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Grow Your Business



How to Keep Your Students Engaged in Lessons



Mike and Miriam Risko



How to Keep Your Students Engaged in Lessons

- Environment
- Customer Service
- Organization
- Communication
- Social Media
- Staff
- Involvement
- Community
- Brand Recognition
- Innovation

Environment

From the outside in, your environment plays an important role in your success.



Environment

The inside is just as important as the outside.





Environment

Offering a comfortable waiting room with things to do before and after the lesson is key. Make sure parents have a place to sit, coffee and a play area for siblings, which will help keep your students and their families engaged.





Environment





Customer Service

Train Your Teachers

- How to communicate with parents
- How to communicate with students
- How to keep their lesson rooms stocked

Provide loaner books for students and things a teacher might need for a lesson, such as crayons, flash cards and accessories.





Customer Service

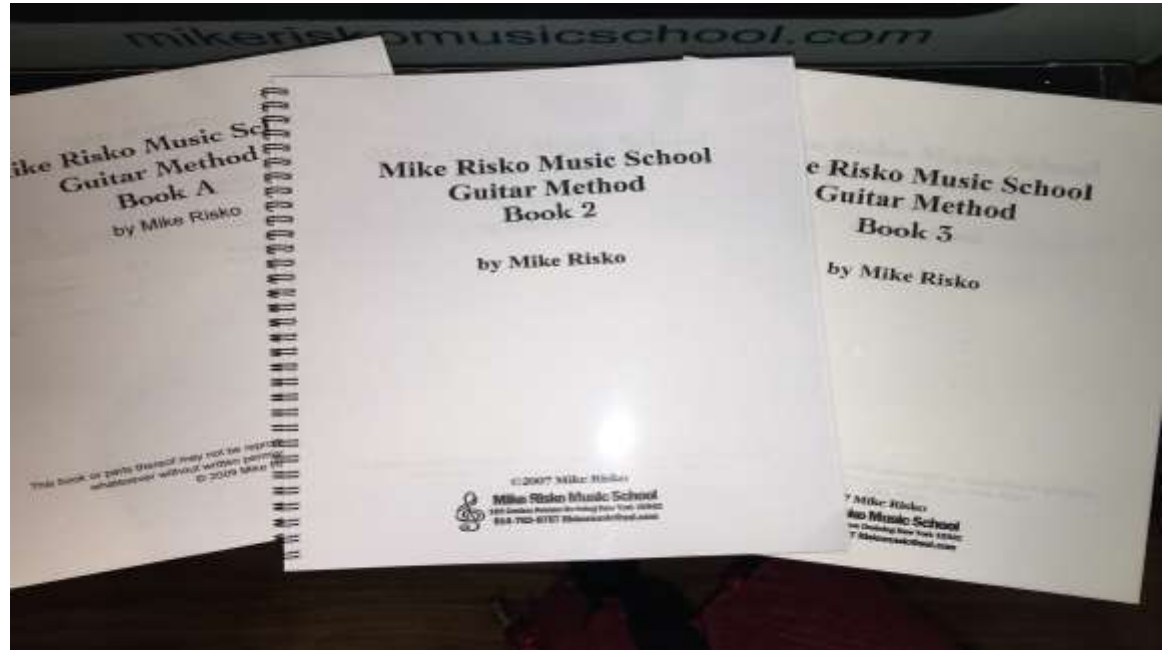
Train Your Administrative Staff and Store Staff

- Teach your staff about your equipment and your lesson programs.
- Make sure they know your philosophy and how to represent your business.
- Teach them to always be friendly!



Organization

- Make sure you have a core curriculum for each instrument.
- Make sure students have all the books they need for their lessons when they sign up.
- Assignment book to help students, parents and teachers to keep track of assignments.
- Teach students how to keep their books in order.
- Train teachers on how to use your books.





Communication

- Make sure students, parents and customers know how to find you and your philosophy about your business.

Communication comes in many shapes and sizes in this day and age. You must use all of it to keep everyone in the know, all the time.

- Website
- Email
- Facebook
- Twitter
- Instagram
- Pinterest
- Phone
- Face to Face



A Fiddler on the Roof: Provide engaging social media posts



All about that bass: And have a sense of humor.

Communication: Be yourself when you post.





