

# TUNING INTO SUCCESS:

## Building Your Music Business



MUSIC ACADEMY  
of KANSAS CITY

Empowering students to  
discover their innate creativity  
through music and providing  
the best music education for all.



# *THE* MAKC

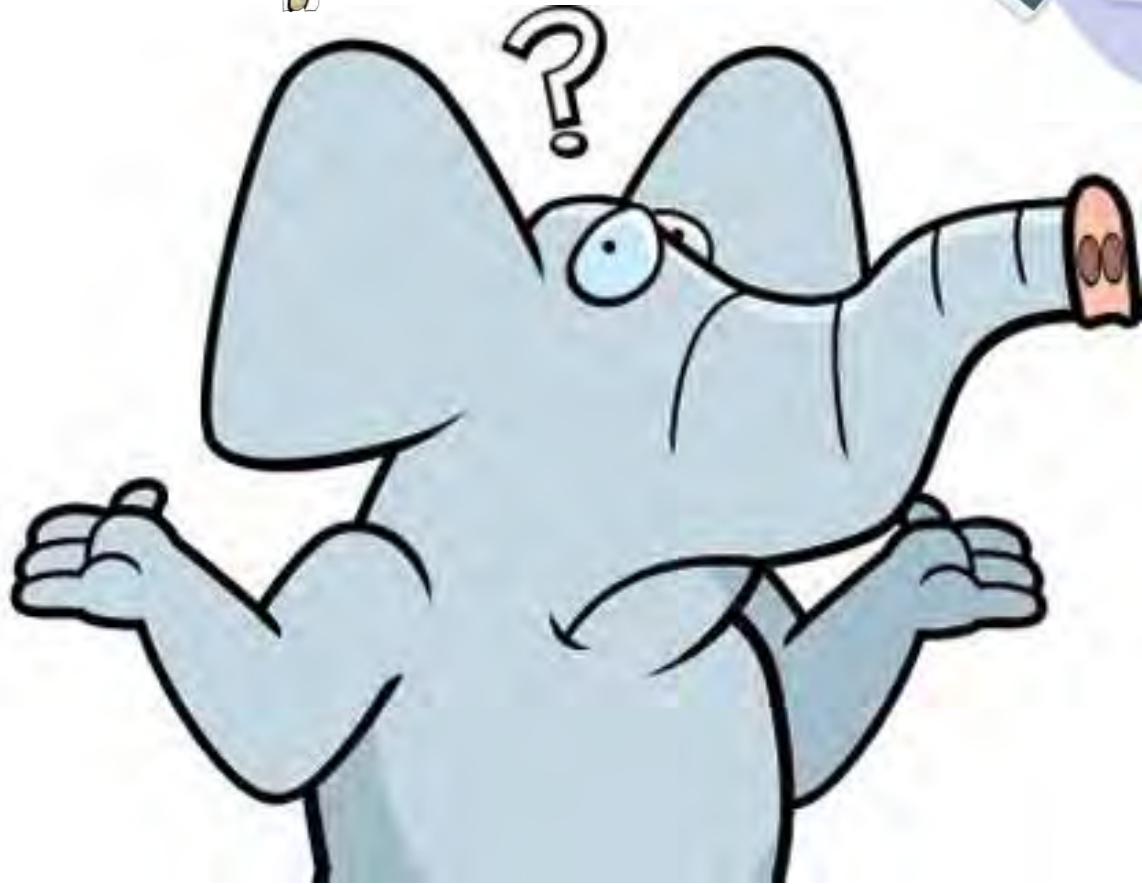




**Real World,  
here I come!**



**You graduated! YAY! ...**



**NOW WHAT?**

# PLAN AND STRATEGIZE



- **IDEA**
- **IMAGE**
- **STRATEGY**



# IDEA

- **What**
- **Why**
- **Where**
- **Who**



# IMAGE AND BRAND

- **What**
- **Why**
- **Where**
- **Who**

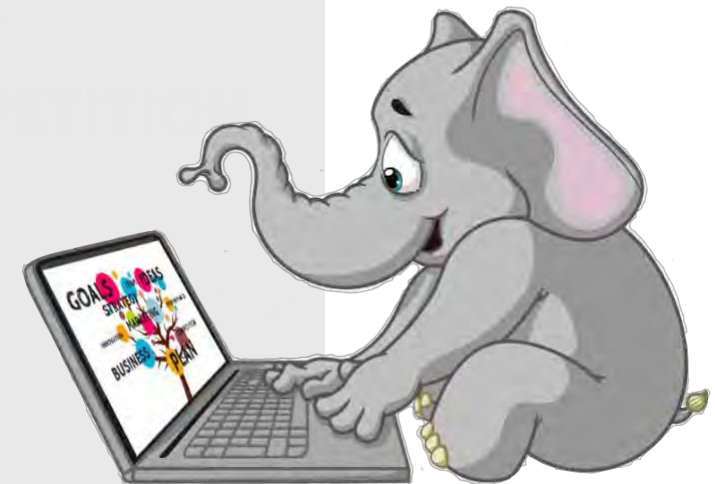


# TIME TO SET UP YOUR BUSINESS



# TIME TO SET UP YOUR BUSINESS

- **Name your business**
- Check if the business name is available on [Kansas.gov](http://Kansas.gov) website



f- C 0 i [kansas.gov/bess/flow/main.jsessionid=3A0808733AC03FEB37F4A1252FD6D8E3.aptc03-inst1?execution=e1s1](https://kansas.gov/bess/flow/main.jsessionid=3A0808733AC03FEB37F4A1252FD6D8E3.aptc03-inst1?execution=e1s1) CJ \* 6 G D • □ ( Update ...

\* Bookmarks N Netflix a YouTube O Facebook [;) Transactions S For Your Website... QuickBooks Pay.gov S-TV Skyward Iskie 0 MDP Program » □ All Bookmarks

Kansas.gov | State Phone Directory | Online Services

Home | Contact | FAQs



STATE OF KANSAS  
OFFICE OF THE SECRETARY OF STATE

