



Overcoming Objections

What is ArtistWorks for Libraries?

ArtistWorks for Libraries provides patrons with world-class art, voice and instrumental instruction through self-paced video lessons from industry and Grammy Award-winning music professionals. ArtistWorks for Libraries offers users everything you need, from the basics of an instrument to advanced playing. All classes are always available through an Internet enabled browser – no apps needed.

Why not use YouTube videos at no cost?

YouTube videos are prevalent but there is not a professional consistency and systematic way of learning the instrument, voice or art. ArtistWorks for Libraries talent are professionals, proven teachers and performers, and the lesson plan and instruction is professionally designed and recorded at ArtistWorks studios.

All ArtistWorks for Libraries are organized and available for all library patrons and always available at no cost.

If a user needs professional connection with the artist – they have an option to subscribe to the Video Exchange option as needed.

Why should I provide a budget line for music instruction?

ArtistWorks for Libraries is a core literacy and access education service. Virtually every library has printed materials for music instruction without the audio/video component for the beginner/intermediate patron to practice and learn through example.

More and more school systems are reducing music courses, especially in orchestras, and students have limited access to professional instruction.

And, many are unable to pay for the high-cost of private instruction. And families and professional instructors are busy and it is often difficult to practice or receive instruction when times are available.

ArtistWorks for Libraries is priced to provide maximum value to each user at a very low cost of entry for the library.

I have an older computer – will the videos work?

Yes, if you have a PC/Mac or mobile device with the following operating systems:

Windows Vista and higher:

Preferred browser: Internet Explorer 9 and higher (IE8 and older are not supported.)

Alternative browsers: Firefox 3.6 and higher, Google Chrome

Screen resolution: 1024 x 768 or higher



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Mac OS 10.5 and higher:

Preferred browser: Safari 5 and higher, Firefox 3.6 and higher

Alternative browser: Google Chrome

Screen resolution: 1024 x 768 or higher

Mobile devices: iOS, Android, Windows

Fully enabled Internet browsers

iOS – Safari, Chrome, Firefox

Android – Chrome, Firefox

Windows – Windows, Chrome, Firefox

Why no apps?

No Apps are needed – all classes run in an Internet enabled browser to enable the most potential use by users across their desktops and devices. Through a browser they are more able to access their account and keep learning whether they are in front of their computer or on the go with their mobile devices.

How do I access ArtistWorks for Libraries?

To access ArtistWorks for Libraries and view the classes an Internet connection with at least an up speed of 1.5 Mbps on a desktop or mobile browser – no apps required.

Are all classes available?

All classes are available to all users with a valid account. All courses are open and a user may join a class and select classes sequentially or in any order.

I don't want to have a service that upsells to my patrons.

The ArtistWorks for Libraries base service is a video-only viewing service provided by the library at no charge to the library user.

There are many instances where a patron needs the guidance only a one-on-one instructor can provide. The professionals at ArtistWorks for Libraries are available to receive and provide feedback to patrons needing extra help. And the cost is very reasonable. A typical private music lesson ranges from \$25-200 a half hour lesson. An optional Video Exchange subscription is at most \$250 a year, the cost of as little as one private lesson a month at the low end.

The patron has a month-to-month or annual Video Exchange option.

I don't have music professional staff to help if a patron has a problem.

Technical Support is available for the site. Account Set Up help is available through your library Information Desk and online on your library portal site – click on the help link and enter a help ticket.



Overcoming Objections

ArtistWorks for Libraries site help is available through ArtistWorks Help. Click on the help link in the ArtistWorks for Libraries User Account menu or in the page footer.

Professional music help is either available locally through their music professional – or through the optional Video Exchange service.