

NAMM® U



Grow Your Business

MUSIC LESSONS: HOW TO COMPETE AGAINST YOUR NEW COMPETITORS

Flourishing in the “new normal”

Defining the "NEW NORMAL"

An MSNBC poll on the perception of
the current state of the economy...

Competitor #1

27%
positive

72%
Negative

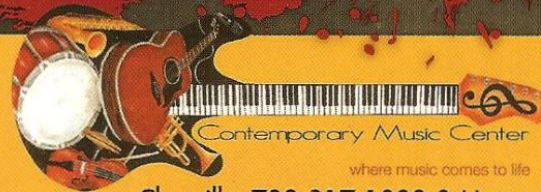
The screenshot shows the MSNBC website interface. At the top, there are navigation links for 'Explore', 'Watch', 'Join In', and 'Speak Out'. Below this is a search bar and social media icons. The main content area features a video player for 'morning jce' with a 'LIVE' indicator and the URL 'www.msnbc.com/morning-jce/watch/economic-pessimism-takes-hold-in-new-poll-34936837784'. The video player displays a poll titled 'The Washington Post NEWS STATE OF THE ECONOMY' with two bars: 'POSITIVE 27%' and 'NEGATIVE 72%'. Below the video, there is a headline 'Economic pessimism takes hold in new poll' and a sub-headline 'A majority of the country describes the U.S. in negative terms, according to a new Washington Post/ABC News poll. Also, a majority feel the government's ability to deal with its problems is worse.' At the bottom of the page, there are social media sharing options and a 'Speak Out' section.

We Rent All Band and Orchestra Instruments!
(School & Director Approved)

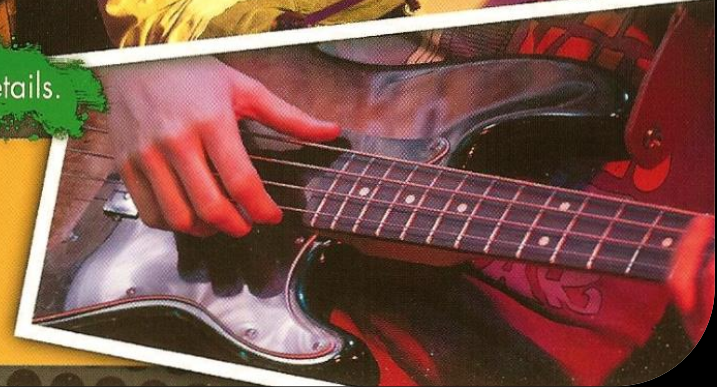
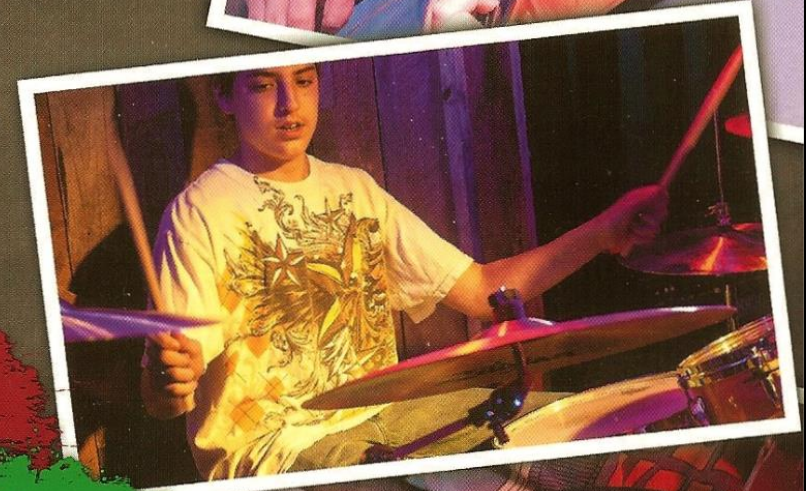
Go Back to School With
MUSIC!

FREE | **\$10 OFF**
LESSON | RENTAL PLAN
REGISTRATION

See back for details.



