

NAMM[®] | U



Grow Your Business

8 Essential Strategies We've Used to Grow Our Lesson Program

- From 88 to 1000 students in one location.**
- Our city has a population of less than 200,000 people.**
- We have competition nearby.**

Strategy #1: Student Retention

- Student retention is #1! If students aren't leaving, you're probably growing.
- Teachers should retain 75-80% (or more) of their student roster by the end of any given year.
- Teachers should be able to retain these students for 3-4 years or longer.
- What are the reasons for student retention? What can you do to help?



Strategy #2: Finding the right team

- Our teacher interview takes 1 1/2 hours.
- Interview is more of what we expect than about the teacher.
- We tell applicants “We’re not a fit for everyone”.
- The importance of being a team player.
- What we do, why we do it and how we are still growing.
- No surprises. Tell Teachers straight out **what you need!**



Teach Me A Lesson!

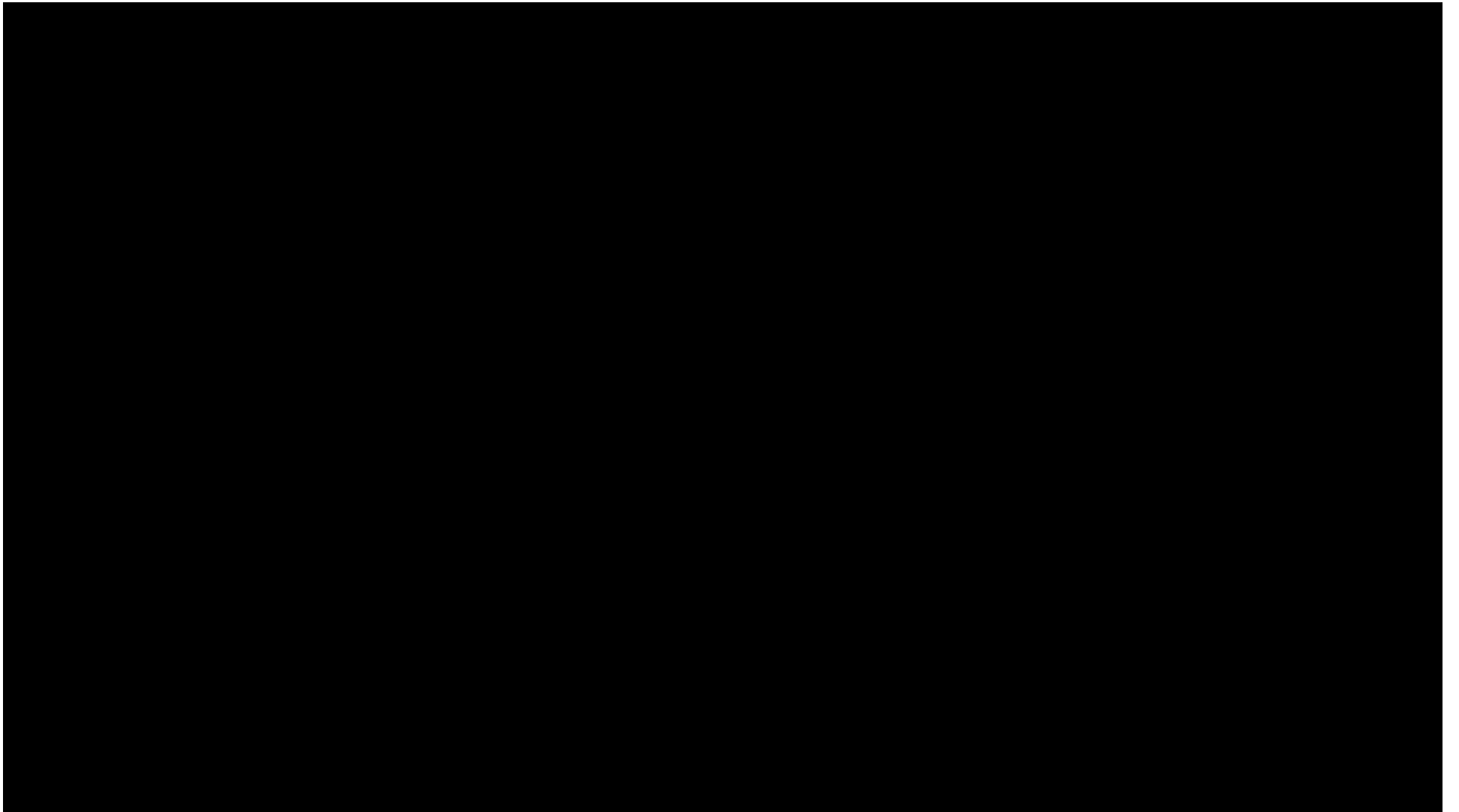
- Number one priority! Can a teacher teach!
- A qualification means nothing if a teacher can't retain students.
- Get the teacher to teach you.
- Open up a beginner book and get them to teach a lesson.
- Ask theory questions based on lesson example.
- Look for friendly, easily understood answers.