Visit Kansas Business One Stop

## Business Entity Search Station (BESS)

### Perform a Search

Welcome to the Business Entity Search Station (BESS) for the Secretary of State's office.

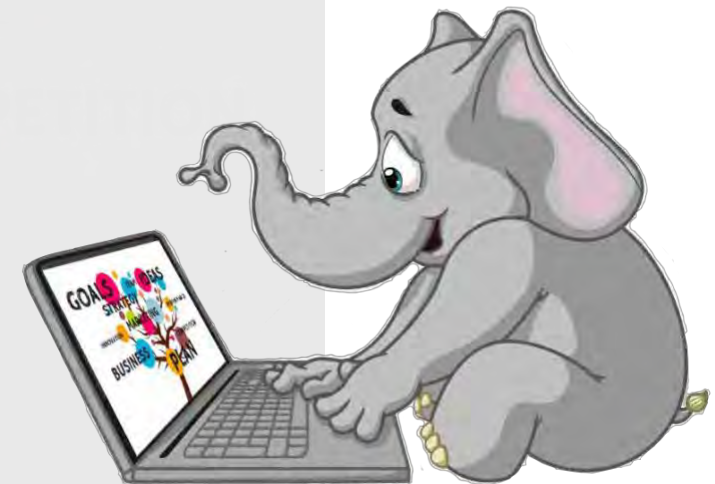
Below you will see a list of the various databases our office maintains, along with a brief description of each. Select the link to perform a search.

- [Business Entity Database](#) (view information for a business on file with the Secretary of State, order a Certificate of Good Standing for a business)
- [Name Availability](#) (check to see if a business name is available)
- [Charitable Organizations](#) (view information on registered charities in Kansas)
- [Trademark/Service-Mark Search](#) (view information for a Trademark/Service-Mark on file with the Secretary of State)

**Note:** The state of Kansas does not register sole proprietorships, d/b/a, assumed name, trade name or fictitious name entities. Therefore the Secretary of State cannot provide a database for searching these entity types. Please also note that the Name Availability and Business Entity databases are considered "live" and are updated with information every 10 minutes from the Secretary of State's office. Please allow up to 2 hours for processing before your document will appear on the website.

