

Setting and Achieving Goals In Your Music Lesson Studio

By: John Kozicki

© 2025 RockSchoolProprietor.com

This template, while designed for music lesson studio owners, can be used for any business owner. While the process and concept seems very simple, the act of completing this exercise and writing down your goals is the first step in actually achieving your goals.

A 2007 study by Dr. Gail Matthews of Dominican University found that people who write out their goals are 42% more likely to achieve those goals than people who do not write down their goals. The following occurs when writing down goals:

- Provides Clarity: writing forces you to articulate more clearly, get more specific, which helps prioritize and make steps actionable.
- Helps Memory: writing promotes long term memory
- Visual Reminder: seeing the goals can help boost motivation, keep you on track to achieve goals
- Accountability: seeing the goal promotes self accountability
- Visualization: the goals are no longer in your head, but on paper. That is the first step in any plan.

Goal Setting Template

I suggest creating four segments for setting annual goals in your business. This helps provide ballance, so as not to hyper-fixate on any one goal. After each segment, there is space provided to write you own goal. Be as specific as you need to be. Details will help as you work on and assess your progress with each goal.

1. A student number or revenue goal: this can be as simple as tracking total number of students, monthly revenue, percentages of increases in anything like students per month or revenue per month, etc.
2. A studio culture goal: balance the focus on sales with the aspects of your business that attract students, families, staff, etc.
3. A giving back goal: charitable giving, community performances, a student scholarship fund are all great examples.
4. A personal goal: make time and keep space for yourself. Think back to the reasons you started your business. Maybe for personal freedom, more time to focus on music, etc.

This Year's Goals!

Studio number or revenue goal:

Studio culture goal:

Giving back goal:

Personal goal:

GOAL PLANNING

1. What is the goal: _____
2. What is the deadline to achieve the goal: _____
3. What resources do you have: _____
4. What resources are needed: _____

Write a plan to achieve your goal:

1. Write today's date in the bottom left box.
2. Write your goal (from #1 above) in the top right box
3. Write the deadline (from #2 above) below the goal box.
4. What is the first step/checkpoint toward your goal, and WHEN will you hit it? Plot that on the timeline.
5. Estimate the other steps/checkpoints needed to reach your goal, and estimate WHEN to complete them. Plot them on the timeline.

