



# Getting the Most Out of MTNA PROFESSIONAL CERTIFICATION

A Guide For Incorporating The Nationally Certified Teacher Insignia Into Advertising, Promotions And Professional Support Materials

## PROFESSIONAL SUPPORT MATERIALS

Consider using the NCTM insignia on all support materials for your studio. For example:

- Letterhead stationery and envelopes
- Business forms, such as invoices
- Studio policy statements
- Tuition fee schedules
- Recital programs
- Business cards
- Press releases

## WEBSITES, SOCIAL MEDIA AND EMAIL

The digital age is upon us. As professionals, we must keep up with the way we market ourselves. Websites, social media and email are vital ways people are communicating, sharing and advertising.

### WEBSITE

Your studio website or university webpage are the perfect places to promote your certified status to both the public and potential students. Use NCTM following your name and the insignia as much as possible.



### SOCIAL MEDIA

Showcase your certified status to friends, family and colleagues via social media. Add NCTM after your name and boldly display the NCTM insignia.



### EMAIL

Always use NCTM by your name in closing an email. You can set up a permanent signature that contains NCTM alongside your contact information. And don't forget the certification insignia!



## ADVERTISING

Advertising in various print media can be an expensive, yet effective, way of promoting yourself as a certified music teacher. The opportunities for advertising range from magazines and newspapers to programs for musical events.

### RESEARCH PRICE

Find out approximately how many people the advertisement is expected to reach. Divide the cost of the ad by that number to get an idea of what will be the best buy.



### ANALYZE AUDIENCE

Tailor your advertising to those most likely to act upon your message. The medium reaching those whose demographics most closely match those of your targeted audience at the lowest cost is a good choice.



### CONSIDER TIMING

Plan your message around periods of high consumer needs or wants and use the calendar for ad-theme ideas.



## PROMOTIONS

Other opportunities to promote your NCTM status include a wide range of printed materials such as coupons, posters, direct mail pieces, brochures and novelties.

## DESIGNING AND PRINTING MATERIALS

Today's technology makes the design and production of printed materials relatively easy. Many computer programs have step-by-step templates to assist with the layout and design of business materials. Office supply stores even carry special types of paper, such as business cards, that you can use with your home printer.

### GRAPHIC DESIGNER

Many graphic designers work on a freelance basis and can be found by doing a quick Internet search. A designer can also assist throughout the printing process.



### COPY SHOP/QUICK PRINT

Most printers and copy shops can provide design assistance upon request. Some nationwide chains have websites with step-by-step templates to assist with the design/ordering process.



### STUDENTS

Many of today's technology savvy teens (possibly one of your students) possess the equipment and skills to meet your design and printing needs.