Chantilly: 703-817-1000 & Haymarket: 571-261-5000
www.contemporarymusiccenter.com



In a time of
72%
economic
pessimism,
you compete
by introducing
strong
incentives!

www.contemporarymusiccenter.com
Chantilly: 703-817-1000 & Haymarket: 571-261-5000

In the age of the digitally distracted
and a very soft economy,
you compete by embracing “old school,”
creating personal interactions like a Bluegrass Night

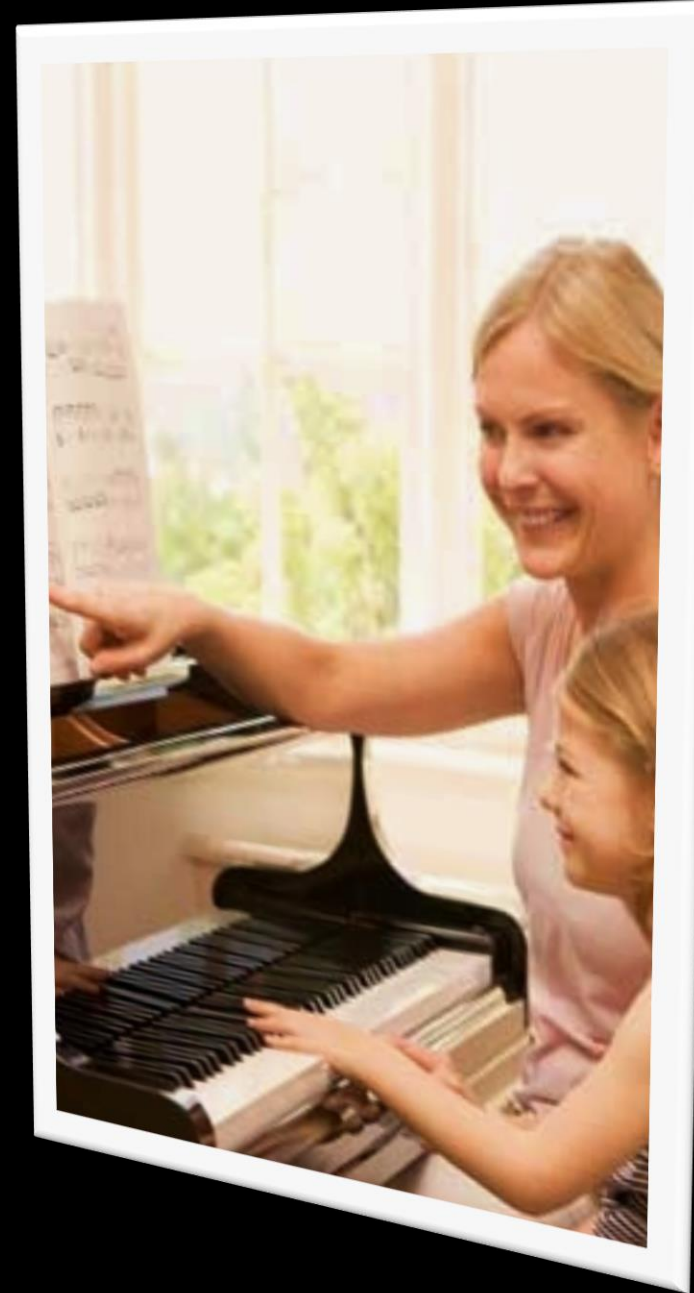


So what happens when \$ is tight?
Meet Competitor #2

Mom begins to teach piano at home for
extra income.

The first way to compete
is to have her hold her recitals in

@4410





OUR TEACHERS



Anne Kempton Albright
Vocal Instructor Chantilly &...



Matthew Anderson
Woodwinds, Piano & Voice...



Adam Ashforth
Drum Instructor Chantilly &...



Michael Bailey
Guitar Haymarket Location Michael...



Lucille Jackson Ball
Piano and Guitar Instructor...



Mike Bandy
Trumpet and Brass Chantilly...



Brent Buckley
Guitar Instructor Haymarket Location...



Rocky Cancelose
Drum & Percussion Instructor...



Rachel Cassidy
Vocal Instructor Haymarket & Chantilly...



