

Piano Teachers Federation  
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*Piano  
Teachers  
Federation*

*Where Students and Piano Teachers Meet*

## Our Mission

The core mission of the PTF is to change the way students find piano teachers. As a teacher, your success depends on finding the right counterpart, which can often be a difficult, somewhat convoluted task. But, a good match helps ensure the longevity of the teaching experience and the proper skills development of the student.

Traditionally, students and teachers alike have relied largely on word-of-mouth to find each other. As a result, teacher selection appears limited to students, although there are many qualified and professional teachers available to them. At the same time, teachers seeking to establish and maintain their practices often struggle; while highly trained in their art, professional piano teachers are generally not well trained in marketing and business.

The teachers we've talked to say that finding both the number and quality of students they need to make a living at their passion and profession seems daunting, if not impossible.

The PTF eliminates the guesswork by providing teachers with an effective means of marketing their services. In turn, students can easily find teachers who match their specific needs using the search feature found on the PTF's website.

By providing a more comprehensive way for students to find professional piano teachers, the PTF helps ensure a productive learning environment, the success of its member teachers, and the successful promotion of music in society.

## A Letter from the Founder

Dear Reader,

Thank you for your interest in the Piano Teachers Federation (PTF).

The mission of the PTF is to promote piano playing and to match our member teachers with students. To this end, we help our member teachers market their services and build professional teaching practices.

On the pages that follow, you will find further details regarding our background, programs, and resources. And, you'll learn how our unique way of matching students and teachers impacts the success of both. You'll find a select number of news pieces highlighting the momentum and visibility the foundation has generated thus far. And, perhaps most importantly, you'll discover the benefits of joining the PTF.

Again, we wish to thank you for your interest in the Piano Teachers Federation and invite you to join by following the steps found on the Membership Information sheet in this packet. If you have any questions, please call or email us using the contact information found on this page.

To your success,

*M. Sean Pacey*

Sean Pacey  
Founder



**Sean Pacey, Founder**

Sean Pacey is founder of the Piano Teachers Federation, which helps piano teachers build their professional teaching practices by matching them with students and is responsible for creating the vision and ensuring the Federation's mission is carried out at all levels.

Sean has a strong connection with the piano and music industries. He describes himself as the quintessential on-again-off-again piano student having begun lessons at just five years old. Since 2000, he has been heading up Pacey's Pianos, not only Vancouver's most established and trusted piano dealer, a vehicle for reaching out to the community at large. In addition to the PTF and Pacey's Pianos, Sean fills several advisory board positions including those with North Vancouver's Sinphonia, the Vancouver Masonic Centre, and the Mt. Pleasant Business Improvement Area. Sean is born and raised in East Vancouver.

# You Can Build a Successful Teaching Practice

You are a professional musician who has chosen to share her art through teaching. But, making a living with your profession seems at times daunting. After all, you're a piano teacher, not a marketing guru.

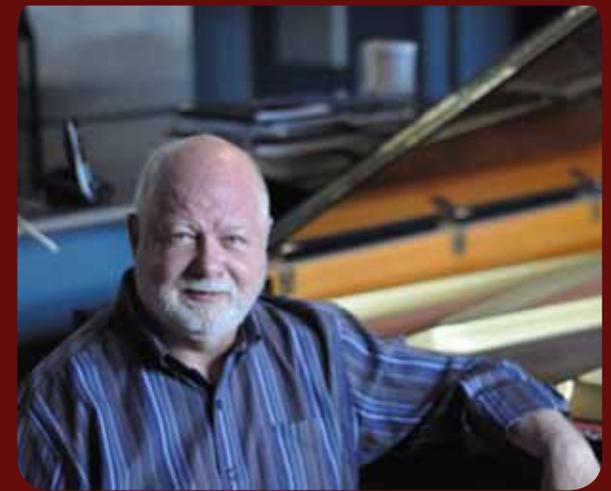
And that's why the PTF was founded—to help you with the business side of running your practice, so you can focus on the teaching side. We do this through marketing and outreach programs designed to drive students to the PTF's website. There students can take advantage of our many resources including a unique search function that helps them find a teacher (like you) who matches their needs.

