

New Lesson Sign-Ups!!!

- How Many New Sign-Ups?
- How Many Do You Retain? 1 Year? 6 Months? 90 Days? Do You Know?
- Does it “Depend”?
- Do You Have a Retention Plan?
- Do Store Policies / Procedures Create “Quits”?



Strategy #1: The Sign-Up



Signing the Student with the best Teacher for their goals ensures retention

Get enough details to get the “Right Fit”

What is the “Right Fit”

Signing up the Wrong Teacher for the Student causes Drops!

Strategy #2: The 1st Lesson Prep



Retention starts at Before the First Lesson!!

Before 1st Lesson:

(Store) Contact Teacher and Student Data (beginner / etc)

(Store) Contact Student

re: Your Lessons Start Tomorrow and what to bring (books / instrument / payment)

Day of the Lesson:

(Store) Get Student connected to the Teacher and after Lesson follow up on how the Lesson went

Strategy #3: The 1st Lesson – (Starts the Fun!)

Your Goal is to get your Students to play a Song by the end of their 1st Lesson!

Teach 5 Notes

Teach 2 EZ Chords

Teach an EZ Drum Set Pattern

Students leave 1st Lesson Playing Music!

Lessons #2 and #3 add more & EZ Songs!

Play for Parents end of the 1st Month

Play in the next Student Performance!



What's the 1st Five Songs You Teach?

- Find out what your high retention teachers use. For All Levels of Students!
- Make a list of these songs.
- Share with all your teachers.
- Develop these into your “Quick Start” program.
- A simple change like this could be huge in Retaining All New Students!



Strategy #4: Performances

- How long does it take to get student playing music (Needs to be ASAP!)
- Performances are for Beginners Too!
- Performances show progress
- Performances are the GAME! Practicing is NOT!
- Social (Being part of your Music Party!)
- Parents need to see progress!
- Students need to feel progress to their goals!
- Retention is GREATLY increased with these Students



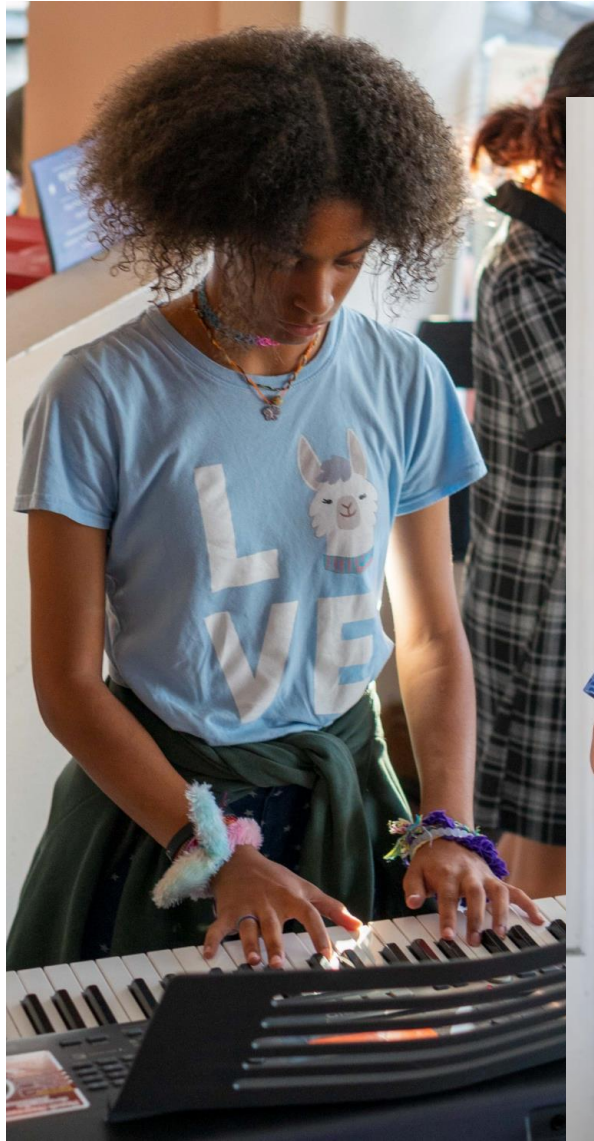
Hi-Line Music
Halloween Showcase

Strategy #5: Stop Using the “P” Word



- “PRACTICE” “PRACTICE” “PRACTICE”
- Stop telling parents : “They need to more PRACTICE”
- Your telling them – “You’re wasting your time (money)”
- Your telling them to Drop Lessons!
- Just because a student doesn’t practice doesn’t mean they aren’t enjoying the lesson process.
- I (Teacher) ask what am I doing wrong!
- My Students DON’T Practice! (and it’s ok with me!!)
- School Pressures = Don’t do the same in your lessons!

Strategy #6: Stop Signing Up Low Retention Teachers New Students



Low-Retention Teachers:

- #1 Don't participate in Student Performance Events
- #2 Don't use FUN lesson materials / or FUN books
- #3 Teach the same thing to every Student
- #4 Bad communications with Student/Parent
- #5 Complain about Students not Practicing!
- #6 Never have any Students "ready" to perform
- #7 Miss too many days
- #8 Non-Engaged Teachers (cell phones / sleeping / showing off / impressing knowledge / eating lunch





- Did student STOP playing OR did they DROP You?
- One Teaching Approach doesn't work
- (is Student a beginner ? Adult? Etc)
- You need to Teach to the Student
- Why did the Student start lessons?
- Are you helping achieve the Student's goals?
- High School pressures = Don't do the same in your lessons
- You are using "High Drop Out" Lesson Materials

What Generation are We Teaching??

iGen (born 1995-2012)

- **iGen'ers Typically Are:**
- More cautious and averse to taking risks
- **Spending less time in shopping malls; less likely to go see a movie**
- Not all that interested in getting a driver's license right away
- Less interested in face-to-face contact with others, preferring to connect via **smart phones**
- **Less interested in reading books, magazines or newspapers;**
- Spending more time playing computer games
- Feeling more depressed than those in prior generations;
- Feeling lonely and not needed
- Spending enormous amounts of time using social media and **smart phones**



What are iGen's Expectations?



- iGen's expect digital learning tools
- iGen's expect to be fully engaged and to be a part of the learning process themselves.
- iGen's are not interested in showing up for class, sitting through a lecture and taking notes
- A study showed that 51 percent of those students surveyed said they learn best by doing while only 12 percent said they learn through listening
- iGen's tend to enjoy interactive classroom environments over the traditional dissemination method.

“Pete - Can't We Just Find How it Goes on Google or Apple?”



Hi-Line Music
Holiday Showcase

Strategy #7 : Start Teaching iGen

- Use The Smartphone!
- Have Student Video How You Do it!
- Google Drive & Docs
- Dropbox
- Teacher YouTube Video Tutorials
- What Can You Do to Engage Your Student?
- We Need to Adapt Our Teaching Style





Summer Jazz Workshop 2019



Have An Awesome NAMM Show!

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