

NAMM[®] | U



Grow Your Business



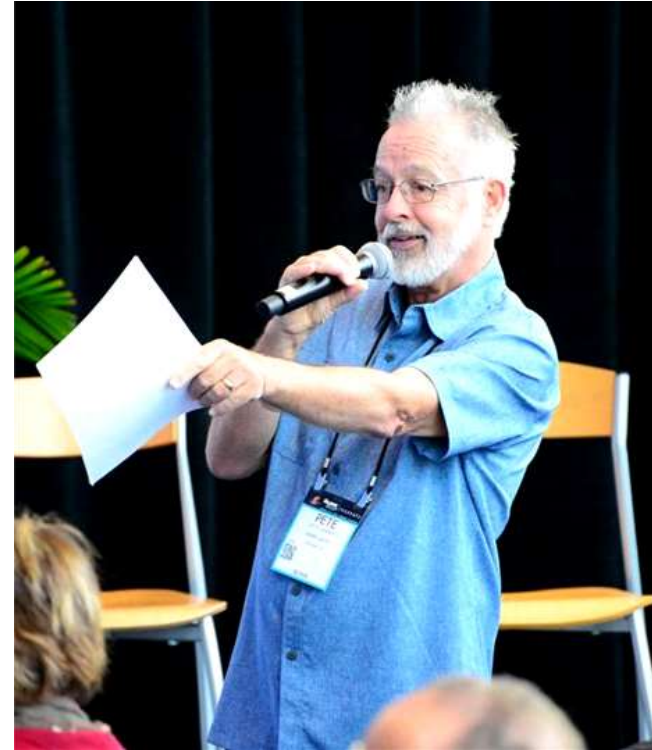
Fill Your Lesson Rooms During the Dead Times

By Pete Gamber 2016



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- "The Lesson Room"
- NAMM U Speaker
- Former Owner, Alta Loma Music
- Private Music Lesson Teacher
(more than 80 students per week)





Your Lesson Room Potential

- Multiply # Rooms x 8 (3-7p) =
- Multiply # Rooms x 10 (3-8p) =
- Multiply # Rooms x 12 (3-9p) =
- Multiply # Rooms x 14 (2-9p) =
- Now Multiply x 6 Days =





- Are your lesson rooms empty after 7 pm?
- Can't get lessons happening on Fridays?
- Everyone wants weekdays 3 pm to 7 pm ?
- Your staff says, "No one wants those times"
- Turning away lessons because your "prime" times are full?
- Empty lesson rooms equal no revenue for both your store and your teachers.
- **Here's how to remedy this situation!**





Develop a Lesson Schedule Plan

What are the best times for certain lesson demographics?

- 6 yr. olds don't do well at 8 pm.
- Teens can't do lessons at noon
- Adults, moms & homeschoolers can do 11 am.





Here's an Sample Plan:

Weekdays

- 12 noon–2 pm: Adults, seniors, home school
- 2 pm–5 pm: Elementary school students
- 5 pm–7 pm: Late elementary and junior high
- 7 pm–9 pm: Older teens and adults
- **Saturdays:** Works for all ages!





Train Your Staff on the Plan

- Use this plan to route students into these times.
- When Mrs. Jones calls for piano lessons for her 8 yr. old son, you have times she will like versus 8:30 pm Monday night.





Stop Asking "What Time Works Best for You?"

- Why?
- Because everyone wants your prime times, and if you're successful, those times aren't available!
- Many times, your dead times are dead because you and your staff haven't made them sound "alive" and "awesome"!
- We make them sound like the "leftovers" .
- If we went into a restaurant, we consider the Daily Special — not "We've got some stuff leftover!"





Here's your New Approach to Lesson Times:

- "I have a fantastic teacher at 8 pm!"
- "We've got some really awesome teachers on Saturdays!"
- "I have the perfect time for you at noon! Would that work?"
- "We have a really great teacher for adults on Friday night!"





Book Dead Times First Campaign:

- When is the last time you and your staff offered your lessons on dead times?
- Present lessons on dead times first, not as a "leftover" choice.
- The end result: more dead time lessons.
- More "prime time" availability during the week.
- Increase in lesson numbers at store.





- **Store "C"**

- Saturday
- 15 Lesson Rooms
- 10 Lesson Teachers
- 90 Students
- Location: Industrial Park
 - No Saturday Traffic

- **Store "R"**

- Saturday
- 15 Lesson Rooms
- 5 Lesson Teachers
- 20 Students
- Location: Shopping Center - Busy Traffic

"We've got some really Awesome Teachers on Saturday!"



Develop a Seniors Program



- Early in the day, your store is less crazy!
- Have specific teachers come in at these times.
- Teachers that have great results with this age group.
- You will find that retired students can come in earlier than everyone else.
- This even opens up more "prime time" lesson times.
- These students will see other students their age.
- They will pass the word around with their friends, creating even more lessons at your store.



Moms Lesson Time:

- When is a great time for moms to take music lessons?
- 10 am – 1 pm when the kids are in school, and they aren't wearing their chauffeur's hat!
- Get teachers to come in early for them.
- Note: This is the same time that works for seniors!
- So you have the same teachers, just different marketing!





Promote These Special Time Spots

- Website
- Facebook
- Email-ers
- Intstagram
- In-Store Posters / Fliers





Spiff the Dead Spots!

- Offer a "spiff" for every "dead" spot (\$X buys Starbucks or a Happy Meal!)
- Send the message you want these times booked with lessons.
- What about a "No Registration Fee" special for these times?
- Get creative!





- ❖ Your goal is to increase the number of students from open to close.
- ❖ Your store and your teachers benefit with increased \$\$.
- ❖ Your customers benefit from what your music lesson program provides!
- ❖ Get creative and have fun!



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Have an Awesome NAMM Show!

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