

# PODCAST EPISODE 1: HOW TO APPROACH MARKETING

## Common Problems Guitar Teachers Experience with Marketing

### 1. Jumping from method to method

- Running ten different marketing strategies will set the wrong expectations
- Each method requires time and effort to really understand how to use it
- It shouldn't be possible to run ten different methods at once *effectively*
- You must understand a method in detail before you can start expecting results
- By focusing on one method, you will learn more and be able to use it more effectively

### 2. Following other people's advice

- It's hard to know who knows what they're talking about when it comes to marketing
- To avoid receiving misguided advice, don't listen to any advice from other guitar teachers
- Make it a goal to build up your own understanding of marketing
- Just because a certain method didn't work for somebody else, doesn't mean it won't work for you
- A lot of bad advice spreads around because people don't take the time to really study methods

### 3. Dismissing a method

- Any marketing method or strategy can work if you use it properly
- The same method or strategy won't work if you don't use it properly
- It's not the method that's important – it's how you use it
- There are a lot of variables to test with any method so take time to figure out what works

## Marketing Methods to Start With (Choose Only One)

METHOD	PROs	CONs	LTG RESOURCES
<b>Guitar Flyers</b>	Very quick and easy to get started	Low response rates, limited reach	BMK-12
<b>Facebook Page</b>	Build an audience, spread word easy	Requires ongoing effort and time	BMK-06, BMK-07
<b>Word of mouth</b>	Spread word quickly, can build your local reputation	Hard to control, hard to keep track of	BMK-05
<b>Twitter</b>	Target specific people, build up an audience	Requires more commitment, low response rate	BMK-08
<b>Blog writing</b>	Build up a large audience, prove your expertise	Requires more effort than other methods	BMK-10

While other methods are available, the above methods are easier to get results from as you can easily track how they're going (apart from word of mouth) and can easily test different variables.

## Five Steps to Getting Started With Marketing

1. Choose a method that you feel comfortable with
2. Research that method and find out what's important to make it work (check out the BMK series)
3. Start using the method and focus 100% on it
4. Figure out how to make improvements as you go
5. Don't start using another method until you fully understand the first one and can get decent results from it