

## Other Resources

Membership in The American String Teacher's Association has many advantages for private teachers including group rates for insurance as well as educational materials.

## In Conclusion

Please remember that these recommendations stem from our long experience but are not all inclusive. And now, a word from our attorney: Under no circumstances whatsoever shall Charles J. Rufino Violin Maker LLC or any d/b/a/ or subsidiary be liable for any indirect, consequential, or punitive damages arising from following the advice or suggestions contained in this document. In the event of any damage to any person or entity due to reliance on the advice or information in this document, the maximum liability to Charles J. Rufino Violin Maker LLC or any subsidiary to the shall not exceed the consideration paid for this information.

### About Charles J. Rufino

Master Violin Maker Charles J. Rufino studied violin making and restoration for ten years in some of the finest studios of Europe and the United States. Since 1983 from his own studios in Huntington, Long Island and New York he has made instruments considered by experts to be the equal of old Masters. Today, Rufino instruments are used by discerning musicians and heard live and in recordings of concerts and television, movie and Broadway soundtracks.

He established *The Long Island Violin Shop* to share his expertise with string teachers and their students. The *LIVS* specializes in excellent affordable instruments and expert services for serious young string players. Mr. Rufino is a member of The American Federation of Violin and Bow Makers, *L'Entente Internationale des Maitres Luthiers et Archetiers d'Art*, and the String Industry Council of the American String Teachers Association (ASTA) He is a well known spokesman for his art, and presents an illustrated PowerPoint lecture ***The Art and Lore of the Violin*** numerous times each year to student and professional groups.



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*The Long Island*  
**VIOLIN SHOP**  
CHARLES RUFINO VIOLIN MAKER

# STARTING A PRIVATE TEACHING STUDIO

By

CHARLES J. RUFINO,  
MASTER VIOLIN MAKER

PRICE \$1.00

## ***Starting a Private Studio***

We asked our clients who have successful private studios for some suggestions to young musicians thinking about starting a private studio. Their suggestions are below for your consideration. Good luck!

### ***Plan first!***

Take some quiet time to reflect on why you want to start your own studio, what you want it to do for you, and plan appropriately. Private teaching is a great life and career, but it may not start to really pay off (emotionally and financially) for a few years, nor will it provide the benefits of employment - insurance, pension, paid vacation time, etc. If you have a teaching post or if you are covered under a spouse's insurance, a private studio becomes much more secure way to eke out your income.

### ***Start out easy***

You might visit music stores and see if they would be interested in having you teach on their premises.

Advertise in your local Shopper or Pennysaver. Craigslist has developed an unenviable reputation and you may want to be very careful if you advertise there.

As a guide of what to write, check out what other teachers in your area are saying in their posting.

If you are a graduate of a school or conservatory, call them to see if they have any web-based referral service.

As with any internet business, beware of online scams, which are always changing.

### ***Build a foundation***

Contact the best local teachers or well-established schools; they always have overflow. Call on them, make friends with them, ask their advice, invite them out for a cup of tea, and take a lesson with them. They might send you students.

Teachers just outside your area will often refer students to you. Join the National Suzuki Organization ([www.suzukiassociation.org](http://www.suzukiassociation.org)) who refers students to local teachers. Print up business cards and leave them wherever you can. Thank-you notes and reminder calls to people you meet in September and January are good ideas too.

Call any local musicians you know. If you move to a new area, ask if your friends and teachers have any friends there. Visit local instrument makers and dealers and ask them to distribute your cards.

Offer discounted or free trial lessons, but never forget you are a professional and deserve to be paid.

If you know somebody with a spare room or living room with a piano, give them free lessons to host you and your students. This works well if you live in a city and want to start a studio in a nearby town.

Talk to people who have a successful studio and ask them what they do to make it run well. If you are going to go into business, you should learn enough about business to keep you life running smoothly.

Mimi Butler is a past President of the American String Teacher's Association and has written several highly regarded books which cover ever aspect of running a successful string studio. Visit

[www.privatemusicstudio.com](http://www.privatemusicstudio.com) for more information.

### ***Take a job***

If you work for a music school you eliminate all the headaches of business: billing customers, late payments, cancelled lessons, etc. All you have to do is teach, without worrying about running the business side.

If you meet a teacher with an established program who inspires you, offer your services to them.