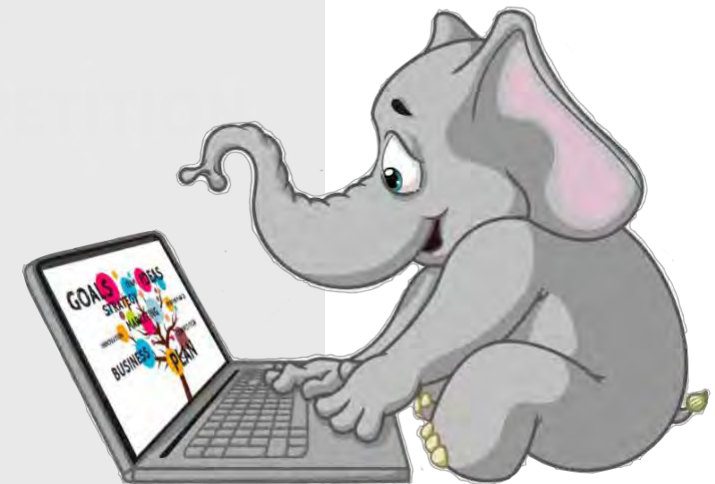
# TIME TO SET UP YOUR BUSINESS

- **Name your business**
  - Check if the business name is available on Kansas.gov website
- **Write your teaching philosophy**
- **Open a Bank Account**



# TIME TO SET UP YOUR BUSINESS

- **Decide on the structure of your business**
  - Sole Proprietor
  - Single Member LLC



C O i kansas.gov/businesscenter/

G Q U ☆ 0 0 D. □ ( Update

\*

Bookmarks N Netflix D YouTube 6 Facebook [ :) Transactions S For Your Website... QuickBooks Pay.gov sfi Skyward Iskie 0 MDP Program » □ All Bookmark

Kansas.gov | State Phone Directory | Kansas Service Center

Sign In | Home | Filings | Shopping Cart | Contact

STATE OF KANSAS  
OFFICE OF THE SECRETARY OF STATE

Visit Kansas Business One Stop

## Welcome to the Kansas Business Filing Center

h lp

The Kansas Business Filing Center offers access to the Kansas Secretary of State's online business services through KanAccess. The KanAccess sign-on enables businesses to submit filings online and access their records with the Secretary of State.

Visit the [Kansas Business One Stop](#) for more information about planning, starting, operating or growing a business in Kansas.

### Annual Report

- File an annual report for a business with the Secretary of State.

### Kansas Business Entity Formation

- File Kansas (domestic) business formation documents for:
  - Corporations (for-profit and not-for-profit)
  - Limited Liability Companies (LLC)
  - Limited Partnerships (LP)
- Forms for foreign (non-Kansas) business formation are available at [sos.ks.gov](https://sos.ks.gov)

### Business Entity Database

- Search for a business on file with the Secretary of State.

### Certificate of Good Standing

- Order a CGS for a business on file with the Secretary of State.

### Dissolve, Cancel or Withdraw a Business Entity

- Close a business in Kansas with the Secretary of State.  
NOTE: Additional filings may be required with other agencies.

### Name Availability

- Search the Secretary of State's database to determine if a business name is available for use.

### Name Change Amendment

- File an amendment to change a business name.

### Name Reservation

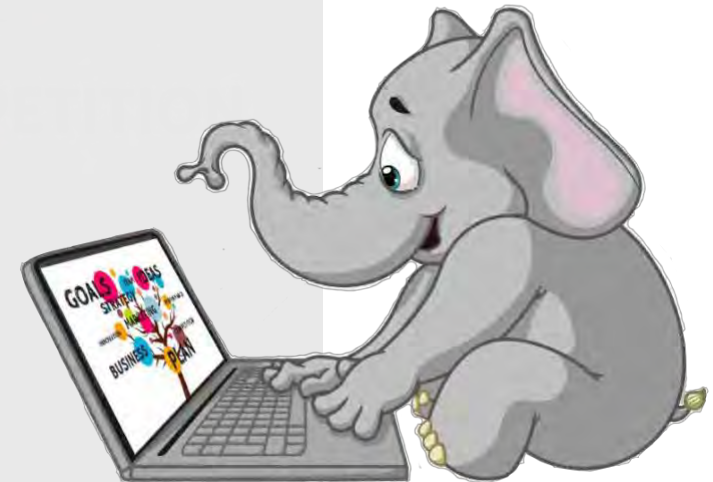
- Reserve a business name. (NOTE: A name is not required to be reserved but may be reserved for 120 days.)

### Resident Agent and/or Registered Office Amendment

- File a change of resident agent or registered office.

