

# PODCAST EPISODE 2: BUILDING CREDIBILITY

## Key Points to Remember With Credibility

- People make decisions based on emotional factors rather than logical factors
- A prospective student will 'decide' whether you're credible or not before the first lesson
- Prospective students will look at everything to figure out you're credibility – even things that have nothing to do with your actual teaching abilities
- Having a music degree or decades of teaching experience doesn't automatically give you credibility as each person will make their own mind up on what they think about you
- You can't trick people into thinking you're something you're not so don't try to fool anybody
- Use credibility indicators to build on your strengths – don't try to use them to hide your weaknesses

## Credibility Indicators to Work On

The table below shows how each indicator could work in a positive or a negative way. Use this information to work towards the positive results and avoid the negative result. The resources listed will help you in each area. Start by choosing one indicator that you feel will help you out the most then gradually work through the list over time.

INDICATOR	Positive	Negative	LTG RESOURCES
<b>Guitar Flyers</b>	A simple, well designed layout will make you look professional and people will be more likely to call you	If the design and layout or even the quality of the paper looks bad, people will think you're not a good teacher	BMK-12
<b>Social Media</b>	An encouraging and active social media page will encourage people to give you a go	An abandoned social media page will be seen as a lack of commitment. People will avoid you	BMK-06, BMK-07
<b>Managing Timetable</b>	Having a well organised timetable will improve your overall credibility and how organised in general students feel you are	A poorly organised timetable will influence what students think of the quality of your actual lesson	BPL-02, BPL-03
<b>Lesson Rates</b>	Charging a fair-high rate will send the message that you give good quality lessons and put more effort in	Charging a low rate can make your lessons appear lower in quality and will actually influence what people think of you in a negative way	BPL-08 - 11
<b>Your Website</b>	A well designed and structured website makes it easier for visitors to find relevant information and improves your image	A poorly designed or old website will frustrate visitors and give the impression that you don't know what you're doing	BWS-01 – 03
<b>Guest Blogging</b>	Featuring on popular guitar blogs can raise your profile and help you build your 'expert' status	If you write poor articles that aren't interesting, it will reflect on you as not being an expert	BMK-10
<b>Answering Questions</b>	Handling questions by prospective students in a professional and intelligent way will increase your chances of being seen as an expert	Not being prepared for questions or not putting effort in to your answers will make it sound like you don't know what you're doing.	BQA series

INDICATOR	Positive	Negative	LTG RESOURCES
<b>Body Language</b>	Smiling and being open with your student improves your image and will help a student relax with you	Not smiling or having closed body language will definitely ruin your image in your student's eyes	TPS-02
<b>Room Presentation</b>	A clean, organised and professional lesson area will help a student focus and improve your image	A messy or cluttered room will give the impression that you're disorganised or simply don't care	N/A
<b>Music/Teaching Degrees</b>	A degree will tell the student that you've spent time and effort studying music	The only time this would be negative is if the student had bad experience with a qualified teacher before or bad experience with the institution	N/A
<b>Business Cards</b>	A simple, well designed and accurate card gives a good impression	A cheesy or badly designed card will straight away put people off	N/A
<b>Podcasting</b>	A well-presented podcast will demonstrate your expertise	Poor quality audio or unorganised content will make it appear you don't know what you're doing	EXP-09
<b>Online Courses</b>	Providing good quality online courses to students shows that you work harder for your students than other teachers who only give face-to-face lessons	Using out-dated systems or providing badly organised courses works against you by frustrating students	EXP-03
<b>Email List</b>	Sending out an email newsletter allows you to build trust over time and demonstrate your expertise	If you abuse the emails (too much promotional material) or don't provide interesting content, you will lose trust	EXP-04
<b>Local Involvement</b>	Giving workshops, playing in gigs or even doing charity work will raise your profile and build credibility	This will only be negative if it looks like you're only doing it to promote your services in a self-serving way	N/A
<b>YouTube videos</b>	Demonstrating your skills on YouTube is a great way for students to see you in action first	Low quality video, poor lighting, unorganised content or uninteresting videos will put people off	BMK-17
<b>Reputation</b>	Positive word of mouth or hearing good stories about you outside of lessons will reassure people that you're a good person and they will be more likely to trust you as a teacher	Seeing inappropriate photos or comments you've made in the past online can ruin your credibility as it reflects poorly on you as a person	N/A

There are so many more indicators but focusing on the above table will bring you the best results. Remember that people use any information they find to determine your credibility as a guitar teacher. So consider everything even if you know it's irrelevant to your actual skills.