Strategy #3: Make A Plan For Student Retention

- Try new things, evaluate and revise.
- Get teachers on board! Everyone needs to be “all-in”.
- Explain plan and benefits: i.e more students, more secure income.
- Strategy: Make it a priority for students to have opportunities to use their instruments/voice.
- Use traditional opportunities and think outside the box.





Strategy #4: Keep Students Engaged

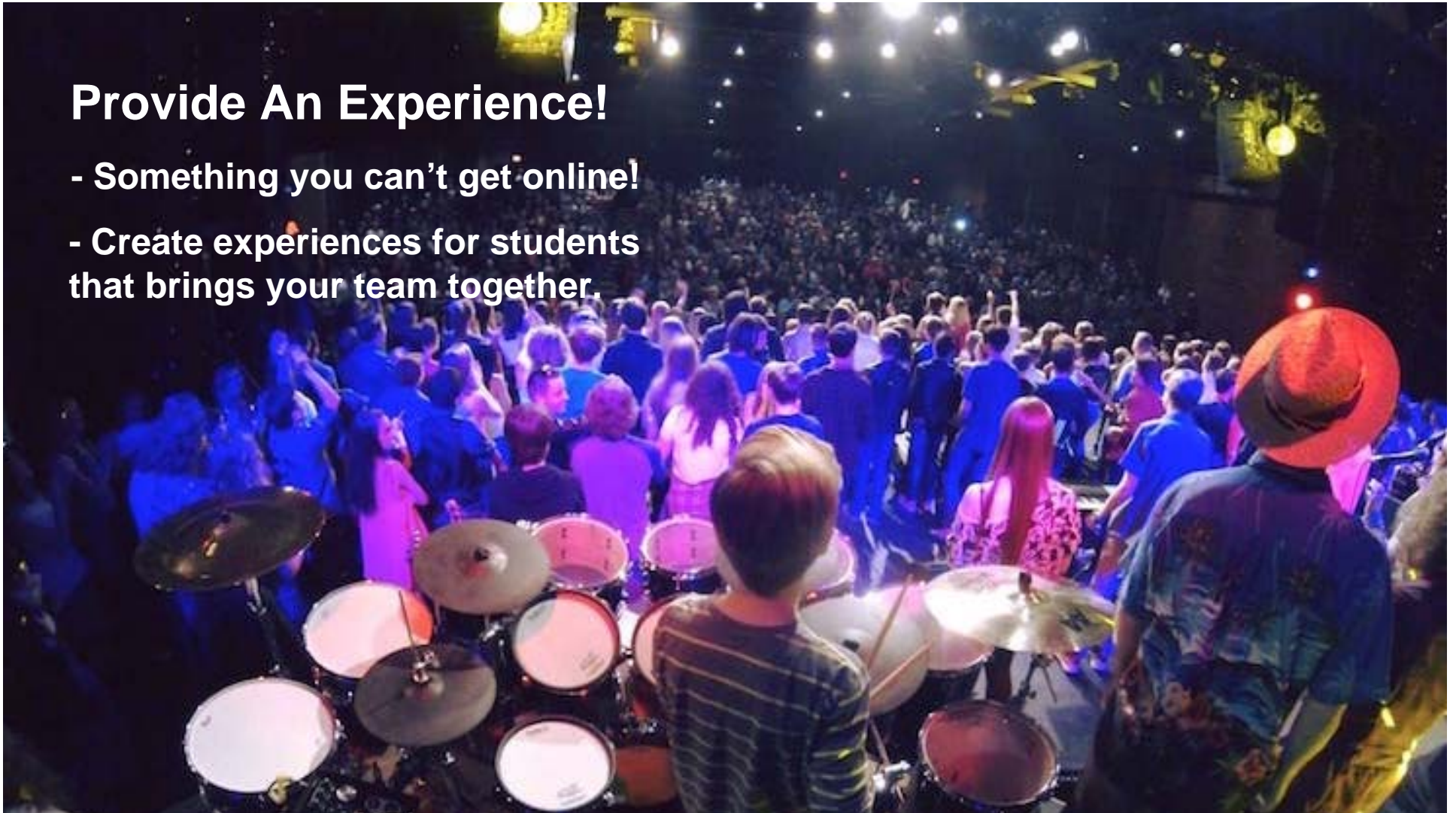
- It's all about the goal! Goals work!
- Making Music Should Be Fun! How fun are you making lessons? Scale of 1-10?
- Ok mind set: Think student opportunity. Something nice for the parents, good for students, teaching life skills.
- Better mindset: Think **lesson retention strategy!** What are the benefits or projected results of your plan?
- Can your strategy include marketing, community support, adding value?





