability**—We help you examine your teaching methods and become a more engaging, effective teacher.
- **Promotional materials**—We only promote our brand with high-quality materials. As you develop your brand, you receive discounts on materials promoting your brand too.
- **Publicity Photos**—Get free professional photos to promote your own brand
- **Marketing consultant**—Our marketing consultants are experienced and successful. They will help you evaluate and develop a marketing plan for your brand.

## We Get...

- **Paid only when you get paid**—We take \$5-\$20/month out of the monthly fees per student for veteran Milestones teachers. *(Most music stores take 20%-30% to teach in their shop. At Milestones, you get to work from home, we get lower over-head, so we can take less and everyone wins. Compare this with online referral programs: TakeLessons.com or Thumbtack.com, whose take is greater and offers no professional development. Let us know if you find a better deal.)*
- **To follow our passion of developing teachers**—Milestones was created out of the dissatisfaction with traditional music lessons. We want to see music teachers get more passionate about their profession.
- **To create a huge increase the love of music**—Too many students end up hating music because they actually only hated their lessons. We want to change that.
- **To be the leading network of excellent, developing music teachers in Sacramento**—Our brand helps your credibility; your great teaching & developing style help our credibility too.

## The Details...

- You are **not** a Milestones Music employee. We work for you, developing and advising your business. We lease our brand to you and pay you as a temporary, private contractor as we help you build your own brand and studio.
- **Non-Compete:** In order to maintain the integrity of the Milestones brand, teachers are not allowed to promote themselves as Milestones teachers to students whose lessons are not overseen by Milestones administration.
- **\$2000 brand fee:** Milestones takes just 20% of student membership fees until it totals \$1,000, at which point you pay only 10% until the second \$1,000 is reached. Milestones Music then supports the teacher at just 5% until the teacher is able to support their own brand.
- **Up to double your generated leads:** Your number of outside leads is not to exceed the number of students you bring in. The goal is for you to bring in 100% of your students under your own brand in the future. We do not supply inactive teachers with students, but encourage growth for teachers who show sincere motivation.
- **Certain termination:** The goal is to help you build your own brand. We hope that you will be in a position to either maintain your own self-sustaining studio or open a Milestones Music branch within 2-3 years.
- **Freedom to leave:** The brand fee is never due in full until a teacher has no more Milestones students.

## The Job...

### What You Do...

- Teach excellent lessons, recording and reviewing for professional development
- Meet regularly with an accountability partner to reassess and redefine your progress
- Meet regularly with a marketing consultant to develop promotional techniques and strategies
- Work to reach your teaching goals
- Practice, track, and analyze marketing techniques and teaching methods using the Milestones brand
- Create your own self-supporting music lessons studio

### Projects...

You can spend your development time:

- Generating new products/materials/leads
- Performing
- Planning/hosting music parties/promotional events
- Writing for the Milestones Music blog & developing your own
- Handing out flyers, door-to-door/car-to-car
- Planning/hosting regular recitals
- Creating video lessons
- Promoting on social networking
- Developing workshops/group lessons
- Interviewing professional musicians
- Promoting/networking in music stores
- Promoting at shows/events
- Developing other projects

## Answers to Interview Questions...

*Want to nail the interview? Here's what we want to talk about:*

- What motivates you to act the way you do? Why do you want to teach music for a living?
- What books are you reading? Why?
- How many students do you have? What's your teaching history?
- How have you learned best?
- What has been most exciting about learning/playing music for you?
- What hobbies do you have/what non-musical skills are you developing?
- Why did you leave your last job? What do you like most/least about your current job?
- What is your home studio like? (Do you have any pics?)
- What changes should you make to your studio to make it more appealing to students?
- What is the maximum number of students you want to take?
- How much experience do you have with Skype?
- Where do you perform?
- How long have you been playing?
- How long do you plan to be with us before opening your own studio?

## Still Interested?

### If you're not interested...

- **Get our referrals anyway.** Not everyone agrees with our methods. Some of those people are great teachers anyway, and we respect that. Not every student fits well with our philosophy, and we try to refer those students to places where they will be a great match: where they will thrive and get fulfillment out of their music. Go to [www.LessonCoupons.com](http://www.LessonCoupons.com) and tell us about yourself so we can get the word out about your studio.
- **Let us know why.** We're always trying to improve, and we know we can learn something from anyone. Please show us what didn't work for you so we can see if we improve our product and help others improve theirs.

### If you are very interested...

- **Let's set up an interview.** Email us at  
*Count-Me-In@MilestonesMusic.net*