makemusic STUDIO | CASE STUDY

Simplified, Automated, and **Seamless**

How **MakeMusic Studio** Fueled a $100K Year and Homeownership for a Piano Teacher



Customer Background Katie Levine, a dedicated one-on-one piano teacher.

The Core Challenge

Despite her passion for teaching, Katie felt a **financial plateau** and believed that a major goal like buying a home was impossible on her income. She was also challenged by the administrative burden that comes with manual billing and payment tracking.

The Solution

Guided by **MakeMusic Studio** co-founder Eric, Katie made a pivotal decision to embrace automated payments through the software. This transformation involved two key shifts:

- **Automated Payments:** Implementing **MakeMusic Studio** to handle all billing, ensuring seamless cash flow and eliminating administrative friction.
- **Professional Rate Setting:** Using the time saved and the perceived value of an automated system to justify a higher, more professional teaching rate.

The Outcome

The shift transformed both Katie's business and her personal finances:

- **Financial Breakthrough:** Katie achieved her first year earning **over $100,000.**
- **Life Goal Achieved:** She was able to purchase her first home on her own.
- **Increased Demand:** The efficiency and professionalism led to her being "more in demand" and attracting high-quality students and families.



"2021 is also my first year making over $100,000! I feel incredibly lucky... Eric was exactly the right person to convince me that automated payments were the way to go, and a high rate means that you'll be more in demand, and attract better students and families."

— KATIE LEVINE