

\$AVVY Studio Shakeups

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the **97%**
RULE

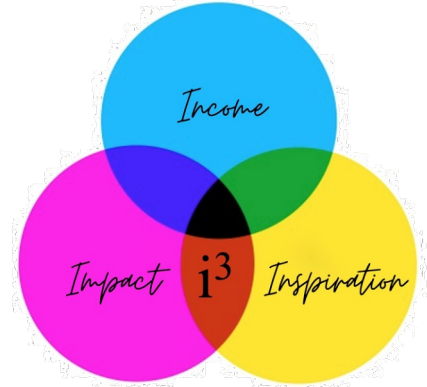
In just about any sector, around 97% of people and organizations make strikingly **SIMILAR DECISIONS**.

Three *Savvy* principles

- Almost any puzzle can be solved.
- There are 100 ways to solve most puzzles.
- Opportunities are everyone, but only for people who take them!

the **PUZZLE** predicament

the **SUCCESS** formula



twelve **Stunning Savvy Studio Shakeup Strategies**

Strategy 1: **GROUP LESSONS**

Teach multiple students simultaneously.

Traditional Model
Student A & B
- ½ hour lesson @ \$30 each
TOTAL=\$60/hour (\$1.00/min)

2 Student Group Lesson
Students A & B
- 1 hour lesson @ \$45 each
- \$.75/minute for students
TOTAL=\$90/hour (\$1.50/min)

3 Student Group Lesson
Students A, B, & C
- 1 hour lesson @ \$40 each
- \$.66/minute for students
TOTAL=\$120/hour (\$2.00/min)

Strategy 2: **OFF-BENCH TIME**

During one lesson, another student does separate activities using tech or paper.

Traditional Model
Student A & B
- ½ hour lesson @ \$30 each
TOTAL=\$60/60 minutes
(\$1/min)

Off-Bench Model
Students A & B
- 1 hour session @ \$40 each
- \$.66/minute student rate
TOTAL=\$80/60 minutes
(\$1.33/min)

Strategy 3: **OVERLAPPING**

Students get private and group lesson experiences.

Traditional Model
Student A & B
- ¾ hour lesson @ \$45 each
TOTAL=\$90/90 minutes
(\$1/min)

15 Minute Overlap
Students A & B
- ¾ hour lesson @ \$45 each
TOTAL=\$90/75 minutes
(\$1.20/min)

Strategy 4: **BLOCK SCHEDULING**

During longer periods, a variety of individual/group activities can occur.

Traditional Model
- 1 hour lesson @ \$60 each
- 3 individual students
TOTAL=\$180/180 minutes
(\$1/min)

Block Scheduling
Students A, B, & C
- 3 hour session @ \$90 each
- 3 students
TOTAL=\$270/180 minutes
(students pay \$.50/min)
(you make \$1.50/min)

FEATURED ARTISTS

LEILA VISS
Off-Bench Time
leilaviss.com

DANIEL PATTERSON
Massive Group Lessons
growyourmusicstudio.com

JENNIFER AUERBACH
Summer Camps
localmajority.com

JOSEPH D'AMICO
Subscription Lessons
flexlessons.com

J. ANTHONY ALLEN
eCourses
learnmusictheory.com

TIM BENSON
Music Academies
musicacademyacadiana.com

Strategy 5: STUDIO CLASSES

Meet periodically with entire studio.

Traditional Model
 - 15 x 1/2 hour lessons
 - \$30 per session
 TOTAL=\$450 tuition/450 min (\$1/min)
 - 40 students
 TOTAL=\$18,000/semester

Incorporating Studio Classes
 - 15 x 1/2 hour lessons (\$30 each)
 - 3 hr studio classes (\$50 total)
 - (students pay~\$16/class)
 TOTAL=\$500 tuition/630 min
 - 40 students

- 40 students
 TOTAL=\$20,000/semester
 (\$666/hour studio classes)
 (\$11.10/min)

Strategy 6: STUDIO WEEKS

Cancel private lessons, offer something else.

Traditional Model
 - 20 teaching hours/week
 - \$60/hour
 TOTAL=\$1,200/20-hour week (\$1/min)

Studio Week
 - 6 classes
 - 90 minutes each
 - 9 hours (540 minutes)
 TOTAL=\$1,200/9-hour week (\$2.22/min)

TEMPO

Strategy 7: TOPICS CLASSES

Standalone in-person course for community members.

Class Model
 - 1 hour/week
 - 15 weeks
 - \$20/class
 TOTAL=\$300 tuition
 - Students pay \$.33/min

Economic Model
 - 12 students
 TOTAL=\$3,600/15 hours (\$240/hour)
COGS
 Room Rental = -\$25/hour
 - \$215/hour
 - \$3.58/min

Economic Model
 - 18 students
 TOTAL=\$5400/15 hours (\$360/hour)
COGS
 Room Rental = -\$25
 - \$345/hour
 - \$5.75/min

Strategy 8: SUMMER CAMPS

Weeklong experience with a compelling focus.

