

The Biggest Lesson Program Challenges—and How to Fix Them



By Mike Risko Music
144 Croton Avenue
Ossining NY 10562

Mikeriskomusicschool.com





ENTRANCE

ales &
entals

OPEN

Westchester Magazine
BEST
OF
WESTCHESTER
WINNER

Mike Risko
Music
School, Store, Entertainment.
Thank you for making us
a FIVE time
winner!
BEST
WESTCHESTER
WINNER
2017

Mike Risko
School, Store, Entertainment.
HOURS
Monday-Thursday
Friday 1:30-5:30 S

Mike Risko Music
"Best Music Store"

2017

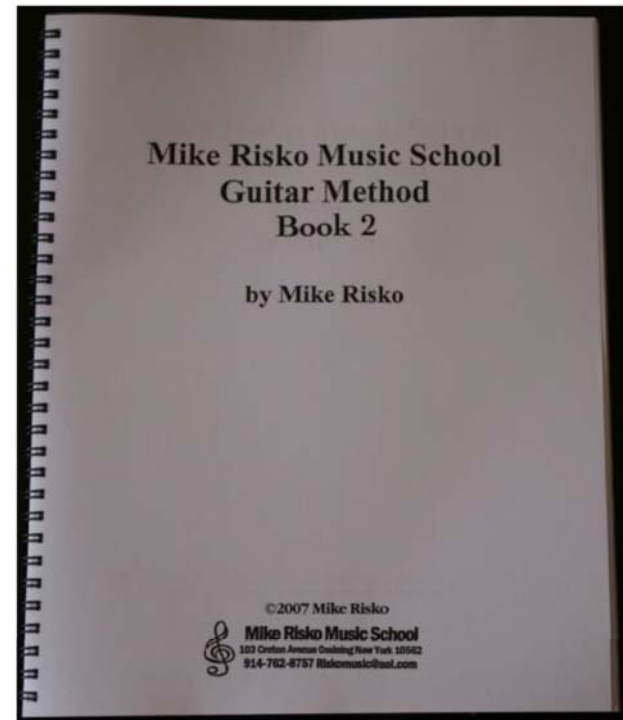
Lessons
Classical
Jazz
Junior
Production

Challenge #1: Lesson Content and Assignments

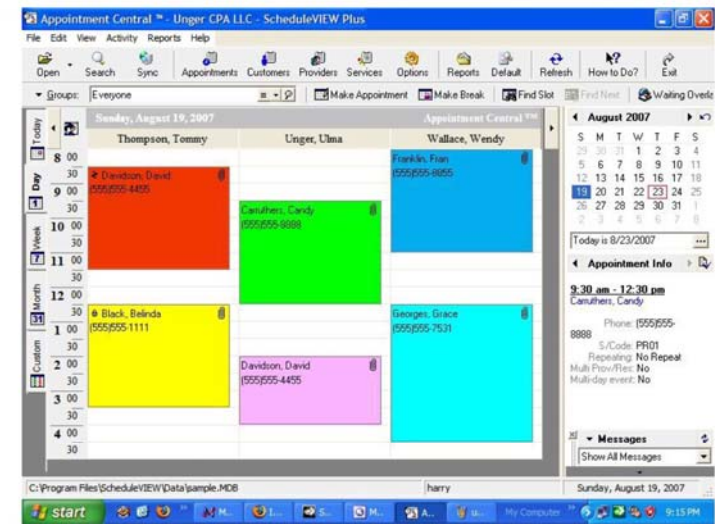


Lesson Content and Assignments

- Provide a standard curriculum, either one you have written yourself or one that works.
- Have plenty of supplementary material.
- Use assignment books and show teachers and parents how to use them.
- Make sure everything is streamlined.



Challenge #2: Scheduling



Scheduling

- Use a good scheduling program.
- Have a scheduling coordinator.
- Have policies and follow them.
- Be creative with your scheduling.



Challenge #3: Dress Code



Dress Code

- Having a dress code policy ensures that your staff looks professional.
- Shirts and name tags identify them as part of your team.
- Fun shirts give your staff a sense of pride in their job.



Challenge #4: Creating Experiences



Creating Experiences

- Offer group workshops.
- Open mics.
- Recitals and showcases.
- Community outreach.
- Make your program so great, that your teachers don't want to leave and solicit students.



Challenge #5: Finding Students



Finding Students

- Referrals
- Outreach
- Cross Marketing
- Performances





There is no challenge too big! A challenge is an opportunity to grow.

Slide 14

m1

mail@riskomusic.com, 12/27/2017

