

15 Profile Secrets Shared by Top Earning Teachers



These teachers have collectively worked with over 2,000 clients through TakeLessons



Glenn W. (Las Vegas, NV)
300+ clients with TakeLessons since 2009 ([profile](#))



Whitney V. (San Antonio, TX)
225+ clients with TakeLessons since 2011 ([profile](#))



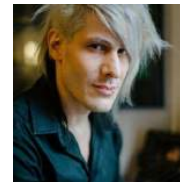
Heidi S. (Dallas, TX)
180+ clients with TakeLessons since 2011 ([profile](#))



Tim K. (Schertz, TX)
150+ clients with TakeLessons since 2010 ([profile](#))



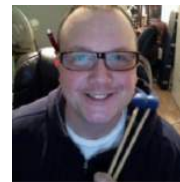
OJ S. (Windsor Mill, MD)
325+ clients with TakeLessons since 2008 ([profile](#))



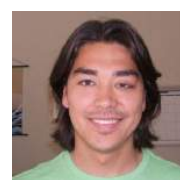
Eric J. (Brooklyn, NY)
120+ clients with TakeLessons since 2011 ([profile](#))



Athena M. (Anaheim, CA)
150+ clients with TakeLessons since 2008 ([profile](#))



David B. (Chicago, IL)
200+ clients with TakeLessons since 2010 ([profile](#))



Jordan M. (San Diego, CA)
200+ clients with TakeLessons since 2010 ([profile](#))



Tiffini L. (Escondido, CA)
300+ clients with TakeLessons since 2011 ([profile](#))

What people see before scrolling down on a computer or phone

Profile URL → takelessons.com/profile/jordan-m

Profile Picture →

Reviews → **Jordan M.** ★★★★★ 25 Reviews

Service Details → **Jordan Teaches**
Bass Guitar, Clarinet, Guitar, Harmonica, Music Performance, Music Theory, Piano, Saxophone, Trombone, Trumpet, Tuba, Ukulele

About → **About Jordan M.**

Background Check:	Last verified 07/15/2013
Male Ages Taught:	10 to 99
Female Ages Taught:	10 to 99

Overview → **Overview**
Do you want a teacher who keeps you motivated and focused, who can show you all the skills of a well-rounded musician in a relaxed, friendly environment? I am the teacher for you! With a solid foundation in classical technique and experience as a jazz performer, we will tailor a plan for you to achieve your dreams in any style.

Badges → **BACKGROUNDED CHECKED**, **TEACHES ONLINE**, **STUDENT FAVORITE**

Prices → **Starting at \$19 / 30-min** (See all prices)

Book Online button

Availability → **Times are shown in:** Pacific Time

- In-Home
- Balboa Terrace
- Online

Mobile View: Shows profile picture, name, reviews, and a **Schedule Lessons** button.

Your profile picture is the first impression you make on a potential client

Advice



Jordan:

(1) “Get a headshot. It’s part of the business and absolutely crucial for making a first impression.”



Heidi:

(2) “Everyone remembers my profile picture. A headshot and a friendly smile has always worked for me.”

What to avoid

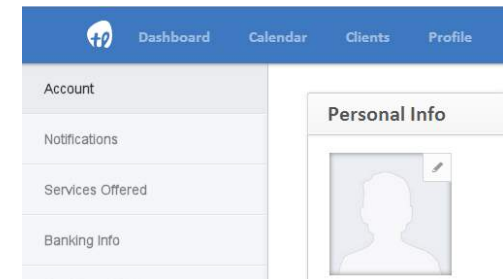


- Large groups of people
- Equipment
- Low quality photos
- Non-professional photos
- Old pictures
- ‘Selfies’



How to update your picture:

- [Log In](#)
- Account Settings (top right)



What people say about you is more important than what you say about yourself

Advice



Glenn has 26 reviews:

(3) “The more good reviews an instructor has, the greater opportunity to impress a potential client. New clients tell me that detailed reviews are valued much more than simple ones, so make sure to ask for specifics.”



Jordan has 25 reviews:

(4) “Reviews are the single biggest factor in attracting and retaining students.”



Heidi has 27 reviews:

(5) “People really count on reviews, and many parents tell me they read every one. And once I ask those same parents to write a review, they love to top the older ones. The better my reviews, the better they get!”



Eric has 36 reviews:

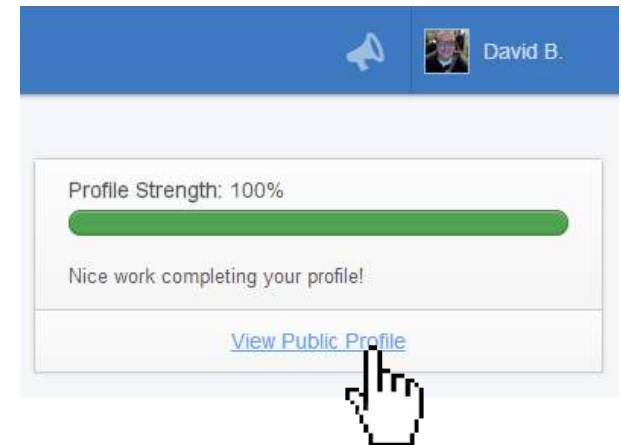
(6) “When prospective clients read my reviews they realize they are making the right choice in selecting me as their teacher.”

