

3 Strategies to Grow Your Lesson Program

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Grow Your Business



Presented by:
Joel Bertrand, Bertrand's Music



Session Topics

1. Teacher Retention
2. Marketing Strategies
3. Outreach Programs

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What is the most important attribute you look for in a teacher?

Reliable

Education

Inspirational



Teaching Ability

Enthusiastic

Patience

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LONGEVITY



Tips for hiring teachers

- Ask the right questions
- Call references
- Utilize pre-screen employment test
 - Criteriacorp.com
 - Wonderlic.com





Retaining Teachers

- Create a comfortable environment
 - Studios, Technology, Family
- Get feedback
 - Meetings
- Offer benefits
 - Loyalty points, Discounts, Gifts
- Partner with them



Marketing Strategy

Do your in store customers know





Marketing Strategy

How do you create marketing material?



**DESIGN
PICKLE**



Teacher Benefits

- 15% Discount on purchases
- 3% Loyalty points
- Free instrument tune-up
- Free recital

Student Benefits

- 10% Discount on purchases
- 5% Loyalty points
- Discount student cards
- Exclusive events and Sales

Online Marketing Strategy





Sam Johnson - 619-847-7409



Book Lesson

**Upright Bass, Electric Bass, Piano, and Guitar.
Jazz, Classical, Pop, and so much more...**

619-847-7409



Sam graduated from the University Of Miami in 1999 with a bachelor's Degree in Jazz and Studio Music on Electric Bass. While bass was not his first instrument, it became is favorite. His first musical experiences were singing in the church choir with his mother, then at the age of 8 he started Piano lessons. In 5th grade Sam joined the school band on Clarinet and by High School was playing 1st Chair

In 7th grade he showed up to Jazz Band one day by accident and has been playing bass ever since. Through his years in Junior High and High School he has had a fascination for learning instruments and when the opportunity came up he tried nearly all of them: Bass Clarinet, Guitar, Trombone, Baritone, Trumpet, Aux Percussion, Soprano Sax, and Tuba to name a few. With





Website Marketing Strategy



Jackrabbitmusic

menchey
music service, inc.



Menchey Means Music. 1936



Community Outreach

Symphony
Petting Zoo



Community Outreach

Easter Egg Hunt



Community Outreach

Local Media





If we can help create better and more engaged music students, we will create more lessons.

Outreach Programs

CLICK TO SIGN UP FOR OUR
FASTTRACK
MUSIC LESSON ACCELERATOR



HeadStart, FastTrack, Honor Groups,
Afterschool Programs



Ukulele Circle





Key Takeaways

- **Teacher Retention** – Make the right hire
- **Marketing Strategies** – Use multiple outlets, Utilize resources, Community/School outreach
- **Develop successful Outreach programs** – Free music lessons, After school programs, Group lessons



Questions & Contact Info

Email questions to:
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