Paul Chinen
Woodwinds Instructor Haymarket Location...



Mika Condo
Piano Instructor Chantilly &...



Danny Crawford
Percussion Instructor Chantilly &...



Brad Davis
Percussion Instructor Haymarket Location...



Joshua Dixon
Guitar Instructor Haymarket Location...



Tom Durante
Guitar & Clarinet &...



Elizabeth Essex
Piano Instructor Chantilly Location...



Kris Fath
Voice Instructor Chantilly Location...



Amanda Fish
Voice Instructor Chantilly Location Amanda...



Bill Flexinhar
Guitar & Bass Instructor...



Alex Freidah
Guitar Instructor Haymarket Location...

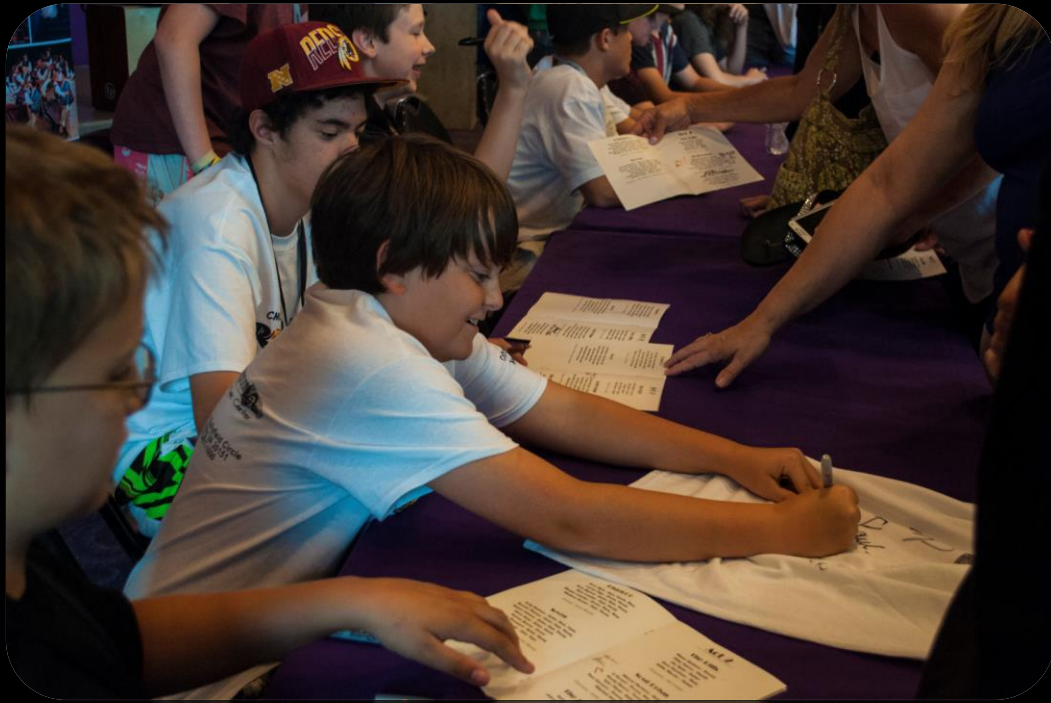


Chanel Gagne
Piano Instructor Haymarket Location Raised...

You compete with #2 by showing choice, and depth.

60 teachers are a stronger voice than one!

You compete with #2
by selling a more
complete and compelling
experience!





You compete with #2...
by offering a unique and superior
product!

Now meet Competitor #3 Mobile Lessons...



D.C. traffic is not our friend...nor is it for
Mr. Mobile

Music Lessons In Your House

[Home](#) [Teachers](#) [Performances](#) [Contact](#) [Music Book](#)

Convenient Instruction in Your Home


- Lesson plans geared to each student's musical taste
- Two student performances / year
- LESSON PRICES \$30.00 / HALF HOUR: Manassas; Herndon; Haymarket; Gainesville; Chantilly; South Riding; Aldie; Sterling; Bristow; Dale City; Ashburn; & Leesburg.
- Multiple student discounts
- References available upon request



Drum Lessons



Piano



Guitar



Voice

[About](#) | [Testimonials](#) | [Videos](#)

You compete with
Mr. Mobile by
welcoming him to rent
your facility!