Provide An Experience!

- Something you can't get online!**
- Create experiences for students that brings your team together.**





Strategy #5: Build A School Lesson Culture

- The more students you can involve at once the better. Helps develop community!
- Student ensembles lead to friendships (Feeling of belonging).
- Create excitement! Excited students = Waiting room buzz!
- Excitement leads to happy parents. Happy parents lead to referrals!
- Goals = Student Retention = Referrals = More students.



Teachers Help By Getting Students Hooked!

- Teachers have a huge part in developing a lesson culture!
- Get teachers involved as quickly as possible.
- All teachers are expected to participate in group promotional activities (Musical Petting Zoos, Concerts)
- Brand Recognition and Marketing through Teamwork!





Strategy #6: Build A Visible Reputation

- Reputation and visibility are key components in growth!
- How visible are you? How can you find ways to become more visible?
- Constant activity around your business!
- Show support for the community that has supported you!
- What do you want to be known for?





Rock heroes in waiting

Kelowna music students recreate game on stage

By Paula Pappalardo
 Students at a local music school are recreating the game of rock and roll in a high-energy performance. The students, who are members of the Kelowna Music Education Centre, will be performing a tribute to the Rolling Stones on Saturday, May 27, at the Kelowna General Hospital. The performance is part of a series of events organized by the Kelowna Music Education Centre to raise funds for the Kelowna General Hospital. The students will be performing a tribute to the Rolling Stones, one of the most popular rock bands in the world. The performance will feature a variety of songs from the band's discography, including "Satisfaction," "Paint It Black," and "Jumpin' Jack Flash." The students will be performing on stage, and the event is expected to be a great success.



Students performing in the Rock Hero tribute band. Tickets for the show are \$15 for adults and \$8 for students, available at Wentworth Music. Visit their website at wentworth.ca.

NEWS



pay tribute to Def Leppard

with full concert lighting and sound. "I can hear the songs being rehearsed from every studio at the school," said Noel Wentworth. "I am getting so excited to see the show."

Wentworth Music | Tribute Concert



2 eVent - Wednesday, May 27, 2009

You can get 'Satisfaction'

We know It's Only Rock and Roll, but 165 students from Wentworth Music Education Centre like it. On June 27, Interior Savings and Wentworth Music present Satisfaction - A Tribute to the Rolling Stones at the Kelowna Community Theatre. "Although this is a student concert, I think the audience will be blown away with what we have accomplished," says Noel Wentworth, manager of Wentworth Music Education Centre. All proceeds from ticket sales go to the children's ward at Kelowna General Hospital. In addition to this event, Ex Nihilo Vineyards will be on site selling Rolling Stones' Satisfaction wine before show time. All proceeds from wine sales will go to the KGH foundation as well. Show time 7 p.m. Tickets are on sale now at Ticketmaster.ca, \$15 adult, \$8 student.

Ready to rock and roll all night

The school, which makes a variety of music programs available to students, is proud to present the concert. The event is a tribute to the Rolling Stones, one of the most popular rock bands in the world. The performance will feature a variety of songs from the band's discography, including "Satisfaction," "Paint It Black," and "Jumpin' Jack Flash." The students will be performing on stage, and the event is expected to be a great success.

backing the music of the Beatles. The school students are searching for the present, and not 10 weeks of rehearsals. The songs are their ability, four rehearsals, and a rock band.



Student performing in the Rock Hero tribute band.



Students performing in the Rock Hero tribute band.

Rock of Ages, a tribute to Def Leppard, will be performed by students from the Kelowna Music Education Centre on Saturday, May 27, at the Kelowna General Hospital. The performance is part of a series of events organized by the Kelowna Music Education Centre to raise funds for the Kelowna General Hospital. The students will be performing a tribute to Def Leppard, one of the most popular rock bands in the world. The performance will feature a variety of songs from the band's discography, including "Pour Some Sugar on Me," "Photograph," and "I Wanna Be a Star." The students will be performing on stage, and the event is expected to be a great success.