Traditional Model
 - 20 hours/week
 - \$60/hour
 TOTAL=\$1,200/week

Camp Model
 - 20 hours/week
 - 15 students
 - \$500 tuition
 TOTAL=\$7,500/20 hours
COGS
 - 2 teachers @ -\$1,000 = \$2,000

- Space = -\$500
 - Misc = -\$500
 - TOTAL = -\$3000
 NET PROFIT=\$4,500/20 hours
 (\$225/hour)
 (\$3.75/min)

Strategy 9: WEBINARS

In an isolated online session, get many people to pay little to access.

Model A
 - \$15/ticket
 - 300 sold
 TOTAL=\$4,500/hour
 (\$75/min)

Model B
 - \$20/each
 - 500 sold
 TOTAL=\$10,000/hour
 (\$166/min)

Model C
 - Target middle schools
 - \$100/school
 - 50 sold
 TOTAL=\$5,000/hour
 (\$83.33/min)

Strategy 10: SUBSCRIPTION

Charging by month, students access a video library and submit recordings.

Your Time
 - 10 hrs/month, NEW VIDEO LESSONS
 - 15 hrs/month, SUBMISSION RESPONSES
 - A la carte lessons (not shown)
 TOTAL=25 hrs/month



Your Studio
 - 200 student subscribers (average)
 - \$30/month
 TOTAL=\$6,000/month

Strategy 11: COURSES

Compelling online classes can produce passive income for years.

Financial Model
 - \$50 for access
 - 20/month
 - 240/year
 TOTAL=\$12,000

Isn't it time YOU got *Savvy*?

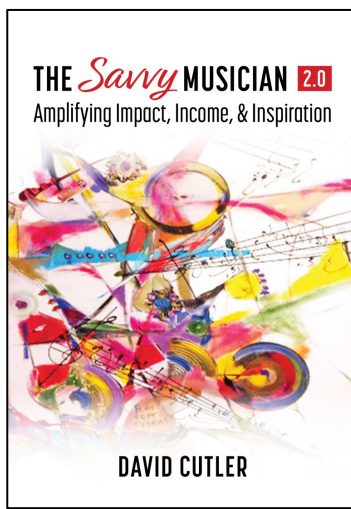
Strategy 12: CONTRACTING

Hire others to teach for you.

Your Model
 - 5 teachers
 - 12 hours/wk (average)
 - 30 weeks/yr
 - \$60/hour

Total Revenue
 - \$108,000/year
Your Cut
 - 25% commission
 - \$27,000





THE *Savvy* MUSICIAN 2.0

Amplifying Impact, Income, & Inspiration

DAVID CUTLER



David Cutler's groundbreaking book *The Savvy Musician* shaped a generation of artists. Now, *The Savvy Musician 2.0* explores new realms of possibility. In a world where constant change is the only guarantee, innovative problem-solving is as important as excellence. This comprehensive, inspirational resource, which showcases **150+ case studies of diverse performers**, creators, educators, and institutions, unveils actionable strategies to:

- Make a living doing what you love
- Create demand in any environment
- Design profitable businesses/career models
- Raise capital and influence
- Grow powerhouse networks
- Balance artistry with relevance
- Get things done

Whether seeking to earn more money, stand out from competition, transform an organization, or leave a legacy, *The Savvy Musician 2.0* guides readers toward unprecedented success.

TABLE OF CONTENTS

Intro: A Savvy Question

Part I. Entrepreneurial Journey

1. The Path to Remarkable Success
2. Finding Your Voice
3. Mind Your Own Business
4. Sharpen Your Vision
5. Marketing is Everything
6. Promotional Storytelling
7. Pounding the Virtual Pavement
8. Music Business is People Business
9. Winning the Money Game
10. Funding Your Dreams
11. A Life in Music
12. Leaving a Legacy

Part II. Art The Matters

13. Outstanding Performance, Plus...
14. The New Recording Paradigm
15. Got Video???

Part III. Nice Work If You Can Get It

16. The Art of Getting Hired
17. Teaching
18. Performance
19. Composition
20. Industry

Part I examines issues impacting all musicians. Nobody is immune from the need for savvy, innovative problem-solving.

Part II takes a deep dive into artistic expressions. Beyond practical how-to guidance, it plants seeds for expanding relevance and demand.

Part III is pragmatic, exploring marketplace opportunities and career development.

The Savvy Musician 2.0 provides what no other book has managed to pull off—a comprehensive exploration of tools needed to build and sustain a career thoroughly integrated with entrepreneurial thinking.

Jeffrey Nytech - Author, *The Entrepreneurial Muse*

One of the world's leading voices on arts entrepreneurship, **Dr. David Cutler** balances a career as a speaker, author, consultant, multi-genre musician, and Yamaha artist. His acclaimed books *The Savvy Musician*, *The Savvy Music Teacher*, and *The GAME of Innovation* provide tools for amplifying success. Known for facilitating immersive "innovation GAMES," Cutler's powerful team-based experiences empower arts, education, and business communities to solve creative challenges while becoming better collaborators. He serves as Distinguished Professor of Music Entrepreneurship and Innovation at University of South Carolina.

Isn't it time YOU got *Savvy* ?



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