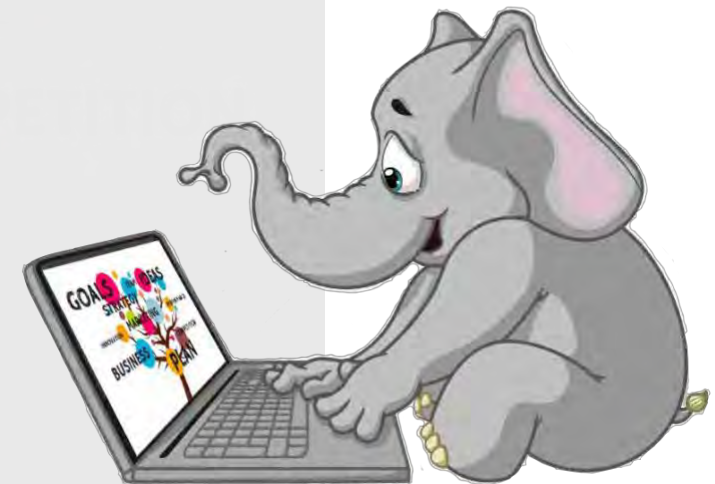
# TIME TO SET UP YOUR BUSINESS

- **Decide on the structure of your business**
  - Sole Proprietor
  - Single Member LLC
  - LLC
  - Non-profit



# TIME TO SET UP YOUR BUSINESS

- **Decide on Policy and Tuition**
  - Do market research / Set your price
- Set Your Hours
- Set Clear Boundaries





MUSIC ACADEMY OF KANSAS CITY

9339 W. 87<sup>TH</sup> ST., OVERLAND PARK, KS 66212 | (913) 735-9507 | INFO@MUSICACADEMYKC.COM

**Policies & Procedures**

*Upon signing up for lessons, the student/parent will be asked to read the studio Policies & Procedures and sign/date the document. By signing, you agree to respect and abide by the studio's current policies as long as the student is taking lessons with the instructor.*

**General Information**

Private lessons are offered in 30-, 45-, and 60-minute sessions.

**At The Studio**

Students are expected to arrive for lessons on time with all their materials and music. Parents and siblings are welcome to quietly wait in the lobby. To discuss student progress, parents are encouraged to talk with the teacher during the first five minutes of the student's lesson – but not afterwards, in order to respect the next student's time slot.

**Recitals**

Music Academy of Kansas City provides students with an opportunity to perform in the Studio Recital twice a year at the end of each semester. The recital fee will be added to the tuition payment each semester.

**Makeup Lessons:**

- MAKC will allow one make-up lesson at the end of the semester. Due to limited time availability of our teachers, the make-up lessons **are not guaranteed**.
- If teacher misses your scheduled lesson due to concerts or other professional engagements, that lesson will be made-up at the time agreed upon both parties.
- If the student cannot make his make-up lesson, the make-up lesson **will not** be moved to another time for any reason.
- **In case of inclement weather:** If MAKC administration deems conditions to be severe and the Academy closes, the missed lesson will be made-up, or a credit will be applied to your account.
  - However, **if MAKC is open for lessons**, but the student decides not to travel (for any reason), having a lesson via Skype or other digital platform is a viable option for that week, or student can choose to cancel the lesson **with no credit awarded**.

**Payment**

- Students have a choice of paying the whole semester up front or paying five monthly flat-rate fees.
- Monthly tuition payments will be taken out of your account **each month by the 15<sup>th</sup> of the month**. If the tuition is not paid by the 15<sup>th</sup> of the month, a late fee of \$15.00 will be applied to your bill.
- There are 18 lessons scheduled for each Fall and Spring semesters plus one make-up week at the end of each semester.

	<b>Tuition for Music Adventure Lessons*</b>
<b>30 min. session</b>	<u>\$117/month</u>
<b>Recital Fee</b>	<u>\$556/semester (with a discount applied)</u> <u>\$10/student</u>
<b>45 min. session</b>	<u>\$176/month</u>
<b>Recital Fee</b>	<u>\$842/semester (with discount applied)</u> <u>\$10/student</u>
<b>60 min. session</b>	<u>\$234/month</u>
<b>Recital Fee</b>	<u>\$1124/semester (with discount applied)</u> <u>\$10/student</u>

\*Music Academy of Kansas City reserves the right to raise fees at the beginning of each academic year. Tuition may be paid via online at [musicacademykc.com/pay-online](http://musicacademykc.com/pay-online), or through ACH payment option.