A % of
something
is better
than 100%
of nothing



Your job now becomes
educating these potential customers

and introducing them
to all of your store's benefits and
opportunities.

Show that you offer
other services that a mobile
teacher simply can't!



End Of The Year Savings

Use this coupon to save big at CMC from now till January 1st, 2015

PRESENT THIS COUPON FOR YOUR CHOICE OF SAVINGS...

**Take an extra 10% off
anything in store**

(Purchase any item at CMC and receive an extra 10% off)

Free lesson registration

(Registration fee waived when signing up for private lessons - \$35.00 value)

Rock Camp Discount

(Sign up for Rock Camp by December 31, 2014 and receive a \$50 Discount)

Coupon can only be used for one discount. One coupon per customer. You must present coupon to receive savings. Not to be combined with any other offer or discount.



Pearl



KORG

Eastman Strings

Save An Extra
10%
Off Till 2015

Epiphone

Breedlove

Marshall
AMPLIFICATION

A win for all !

26 total page likes from the event!

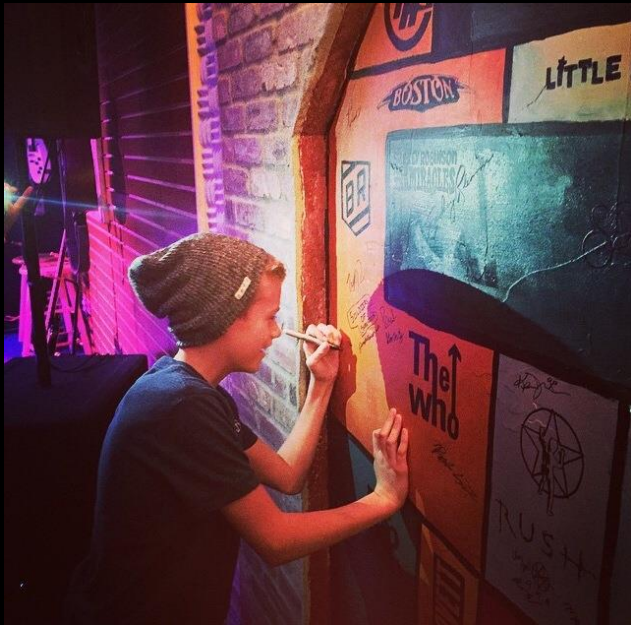
1300 total people reached !

Net Gain for CMC...
Facility Fee
@4410 Exposure
CMC Retail Exposure
New Rock Camp
Candidates
New Teacher Relations

The screenshot shows a Facebook event page for 'Events@4410'. The page is titled 'Events@4410' and is managed by 'Menzie Pittman'. The event is titled 'Michael Hoover Recital' and is scheduled for December 7. The page shows 13 page likes and 3,412 post reach. The main content is a photo of a man playing an acoustic guitar on stage. Below the main photo are three smaller photos: a young boy playing a guitar, a family of four, and a group of people at a piano recital. The page also features a 'Reach People Nearby' section with a 'Promote Page' button and an 'Invite your friends to like Events@4410' section with 'Invite' buttons for Michael Bailey and Kate Sprague. The 'ABOUT' section includes a map of the location at Costello Way, Haymarket, Virginia. The right sidebar shows statistics for 'THIS WEEK': 13 Page Likes, 3,412 Post Reach, 3 UNREAD Notifications, and 0 Messages. There is also a 'Recent' section showing '2014 Opened' and a 'See Your Ad Here' section with a photo of a piano recital.

To compete with Mobile Lessons
“Competitor #3”

You have to find a way to
tell your story !!!



And then
show it...

Because
no mobile
teacher has
the ability to
offer what
you do...
as long as
you provide
a more
“enticing
experience”!

WALK-THROUGH
CONTEMPORARY
MUSIC CENTER



PLAY ROOM

**An established
retailer takes a risk by
opening an adjacent
performance space — and lights up his
music community
in the process**

BY DAVID ZIVAN
PHOTOGRAPHY BY PHIL BUCCI

Cheap online
music lessons with
“Captain I Don’t Really Know
Very Much”!



