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How I Built a Profitable, Award-Winning Lesson Program



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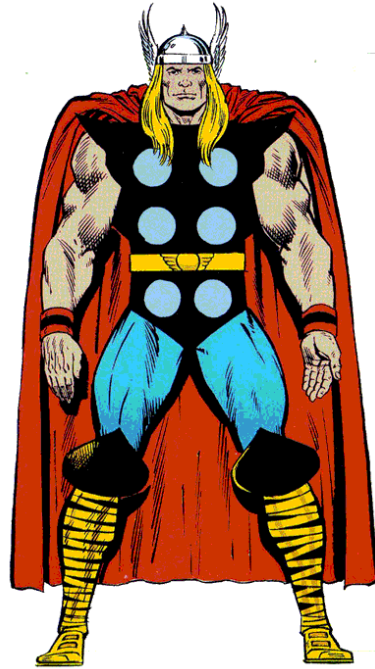


Where's the Money?

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“What Do People Need?”

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FREE

(works)

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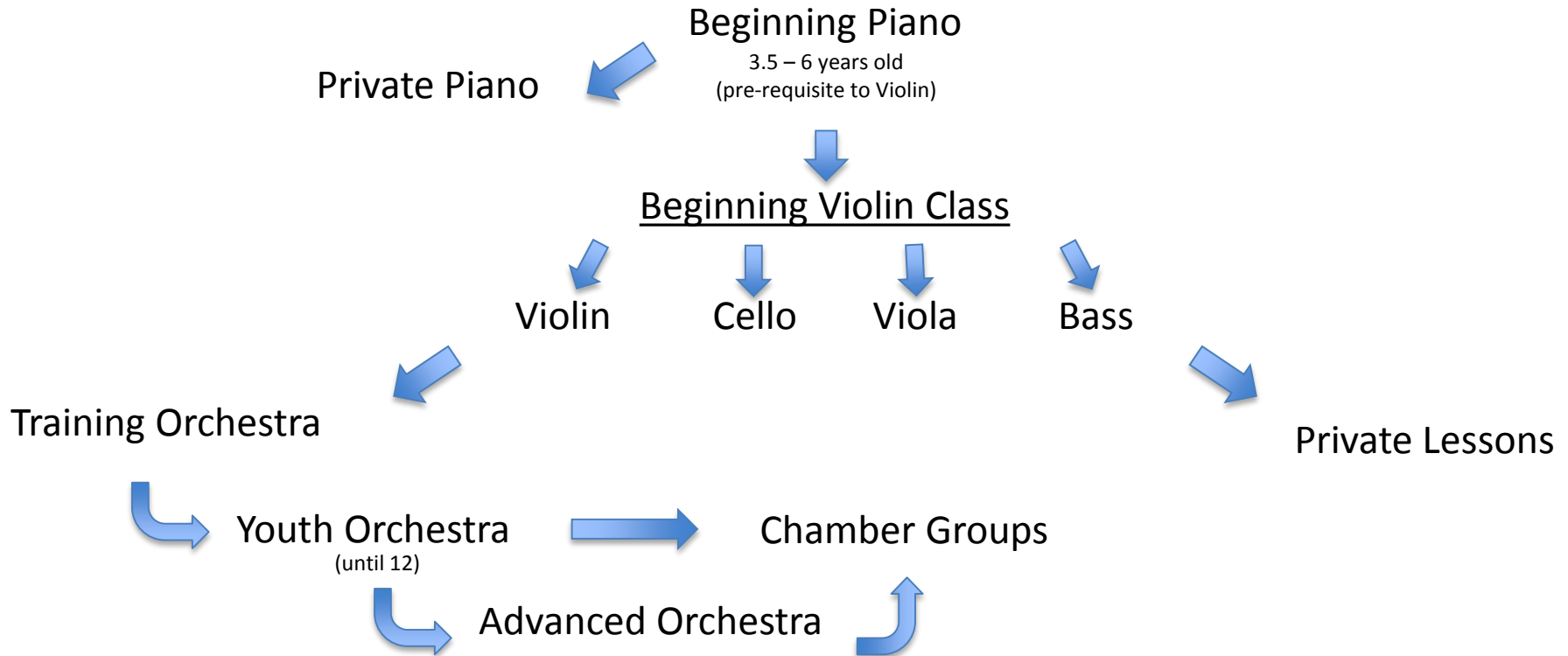
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Los Angeles Children's Orchestra





How To Build a Successful Music Program





Start Kids Young



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The perfect age to
start kids in music is