- Summer classes run on semi-flexible schedule: payments are submitted at the **beginning of each month** for number of classes that a student and teacher agree upon in advance. **During summer we do not offer make-ups**, you reserve the time with your teacher a month in advance.

**Materials:** Cost of materials and books are not included in the tuition and will be assigned as deemed necessary by the instructor. The student should obtain an assignment notebook, which will be used to keep track of assigned pieces and practice suggestions/goals for each week.

Print Student Name \_\_\_\_\_

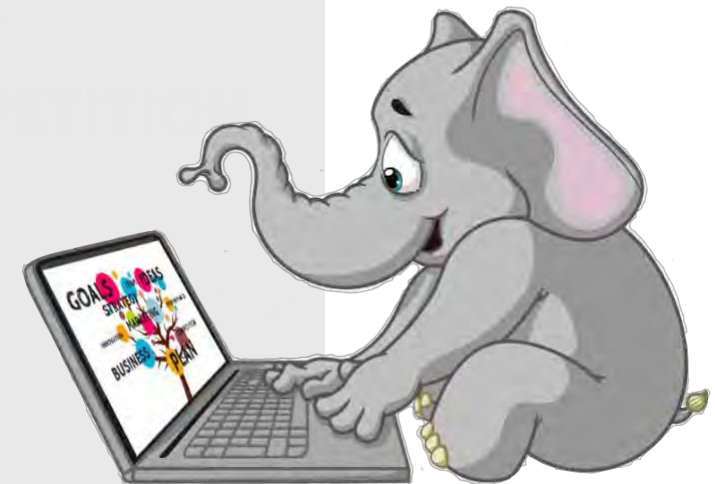
Student/Parent Signature \_\_\_\_\_

Date \_\_\_\_\_



# TIME TO SET UP YOUR BUSINESS

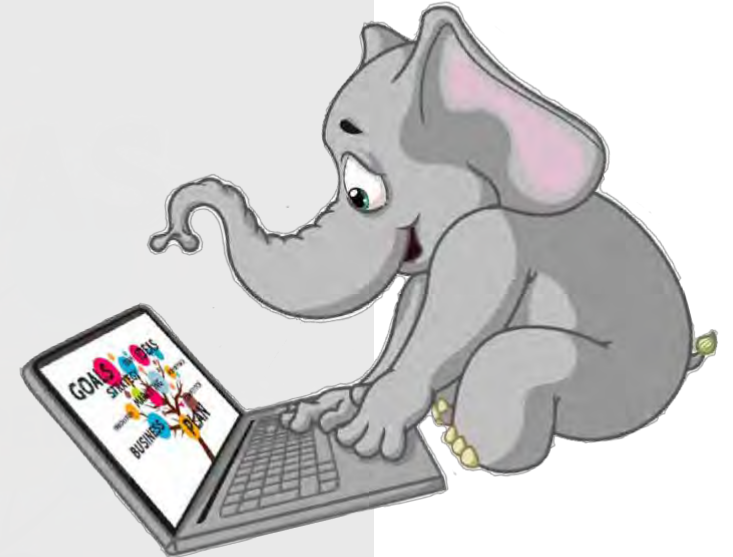
- **Decide on Policy and Tuition**
  - Do market research / Set your price
  - Set Clear Boundaries
  - Set Your Hours
  - Make-up Lessons—yea or nay?
  - Stick to your guns