What people say about you is more important than what you say about yourself

How to get reviews ★★★★★

- **Share your profile URL** with former and current students, professors/coaches, peers, etc. They can all add a review!
- **Send an email, share through social media, and ask in-person.**
- **Ask at least 4 people, to get 1 review:** Typically, 25% of people you ask will offer a review.

Click here to get your profile URL:



Learn more: [How can I add student reviews to my profile?](#)

Insider tip: 99.3% of reviews posted are 4 or 5 stars!

Demonstrate safety, expertise, and convenience with Profile Badges

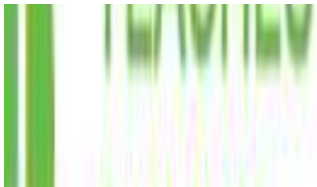
Badges



- Your background check lasts for one year
- This badge is crucial if you plan to teach children ([Learn more](#))



- Student Favorites rank in the top 5% of teachers for client retention in their subject
- Want this badge? Give a fantastic student experience ([Learn more](#))



- This shows that you can teach online via live, video chat
- Teaching online helps expand your reach nationwide ([Learn more](#))

Insider tip: 97% of teachers have a Background Check Badge. Do you?

Display your expertise for each subject you offer:

Advice



Tim:

(7) “People need to know your specific knowledge and level of expertise in the area where they seek instruction. This is my main chance to differentiate my methods from singing to ACT math.”



Athena:

(8) “Clients tell me that my details about the brain and music really stick. It lets them know that they (or their children) can do it and I’m there to help.”



Eric teaches:

(9) “Adding subject details is important in two ways. First, you reassure beginners that you are an expert. Second, you show advanced students that you can help them progress in specific areas.”

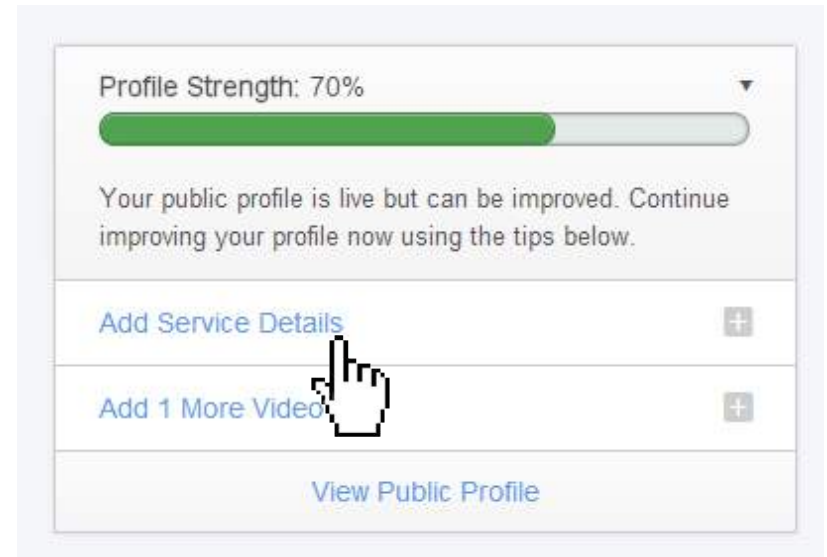
Learn more: [How do I add or edit Subject Details for my profile?](#)

Display your expertise for each subject you offer

How to add subject details

- [Log in to your account](#)
- Click on “Add Subject Details” under your Profile Strength Score
- Add these for each subject you offer:
 - Levels taught
 - Description
 - Specialties

Click here to add subject details:



Insider tip: When someone searches for a subject you offer, your profile will show only those details

Show how you stand out from all other teachers

Advice



David has 1000+ words in his About section:

(10) “Having a full profile makes you look professional. It shows you’re serious about your work and care about attracting students.”



OJ has 3 promises and 3 expectations:

(11) “I am transparent about flexibility, expectations, and commitment and it helps a great deal in attracting clients. A cookie cutter approach won’t work.”



Athena outlines “My promise to you” in her About section:

(12) “This section immediately increases the know/like/trust factor. It also shows what I’m accountable for and what the lesson experience will be like.”

