

# THE PROCESS OF

## Getting More Guitar Students

### WAYS TO FIND GUITAR STUDENTS

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#### GET REFERRALS

- Family and friends
- Professional network
- Current students

#### GET ONLINE

- Build a website
- Google Business Profile
- YouTube channel
- Podcast

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#### TRADITIONAL ADVERTISING

- Hang flyers
- Business cards
- Sponsorships

#### NETWORKING

- Local music events
- Co-working spaces
- Facebook Groups

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#### FIND TEACHING JOBS

- Local music stores
- Schools

#### FIND STUDENTS ONLINE

- Outschool
- Takelessons.com
- Tonara
- Fiverr

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#### RUN ADS (LAST RESORT)

- Google ads
- Facebook ads
- Spotify ads