# TIME TO SET UP YOUR BUSINESS

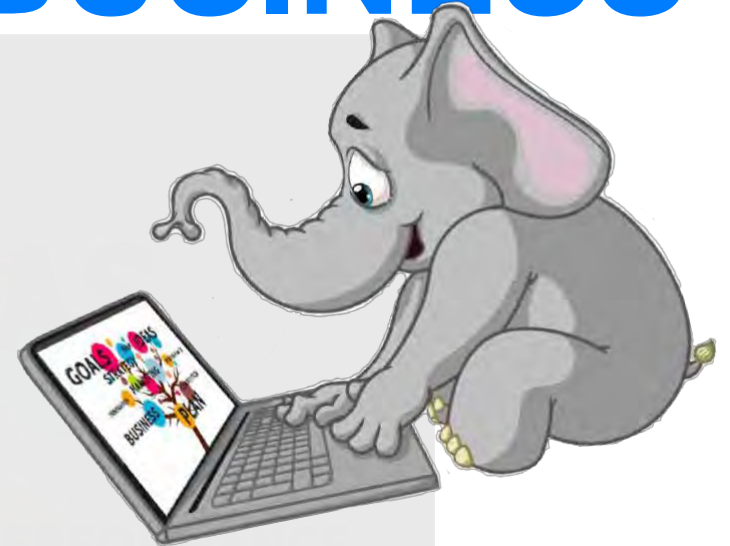
- **Set Up Your Student Base**

- Ask Friends/Family
- Reach out to schools
- Become a member of local teachers association
- Search for parent groups on Facebook
- Make friends with music store owners



# TIME TO SET UP YOUR BUSINESS

- **Organize your Studio**
- **Keep good books (accounting books)**
- **Spend at least one hour every week on business**





# TIME TO GROW YOUR BUSINESS

- How are you going to fund it?
  - Reinvest in your business





# INVEST SMART

- Marketing

- Google
- Facebook
- Instagram
- Thumbtack
- Website/Logo

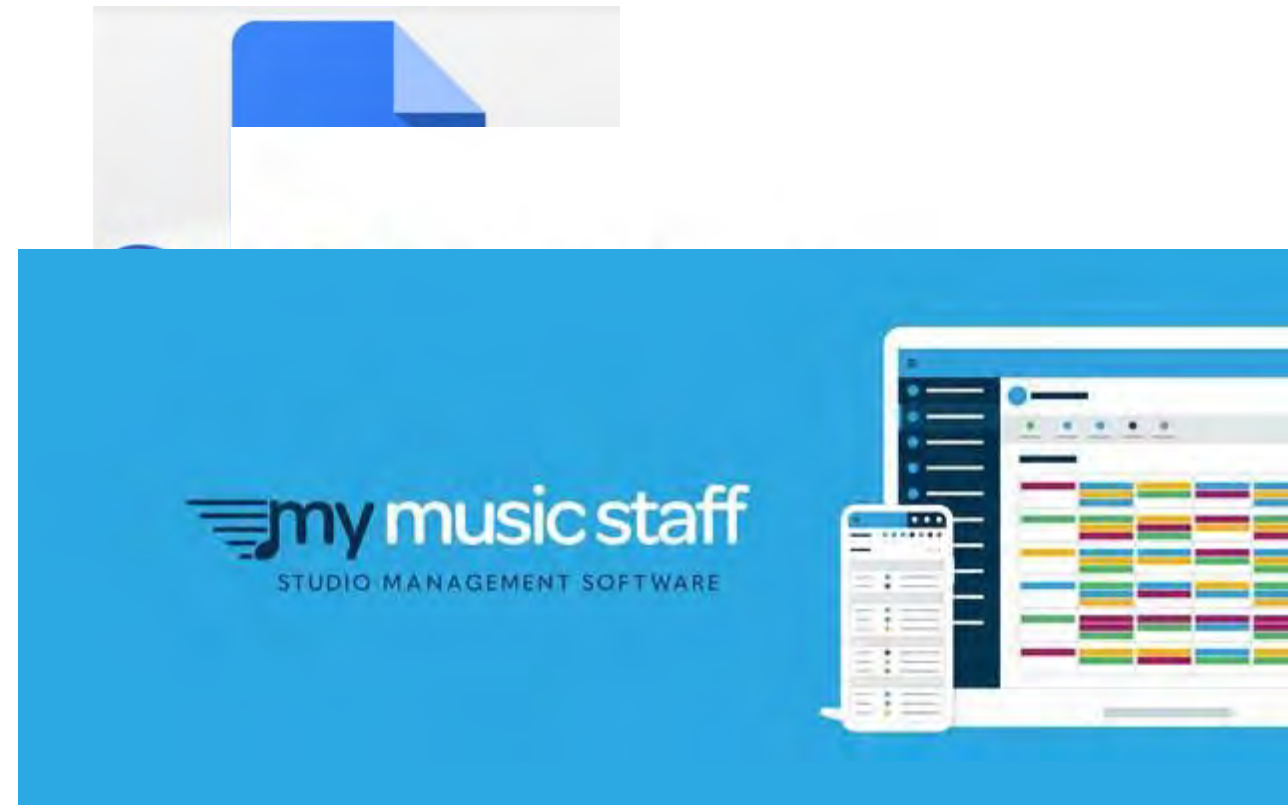


**Thumbtack**



# INVEST SMART

- Time-saving software
  - Google (free)
  - QuickBooks
  - MyMusicStaff





# INVEST SMART

- [MyMusicStaff](#)







