



The
NAMM
Show

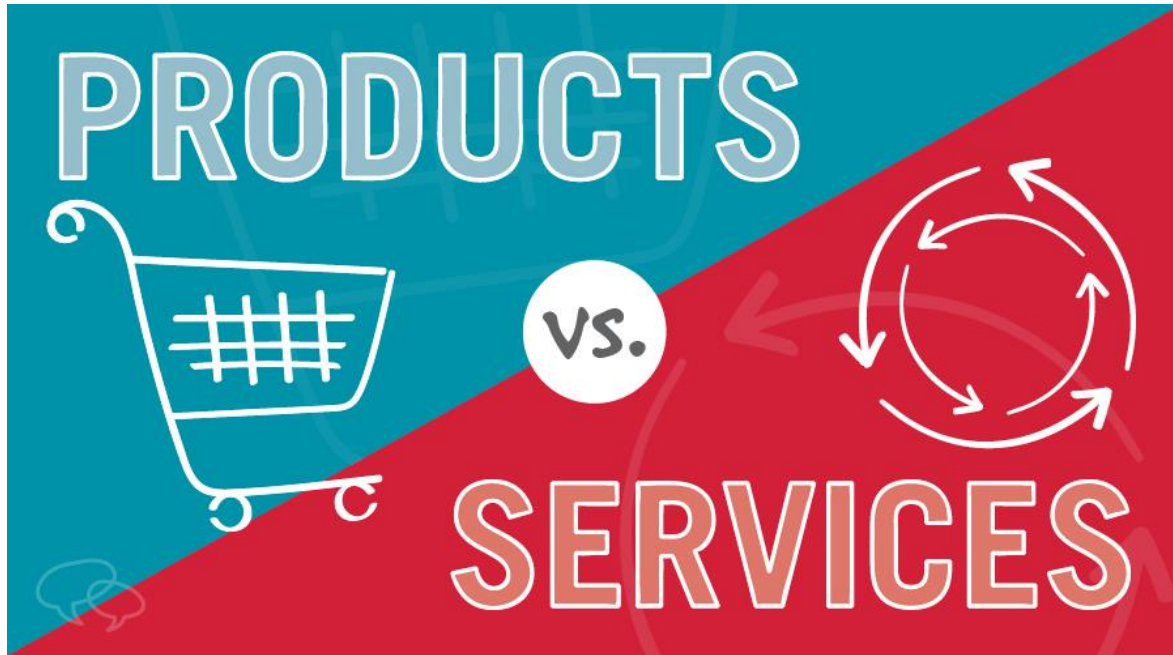
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Make-up
Lessons
Solved!!!



- Is the Lesson Business stuck in tradition?
- What do we really owe our customers?
- Are teachers benefiting from constant scheduling changes?
- Are we letting our customers dictate the direction and vision of our businesses?
- Are the customers concerned about the money or the fact that their child is missing valuable time with their instructor?
- Is there another way?
- Are times changing?
- Should we be selling our lessons as a product or a membership?



Products are
Tangible

Services are
Intangible



WHAT IS THE
**MEMBERSHIP
ECONOMY**
?

4 Solutions to Make-ups



- Don't Do Them
- Do Them and Keep Track
- Digital Alternatives
- Group Lessons



Don't Do them...

Is this even possible?



Keep
Track

Do them and keep track...

- Software
- Attendance
- Notifications
- Rescheduling
- Expiration



Digital Alternatives

- Video Lessons
- Digital Assignments
- Virtual Lessons
- VR and the future?



Group Lessons

- Frequency
- Benefits
- Keeping Track



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