The concert will be the 11th in the series of themed productions the Wentworth students have provided to assist children at the Kelowna General Hospital. Tickets are on sale in advance at Wentworth Music at 1634 Harvey Ave. \$15 for adults, \$8 for students.



Students performing in the Rock Hero tribute band.



Students performing in the Rock Hero tribute band.

Interior Savings & Wentworth Music present **ROCK OF AGES** a tribute to **DEF LEPPARD**

Robinson of KGH Pediatrics, also at Wentworth Music's Community Theatre. The students at KGH.

they spent a training with... ry Records." This is the

ROCK HEROES LIVE

Wentworth Music - Charity Tribute Concert

THANK YOU!

KGH Foundation would like to say a very special thank you to the Wentworth Family and the talented students and instructors of Wentworth Music. The group performed songs from the Def Leppard discography to a sold out crowd at the Kelowna Community Theatre on Saturday, March 6, 2009. What a show!

Total raised from this concert was \$9,000. (Amount transferred to the Pediatric Unit)

It may just be their parents' favourite band, but music students will play the Beatles for Snowfest

By Ian-Alex Chan

They're under pressure to create a kind of 20 hands will perform as many Queen songs.

concert raises thousands

has done it again. The Feb. 28 Movie Rock concert, held at the Kelowna General Hospital, raised \$8,795.97 for kids' care at Kelowna General Hospital. Performers, Wentworth Music, Interior Savings and K96.3 for another photo from left are: Susa Manzuik of Interior Savings, Noel Wentworth, Laura-Lee Regnier of KGH Pediatrics, Rickie Tyler of K96.3 and Bettina...

ood Deeds photos and captions to: grant.jones@ok.bc.ca

entertained

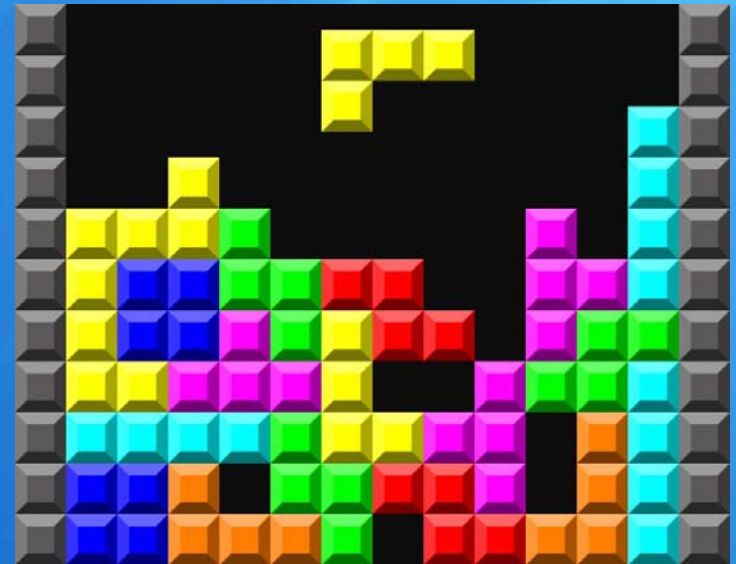
worth Music

Congrat of another



Strategy #7: Maximize Your Studio Space

- Fill every available time slot!
- Not every teacher can teach 3-9.
- Shared studio space is a necessity.
- Look for part time teachers who can fill a few open spots (i.e. Evenings 7-9pm).
- Ask new teachers open up one morning a week.
- Hire adult teachers who are available mornings/early afternoons (while kids are at school).





Strategy #8: Always Promoting/Marketing

- Treat every year like it's your first year in business.
- It's important to be promoting/marketing your lessons, brand/business **All The Time!**
- Build Top of Mind Awareness (Marketing)
- Video, Big Concerts, Charitable Donations, stories in the Media.
- Create an emotional response in people. If you do, they're more likely to remember your name.



Community Is Extremely Important!

- Where does the next generation of students/musicians come from?
- Identify and reach out to customers before they are in need. Plant seeds!
- Get involved with your community! Provide a memorable experience through a free event/activity! (In store, Musical petting zoo, Festival, Public Events)
- If someone has already interacted with your brand they are more likely to choose you when it comes time.





Your Take away

- Student retention is the key to growth.
- Choose your Team! Tell teachers straight out what you expect!
- Create student opportunities (GOALS).
- Build a lesson culture through excitement and activity.
- Maximize your lesson space.
- Promote yourself year round, be (more) visible, Create Top of mind awareness!

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