The screenshot shows the 'my music staff' application interface. At the top, there is a blue header with a 'Menu' icon, the 'my music staff' logo, and 'Help' and 'Settings' icons. Below the header, the main content area is titled 'Families & Invoices' with a breadcrumb trail 'Home > Families & Invoices'. A navigation bar contains three tabs: 'Family Accounts', 'Invoices', and 'Recent Transactions'. Below this, there are several controls: '+ Add', 'Categories', 'Auto Invoicing' (with a dropdown arrow), a date selector '11/30/2017', 'Columns' (with a dropdown arrow), 'Show Inactive' (with a toggle switch), and a 'Search' icon. The main data area is a table with the following columns: Family, Student, Family Contact, and Balance. The table lists six families with their respective student names and contact information, along with their current balance.

Family	Student	Family Contact	Balance
Duckett, Eric	Duckett, Eric	eric@example.com	(\$295.00)
Fallon, Anne	Fallon, Anne	annf@example.com	\$0.00
Goble, William	Goble, William	willg@example.com	(\$10.00)
Jones, Bobby	Jones, Bobby	bjones@example.com	\$0.00
Keel, Nicole	Keel, Nicole	keeln@example.com	\$0.00
Krupp, Adam	Krupp, Adam	akrupp@example.com	\$0.00



login.mymusicstaff.com

< Today >

Thu	Fri	Sat
2	3	4
11:00 AM 🏛️ Oates, Joseph (Theory)	9:00 AM 🏛️ ✓ Duckett, Eric (Lesson)	🎁 Anne Fallon's Birthday!
12:00 PM 🏛️ ✓ Sell, Beth (Lesson)	10:00 AM 🏛️ ✓ Richards, Brodie (Lesson)	10:00 AM 🏛️ ✓ Multiple Students (Group Lesson)
1:00 PM 🏠 ✓ Krupp, Adam (Lesson)	11:30 AM 🏠 ✓ Longo, Amanda (Lesson)	
2:00 PM 🏛️ ✓ Multiple Students (Group Lesson)	12:00 PM 🏛️ ✓ Jones, Bobby (Lesson)	
9		
11:00 AM 🏛️ Oates, Joseph (Theory)	9:00 AM 🏛️ ❌ Duckett, Eric (Lesson)	
12:00 PM 🏛️ Jones, Bobby (Lesson)	10:00 AM 🏛️ Multiple Students (Masterclass)	
2:00 PM 🏛️ Multiple Students (Group Lesson)	2:00 PM 🏛️ Sell, Beth (Lesson)	

CARRIER 4:21 PM 22%

login.mymusicstaff.com

Nov 5 - 11 2017 < Today >

**Sunday November 5, 2017**

5:00 PM - 5:45 PM 🏛️ Multiple Students (Masterclass)

**Monday November 6, 2017**

11:00 AM - 11:30 AM 🏛️ Oates, Joseph (Lesson)

12:00 PM - 12:30 PM 🏠 Smith, Virginia (Lesson)

5:00 PM - 6:00 PM 🏠 Lesson



1



# Invoice

Previous Balance: \$100  
Payments: \$0  
New Charges: \$290

2

**Total Due: \$390.00**

4

3

5

Date	Description	Charges	Payments
12/12/2021	(Balance Forward)	\$100	\$0
12/12/2021	Lesson	\$100	\$0
12/12/2021	Theory Book	\$20	\$0
16/12/2021	Lesson	\$100	\$0
16/12/2021	Group Lesson	\$70	\$0

