



Launching Your Piano Service Business

Welcome!

Our webinar will begin shortly.

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Launching Your Piano Service Business

Today's Webinar is presented by:
George Buss & Timothy Barnes

Most piano technicians are
never taught how to launch and build
their piano service business





gazelle
all-in-one business management software
for piano technicians

Your guide to building an amazing piano service business
George Buss & Timothy Barnes





It is really easy to launch and
build a piano service business





~~It is really easy...~~

It is a s*** ton of work to
launch and build anything



Launching is easy if you:

1. Focus on the Right Things



Launching is easy if you:

1. Focus on the Right Things
2. Avoid Common Mistakes



Launching is easy if you:

1. Focus on the Right Things
2. Avoid Common Mistakes
3. Make Confident Decisions





The key is to be intentional and systematically tackle the right things, in the right order.



The first 5 years of your business



Cycles of Growth

5 Years to Launch & Build



The Business Owners Job

5 Years to Launch & Build
5 years to Establish Your Brand



The Business Owners Job

5 Years to Launch & Build
5 years to Establish Your Brand
~5 Years to 3x Revenue / Grow



The Business Owners Job

5 Years to Launch & Build
5 years to Establish Your Brand
~5 Years to 3x Revenue / Grow
5 Years to prepare to retire



You have 3 Jobs



The Business Owners Job

Grow Revenue → Hard Work



The Business Owners Job

Grow Revenue → Hard Work
Cut Costs → Super Easy



The Business Owners Job

Grow Revenue → Hard Work

Cut Costs → Super Easy

Profit Efficiency → Discipline



Section 1:

What is your goal?





Most people accidentally
discover this trade.



What is your goal?

Part Time vs. Full Time



What is your goal?

Part Time vs. Full Time
Hobbyist vs. Freelancer



What is your goal?

Part Time vs. Full Time

Hobbyist vs. Freelancer

Employee vs. Business Owner



What is your goal?

Part Time vs. Full Time

Hobbyist vs. Freelancer

Employee vs. Business Owner

CAUT vs. Shop vs. Field



Identify Stepping Stones



Interview Seasoned Technicians



12 Week Goals

Get more done in 12 weeks than
most people get done in a year



12 Week Goals

Identify Hopes & Dreams



12 Week Goals

Identify Hopes & Dreams

3-4 Achievable Goals



12 Week Goals

Identify Hopes & Dreams

3-4 Achievable Goals

Week of Rest



Section 2:

Time & Money





Never start a business without
money or time.

Time & Money

Working Capital



Money & Time

Working Capital

Tools



Money & Time

Working Capital Tools

Ongoing Education



Money & Time

Working Capital
Tools

Ongoing Education

~~Initial Education~~

“

Learning this trade takes both
time and money.



Section 3:

Decision Frameworks





Owning a business requires
thousands of decisions, a few of
which have huge ramifications



Decision Frameworks

Profit First



Decision Frameworks

Profit First
Simplicity



Decision Frameworks

Profit First

Simplicity

Make it easy



Decision Frameworks

Profit First

Simplicity

Make it easy

Do small things



Decision Frameworks

Focus on the right things



Decision Frameworks

Focus on the right things
Do things that don't scale



Decision Frameworks

Focus on the right things

Do things that don't scale

Focus on things that scale



Decision Frameworks

Focus on the right things

Do things that don't scale

Focus on things that scale

Business Mechanics



Section 4:

Identify Bad Ideas



The best thing you can do is
say “no” to bad ideas



Identify Bad Ideas

Is it profitable?



Identify Bad Ideas

Is it profitable?

Is it easy for the customer?



Identify Bad Ideas

Is it profitable?

Is it easy for the customer?

Is it complicated?

Identify Bad Ideas

Is it profitable?

Is it easy for the customer?

Is it complicated?

Does it require debt?

Identify Bad Ideas

Is it profitable?

Is it easy for the customer?

Is it complicated?

Does it require debt?

Does it scale?

Section 5:

Business LifeCycles





5 Years from now you
should be a different person



Pre-Launch

(<1 Month)



Pre-Launch

Business Mechanics (2 Wks)



Pre-Launch

Business Mechanics (2 Wks)

Story Brand (1.5 Wks)



Pre-Launch

Business Mechanics (2 Wks)

Story Brand (1.5 Wks)

Website & Profiles (2 hrs)



Pre-Launch

Business Mechanics (2 Wks)

Story Brand (1.5 Wks)

Website & Profiles (2 hrs)

Build a StoryBrand Class (10 Hrs)



Pre-Launch

Business Mechanics (2 Wks)

Story Brand (1.5 Wks)

Website & Profiles (2 hrs)

Build a StoryBrand Class (10 Hrs)

Business Cards (1 Hr)



Pre-Launch

Build a 1-Page Website

“Book Now”



Soft-Launch / Side-Hustle

(3 Months)



Soft-Launch / Side-Hustle

Keep your day job



Soft-Launch / Side-Hustle

Keep your day job

Tell 100 Friends



Soft-Launch / Side-Hustle

Keep your day job

Tell 100 Friends

Present 3 Classes



Soft-Launch / Side-Hustle

Keep your day job

Tell 100 Friends

Present 3 Classes

Give away 500 business cards



Soft-Launch / Side-Hustle

Keep your day job

Tell 100 Friends

Present 3 Classes

Give away 500 business cards

Schedule 30 Appointments



GRAND OPENING!

(Full-Time)



First Year

Find Clients

Make it easy to tell your story



First Year

Online Reviews

Focus on things that scale



First Year

Pre-Schedule
(Do small things)



First Year

6mo Repeat Appointments
(Do things that don't scale)



First Year

Condition Reports

(Do things that don't scale)



Second Year
(You deserve a party!)



Second Year

Codify Year 1 Habits
(Business Mechanics)



Second Year

Study Year 1 Services by Volume (Focus on things that scale)



Second Year

Double Your #1 Service
(Focus on things that scale)



Second Year

Study 2nd Best Service
(Do small things)

Year Three

(Let's Grow Revenue & Trim Fat)



Third Year

Get to \$100,000
(If not already there)



Third Year

Cut Dead Wood (Stay Lean)



Third Year

Build a Better Website
(Invest \$5,000)



Third Year

PAID Advertising
(Might be necessary)

Year Four & Five

(Just Grow Revenue)



Fourth & Fifth Year

Get to \$300,000

\$25,000 / mo

\$1250 / day



Fourth & Fifth Year

3x Revenue
(Future Webinar)



Fourth & Fifth Year

PAID Advertising
(You need it)



Application:

Pricing Services



Application:

Stand Out in a Crowded Field



Application:

Give yourself time



Application:

Don't drown in ~~infinity~~
Facebook



Application:

Get Online Reviews



Application:

Grow What Works





50% of small businesses
fail in the first 5 years.
Be the one that survives.



Upcoming Webinars

- **Pricing Piano Services - Recording Available**
- **Retiring & Selling - Recording Available**
- **Simplifying Your Service Model (Oct 3)**
- Running a Profitable Piano Service Business
- Tripling Your Revenue
- Hiring Your First Office Assistant
- Hiring Your First Technician

(and more)

<https://growwithgazelle.com/school>

save your time
wow your customers
play more music