3 ½



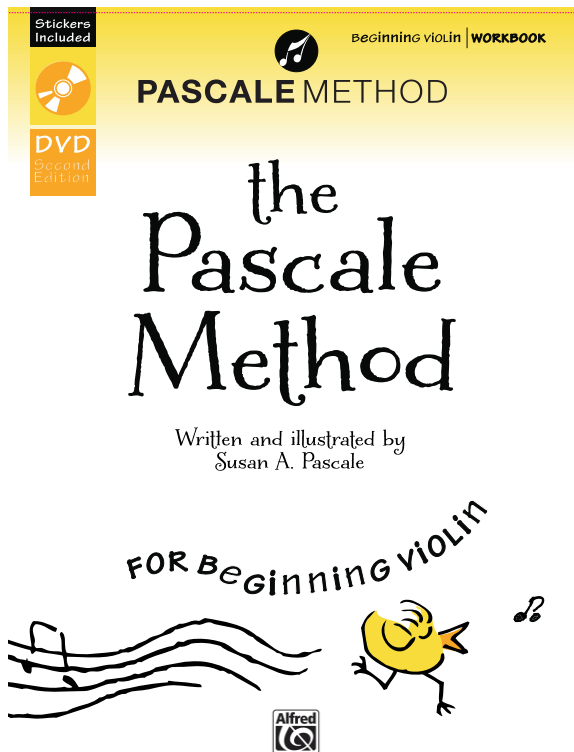


Beginning Piano Classes

- 6 x 50 minute classes (five weekly sessions plus a recital)
- Small class size – no more than eight students
- Students are grouped by age: 3 ½-Pre K and K-1st grade
- Each child sits at their own keyboard with their parent
- Curriculum includes Mozart Mouse series by Alfred (or something similar)
- Try adding more levels
- This class is a pre-requisite for beginning strings

For additional income:

- Rent or rent-to-buy keyboards available for home use



Beginning Violin Classes

- 12 x 60 minute classes
- Reading notes from day one
- Master seemingly difficult skills easily
- Learn how to practice-every day!
- Accelerated approach
- Introduce the other stringed instruments



I believe there is a “right” instrument for every child





Training Orchestra

- 12 x 1 hour classes
- Learn to play with a group
- Learn basic musicianship
- Students are motivated to practice



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Eligible students may audition for your

Youth Orchestra



Your orchestra becomes the heart of your business and a reason to join your program!

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What Do You Need?
We have it!



Hard-shell cello cases



Replacement bows





Replacement instruments



Orchestra Tees



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Clip-On Lights



and much more...

Rosin

Metronome

Music Binders/folders

Strings

Music Stands

Cello stops

Mutes

Polish

Peg drops

Cleaning cloths

Chin rest covers

Shoulder rests

Pencils

Stand lights

Tuners

Musicians chair



Concert at Sea World

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Expand your program...



String Quartets



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Quintets





Duos





Enter your
advanced
players in
competitions



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Bring in
Quality Teachers





Look for resources within your business.



Jazz Workshops



Master Classes

“College for Kids” – at Juilliard



Outreach



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Small Business
BIG IDEAS



Take a BIG trip, and
let your local news
station know about
it





Find an
Angle



“Mom creates first-of-it’s kind music program in her area”



Make a big
Impression



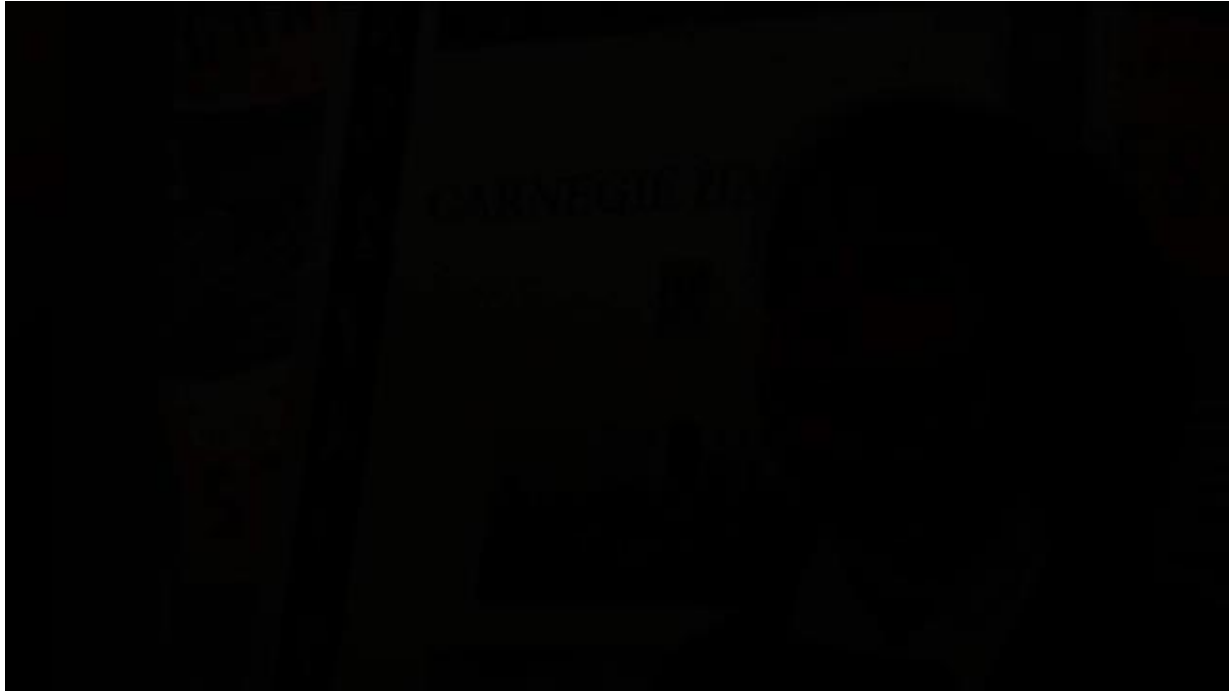


Take Risks





Get Endorsements



Get out of your
comfort zone and
let the magic
happen...



Produce Quality Concerts



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WIN!

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Do What You Love
Love What You Do

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