**Total Due: \$390.00**

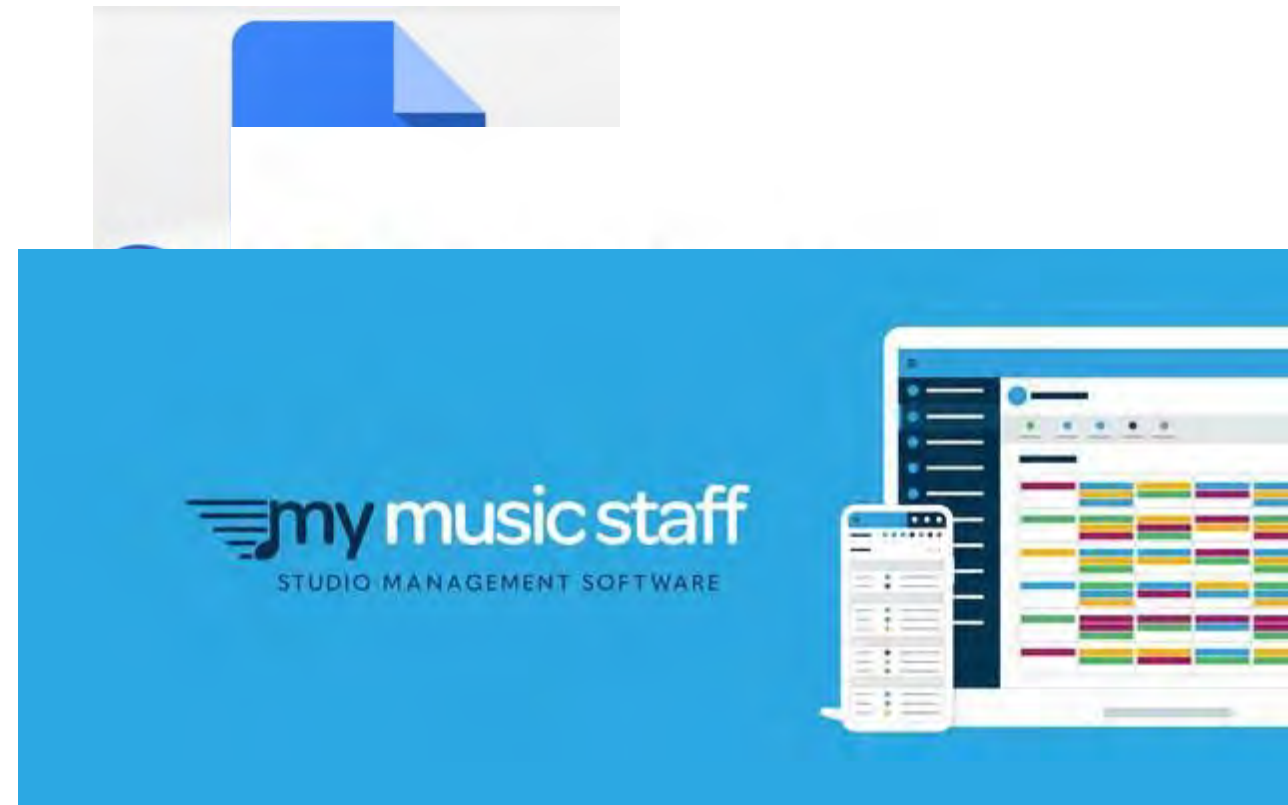
[Click Here to Pay Online](#)

6



# INVEST SMART

- Time-saving software
  - Google (free)
  - QuickBooks
  - MyMusicStaff





# TIME TO GROW YOUR BUSINESS

- How are you going to fund it?
- Getting a Small Business Loan
  - Create a business plan
  - Use free resources
    - SCORE
    - SBD Center at JCCC





# TIME TO GROW YOUR BUSINESS

- **Grants**





- **QUALITY**



**KAWAI** Medallion Educator

Music Academy of Kansas City





• IDENTITY

www.pbs.org

PBS Shows Video TV Schedules Shop Donate Kansas City PBS

AMERICAN PORTRAIT A NATIONAL STORYTELLING PROJECT

My life right now... Share a Story

Explore stories from people trying to find their way through this time of uncertainty.

				My life right now as a Puerto Rican artist. I have retired from my Latin Jazz vocals music after a 60 year career. I have two 22 year	
	My life right now is exciting and new!		My life right now there are currently 1,533 cases of coronavirus in my community. I have never been really		
My life right now is different. With our world today, the way it is, is very sad. I thank God I am still healthy at 76 but I					





- **CULTURE**



# THANK YOU



MUSIC ACADEMY  
of KANSAS CITY