New
Competitor #4



Experience is the only thing you can't download,
skype, or get online!

...and that's also how you compete with online lesson
programs.... Competitor # 4

The New Normal...

Partnerships with local teachers.

Meet a great “home studio teacher” that doesn’t teach for me, but...

now she holds her shows in @4410.



@4410



Her families
need a music
store,

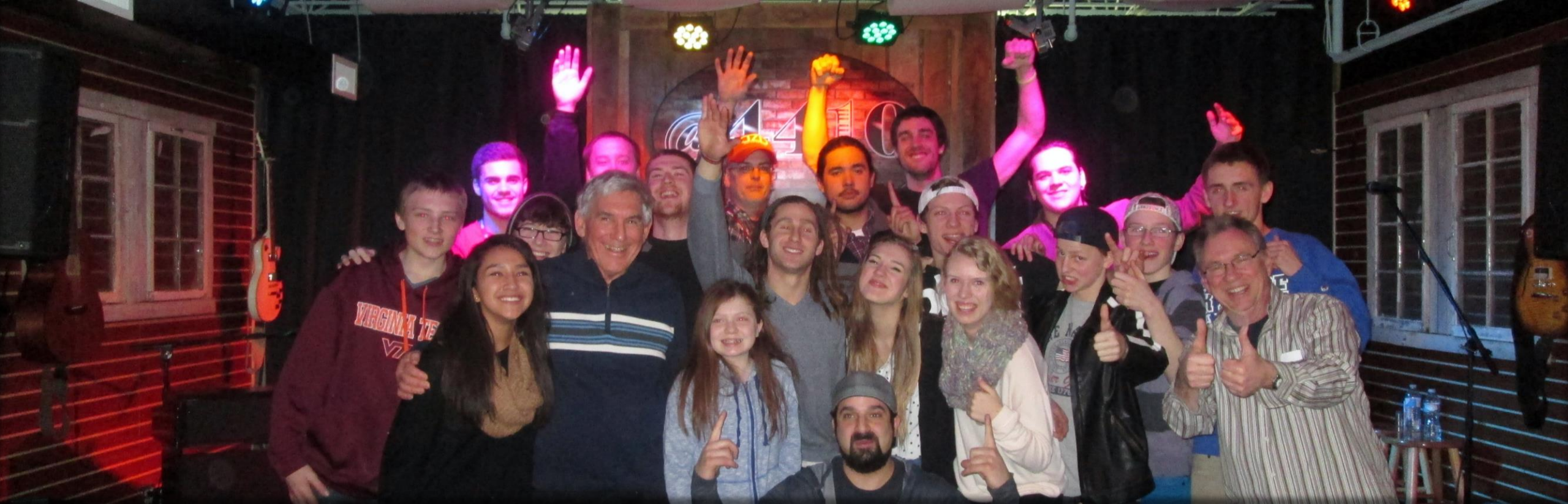
and she needs an
affordable state-of-
the art place to have
her students perform
their summer show...

@4410



@4410





**So the trick is to create a culture...
& be the place !**

**Every musician and up and coming artist wants to be part of a
“Happening Idea”**

@4410

“Wow,
what a great space!
I would like to have our
students cover this in one of
the issues of the high
school magazine.”

Charlotte S. Peyton
Language Arts Teacher



Now the high school holds its open mic in our space: @4410

@4410

Create Stars !