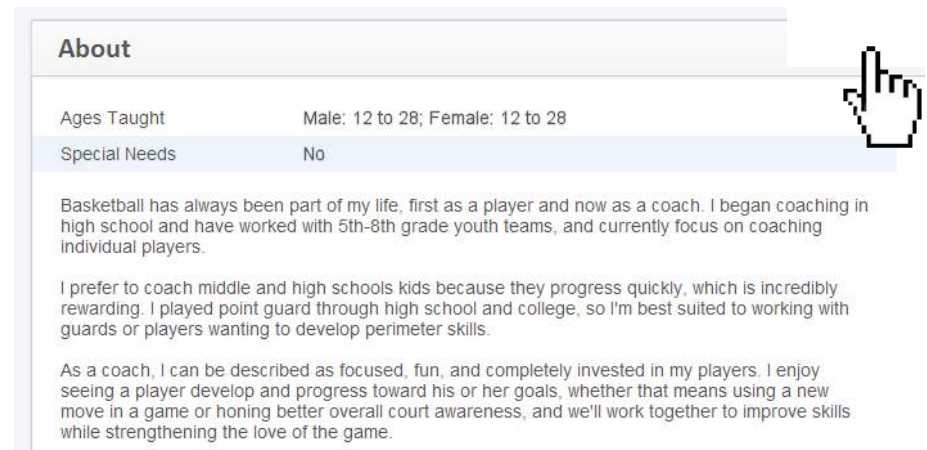
Insider tip: The average About section for these top teachers is 710 words. How long is yours?

Show how you stand out from all other teachers

How to update your About section:

- [Log in to your account](#)
- Click on “Profile” at the top
- Edit the “About” section
- Fill in these sections:
 - Ages you teach
 - How long you’ve been teaching
 - Your overview

Click here to edit your About section:



About	
Ages Taught	Male: 12 to 28; Female: 12 to 28
Special Needs	No

Basketball has always been part of my life, first as a player and now as a coach. I began coaching in high school and have worked with 5th-8th grade youth teams, and currently focus on coaching individual players.

I prefer to coach middle and high schools kids because they progress quickly, which is incredibly rewarding. I played point guard through high school and college, so I'm best suited to working with guards or players wanting to develop perimeter skills.

As a coach, I can be described as focused, fun, and completely invested in my players. I enjoy seeing a player develop and progress toward his or her goals, whether that means using a new move in a game or honing better overall court awareness, and we'll work together to improve skills while strengthening the love of the game.

Insider tip: ½ of these teachers write in 1st person and ½ in 3rd person. Pick a style that works for you.

Demonstrate your skills, teaching style, and personality

Advice



Whitney has 3 videos:

(13) “My students choose me because of my reviews and videos of my live performances. People want to see your talent... show them!”

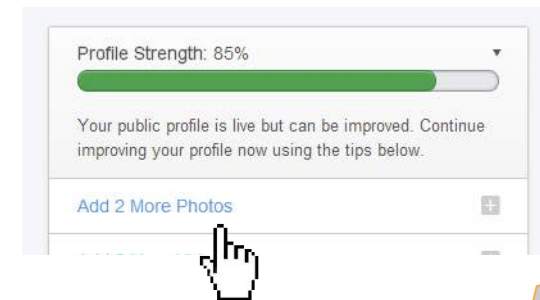


Eric has a video and 7 photos:

(14) “When prospective students watch my video, it really helps them know I’m the right teacher for them.”

How to add photos & videos:

- [Log In](#)
- Click under “Profile Strength”



Insider tip: Add 4 photos and 2 videos to increase your Profile Strength score by 20%

Demonstrate your skills, teaching style, and personality:

Advice



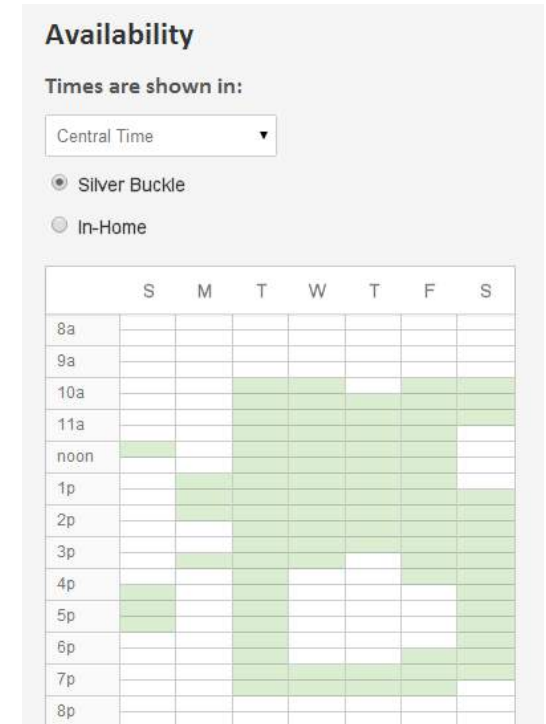
Glenn:

(15) “During the school year I get most requests between 3 – 6 PM. I open Saturday as early as possible so I can fit more flexible students in there.

During the summer, I ask my students how *their* availability has changed and accommodate the best I can.”

[Log in to update your availability](#)

(Or, [learn more here](#))




Insider tip: 3 – 5PM on weekdays, 9 – 11AM on Saturdays and 10 – 1 on Sundays are the most popular times

TakeLessons teachers: What should you do next?

Check your profile and answer these questions:

- Is your profile picture professional and friendly?
- How many reviews do you have?
- Have you passed a background check and is it up to date?
- Is your About section at least 200 words?

View and update your profile:

1. 
2. Click on “Profile” (top blue nav bar)
3. Add sections you’re missing and update others



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