## The Benefit? Showcase, Connect, Build

Our goal is to help you showcase your teaching, connect with students, and build your professional practice. Here's how:

- **Free Membership**—You're probably wondering how much all of this costs. Rest assured. It's doe-ray-FREE for teachers and students. Charging teachers who may already be struggling with cash flow doesn't make sense. We can help you build your professional practice without you spending a penny on membership. The PTF is supported by Pacey's Pianos and community donations.
- **Online Teacher Profiles**—As a member of the PTF, you can create an online profile that showcases your teaching practice to potential students. Your online profile is an easy, pain-free way of marketing yourself and appearing professional.
- **Teacher Search**—When students search for teachers on our site, our search application provides them with teacher profiles (like yours) that match their search criteria. Our teacher search application does the marketing for you, so you can do what you do best, teach.
- **Outreach**—The PTF is planning numerous outreach programs designed to build student interest in piano playing. As an example, we've booked a recital hall where teachers and their students can perform. This gives you the opportunity to promote yourself in a familiar way—to promote by performing.
- **Resource Library**—In the future, we will be building a resource library for member teachers. It's a chance for you to stay current on things that add value to your life and career without spending hours in online searches or dollars in subscription fees.

We're serious about promoting piano music and playing, about helping students find qualified teachers, and about helping teachers build their professional practices. Over the next 12 to 24 months, the PTF is committed to spending over \$100,000 in marketing and outreach programs. What does this mean to you? You can be sure this grassroots campaign will help you live your dream of sharing your art through teaching. All you need to do is join. For more information on joining the PTF, please visit us online at [www.PianoTeachersFederation.org](http://www.PianoTeachersFederation.org)



# What People Have to Say



## Experienced Adult Piano Students Wants to Jazz It Up

Sean is from Ireland and has been playing piano for 20 years. He was looking for a teacher who could challenge him and teach him jazz. He searched all over the Internet, but could only find names and phone numbers of teachers, but not more specific information. The frustration mounted. Finally he came upon the PTF's website. He immediately found three jazz teachers who met his criteria and selected one he felt comfortable with. Sean says that without the PTF he would still be searching.

## School Teacher Finds the Right Teacher for 5 Children in Just Minutes

With five children taking piano, Carol knew the importance and challenges of finding the right piano teacher. Before discovering the teacher search feature on the PTF's website, she struggled to locate a someone with the background, experience, and availability she needed. But, with pianoteachersfederation.org, the job was easy. She plugged in her criteria and in seconds found the teacher she was looking for. Carol liked that the teacher search let her compare teachers side by side and says it's the best resource she's seen.

## Five Children With Different Skill Levels Finally Find the Right Teacher

The Tolley family have five kids taking piano lessons. Their ages range from well under 10 to young adults with varying skill levels to match. Mom and dad kept hiring piano teachers based on their friend's recommendations and the limited resources they could find. But they just weren't finding teachers with the skill levels they needed to keep their children challenged—despite the teachers' assurances. Finally, after two years of struggling, the Tolleys came across pianoteachersfederation.org, and were able to find a teacher that matched the background they had been searching for. They wished they knew about the PTF sooner. It would have saved them two years of struggle.

## Single Mom Wanted a Teacher Who Would Make Piano Fun on a Budget

Jennifer is a single mother with a lot of love for her 10 year old daughter, but time and money is tight. So it was very important to find a teacher close to her home, but it was also important to find a teacher with a really bubbly personality and a lot of passion—someone her daughter would respond well to. Jennifer says the teacher videos on the PTF's website gave her a good sense of each teacher's personality. After that, the decision was easy.

**The PTF plans to improve the Vancouver arts scene by providing tools for piano teachers in today's economy, grassroots style.**

**John Tanner, Vancouver Observer**

# Membership Information

## Potential Members

Interested in joining the Piano Teachers Federation? We're delighted. To begin the process, simply click on Teacher Login found on [pianoteachersfederation.org](http://pianoteachersfederation.org) and follow the instructions for new members.

Once your application is received, reviewed, and approved, we'll set up a telephone or in-person interview. The purpose of the interview is to help you prepare your profile. If you choose, we will create a video which students can view on your profile.

If you have any questions or need assistance completing your application, please call 604-732-8836 to speak with PTF representative.

## New Members

Once again, we welcome you to the Piano Teachers Federation. By now, you should have received your logon information to access your profile. We encourage you to complete your profile setup as soon as possible. Once you're finished, please let us know. We'll active your profile so students can find you. If you have any questions, please call 604-732-8836 to speak with PTF representative.

## Student Surveys

Students who use the PTF's teacher search may receive a random survey. The survey gathers information such as how students found our website and feedback about our site. Specific information about students' experience with their teachers may be gathered to ensure the quality and professionalism of our service to students. We may share this information with our member teachers for their benefit.

## Spread the Word

Don't forget to spread the word! Telling others about [PianoTeachersFederation.org](http://PianoTeachersFederation.org) helps others take advantage of our resources.





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