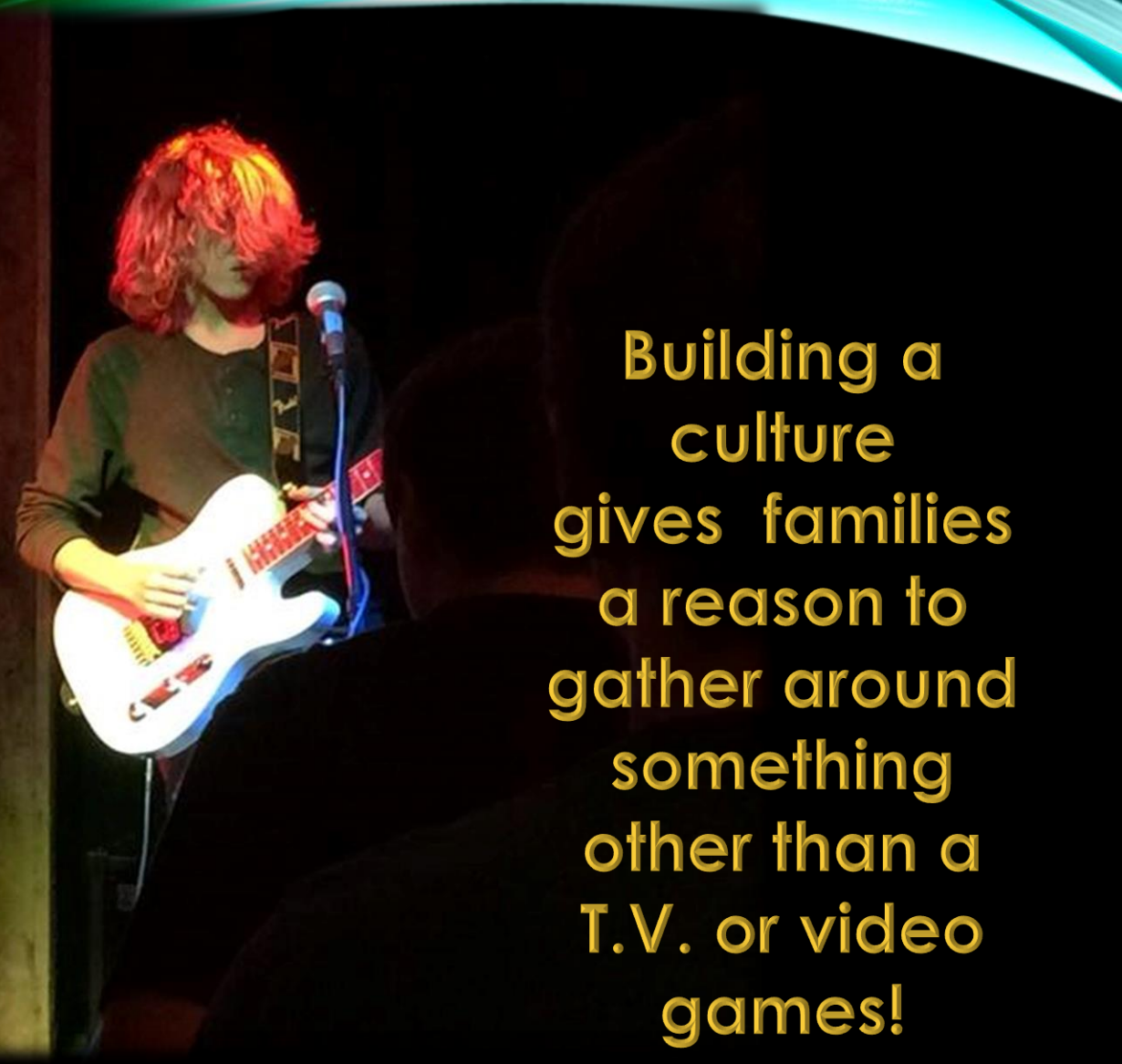
Show them an authentic
way to be excellent
musicians !

Be Un-
Web!!!





Be Un-Web



Building a culture gives families a reason to gather around something other than a T.V. or video games!

@4410



With a culture...ads are less expensive,
and students find their purpose!

Take Aways

1. There is nothing normal about the “new normal”; we simply don't know what it is!
2. Local teachers make better partners than you first may think.
3. The experience of music making is still a team sport.
4. People have begun to realize there is more to life than looking at a screen.
5. You can't download an experience or download interactions with a teacher.
6. Please remember...there is a 50% chance I am wrong, and not everyone agrees with me .

@4410

Menzie@ContemporaryMusicCenter.com

WWW.ContemporaryMusicCenter.com

Events@4410 on Facebook