Communication

- Repost any interesting press about your business and what you are doing.
- Always follow through

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Businesses Form Alliance To Draw Attention To Uptown Ossining

by Alesha Hanson 05/19/2015 BUSINESS

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Mike Risko and John Giralomo of the Ossining Chamber of Commerce, sweeping Croton Avenue in a team effort to kick



Staff

- Credentials
- Personality
- Out-of-the-box thinkers





Staff

- Create an atmosphere that makes staff happy.
- Include staff in fun events.
- Always make sure customers can identify staff by a shirt or a name tag.



Involvement

- Share moments in class with parents using picture or video
- Ask parents how their kids are liking the classes.





Involvement

- Provide engaging classes but also provide opportunities for students to be audience members.
- Inspire your students
- Inspire your parents





Involvement

- Give parents unique opportunities to be proud of their kids.
- Create memories and moments



Be an active member of your community.

Participate and always give back.



And never stop.

- Always come up with new ideas.





Remain Creative

- There is always something new you can do.





Involve the whole family in your community.

- Even the pets



You just have to think.





Create your Brand

Whether it is your logo or you, people feel comfortable knowing the people behind a business. Build your brand so customers are engaged by familiarity. Be consistent.



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And make sure everyone knows who you are.

- Print Ads
- Social Media



**SUPPORT
SMALL BUSINESS.
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**TOGETHER WE CAN BUILD A
STRONGER COMMUNITY.**

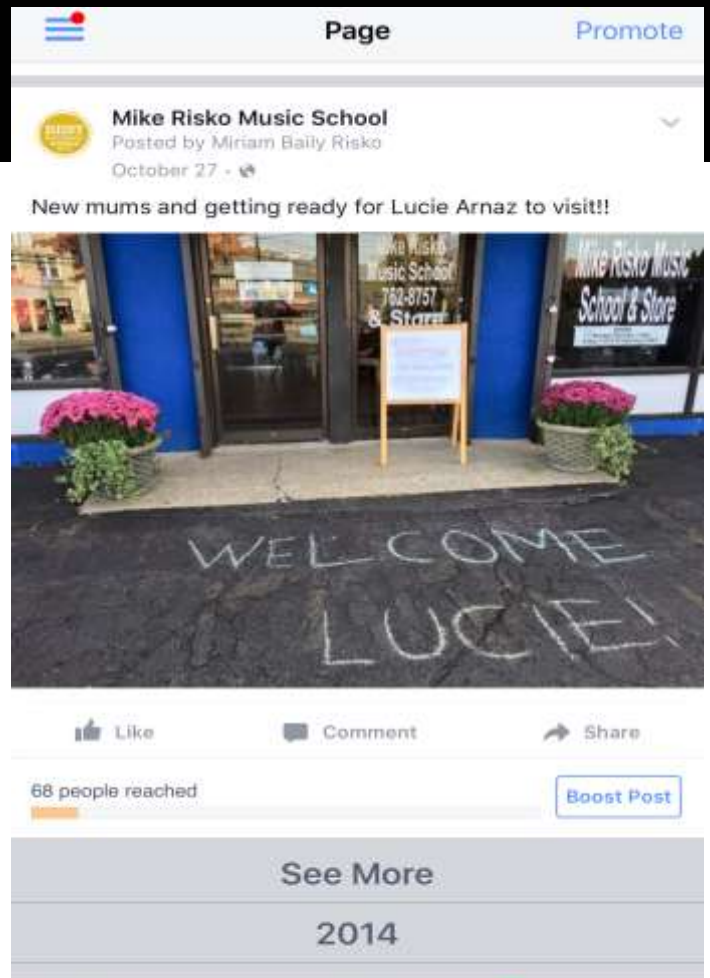
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Innovative Ideas

New programs and exciting things to do keep the energy flowing. Creativity inspires creativity. Interesting social media posts about interesting events will keep your students inspired.





...that are meaningful

New and different ideas keep people focused and interested in your business and what you are doing.



Exciting classes

Offering more than just lessons keeps students motivated.



Performance Opportunities

- For adults and kids
- Offer variety



Try new programs

- Use community space to present them.
- Invite the community to support your programs.



Spread the music

- Offer your skill set to different organizations
- Give people on the outside a chance to see what you have to offer.
- Always do a show



Love what you do.

...and who you do it with. :)



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Thank you!

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