makemusic STUDIO | CASE STUDY

From Performer to Professional **Studio Owner**

How **MakeMusic Studio** eliminates admin and builds prestige



Customer Background Roberto Hermosillo, Grammy nominated music teacher, performer, and producer.

The Core Challenge

Though highly skilled, Roberto lacked formal business training. After successfully signing 15 students in a single week through community building, he quickly became **overwhelmed by the manual task** of managing payments and scheduling for agrowing studio. He needed a way to project a consistent, professional, and in-demand image.

The Solution

Roberto leveraged **Studio** to establish automation as the foundation of his studio's professionalism:

- **Eliminating Friction:** Automated payments meant students simply added their card, and all billing handled automatically, removing awkward payment conversations.
- **Professional Image:** Roberto uses the automated system to signal that his studio is "in demand" and managed at a high level.
- **Focus on Teaching: MakeMusic Studio** took over the administrative workload, allowing him to focus entirely on being a great teacher.

The Outcome

Roberto achieved studio success with a professional image and minimal administrative burden:

- **Administrative Freedom:** He created a thriving, studio without administrative headaches.
- **Enhanced Reputation:** MakeMusic Studio helped him maintain a professional image and increase his perceived value.
- **Trust and Reliability:** He established a system he trusts completely to handle all of his business operations.



"I automated payments and scheduling...It makes me look professional, saves me time, and eliminates awkward payment conversations...(It) lets me focus on teaching while maintaining a professional image.

— ROBERTO HERMOSILLO