

NAMM[®] | U



Grow Your Business



Proven Ways to Increase Lesson Sign-ups





Susan Pascale

Director and Founder, Pascale Music Institute





So you've built a music program,
Now how do you take it to the next level?



Think small.



Think smaller?



On
piano!

The perfect age to start
Kids in music is 3½...
on **pi** ano.

NAMM[®] | U



Grow Your Business



How do you keep them?

NAMM[®] U



Grow Your Business



Teenagers are
difficult
people

NAMM[®] | U



Grow Your Business



Don't Be Yourself





Invite parents to play percussion!



NAMM[®] U



Grow Your Business



NAMM[®] U



Grow Your Business



NAMM[®] | U



Grow Your Business



Create
Excitement!



Tournament of Roses Parade



Local PBS
TV Show:
Holiday
Celebrations



The Women's Shakespeare Club

NAMM[®] | U



Grow Your Business



Town Events

NAMM[®] | U



Grow Your Business



Nei ghbor hood Church

Be sure to feature your beginners!



Ni ese Festival in Little Tokyo



Chinese New Year celebrations





Your library

NAMM[®] | U



Grow Your Business

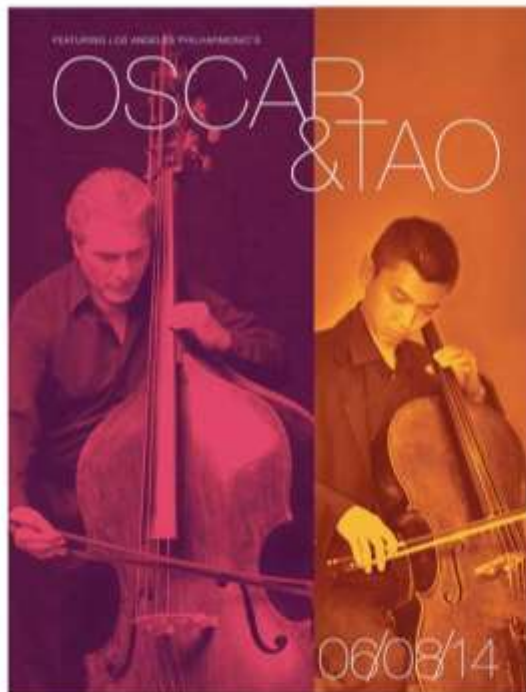


Out reach
Performances

NAMM[®] U



Grow Your Business



LOS ANGELES CHILDREN'S MUSIC FOUNDATION
PRESENTS
**LOS ANGELES CHILDREN'S ORCHESTRA
AND CHAMBER ORCHESTRA**
SUSAN PASCALE, MUSIC DIRECTOR OF THE PASCALE MUSIC INSTITUTE

LOS ANGELES CHILDREN'S MUSIC FOUNDATION
PRESENTS
**LOS ANGELES CHILDREN'S ORCHESTRA &
LOS ANGELES CHILDREN'S CHAMBER ORCHESTRA**
SUSAN PASCALE, MUSIC DIRECTOR
ZACH DELLINGER, CONDUCTOR

JUNE **8**
2014th
SUNDAY AT 3:00 PM

Featuring
LOS ANGELES PHILHARMONIC'S
OSCAR MEZA & TAO NI
principal bassist & cellist
WITH
ZACH DELLINGER • GEORGE N. GIANPOULOS • ARIANA SOLOTOFF
VARDAN GASPARYAN • ZAKARIA SOLOTOFF

ARATANI/JAPAN AMERICA THEATRE
244 SOUTH SAN PEDRO STREET • LOS ANGELES, CALIFORNIA
A BENEFIT CONCERT: CENTRAL EUROPE TOUR 2015

Create a gala concert.
(Great fundraiser!)

Feature your faculty





Tao Ni,
Los Angeles
Philharmonic



Enter your
students in
Competitions,
Contests
&
Festivals

NAMM[®] U



Grow Your Business



Get involved:

ASTA

(American String Teachers
Association)

MTNA

CAPMTA

SCSBOA

DBPAC

etc



I n t e r n a t i o n a l



Twitter
contest

Diane Von Furstenburg



Americana Mall



Good tips!





Festivals



Create lasting
memories
for your
students







Carnegie Hall
every four years

NAMM[®] U



Grow Your Business



Central
Park, NYC



Lincoln Center

Juilliard for a Day





Tap into your own resources
(J U I L L I A R D G R A D)



Add classes.

Add income.

Value added.



Practice
Boot camp

NAMM[®] U



Grow Your Business



Learn new things
from new teachers.



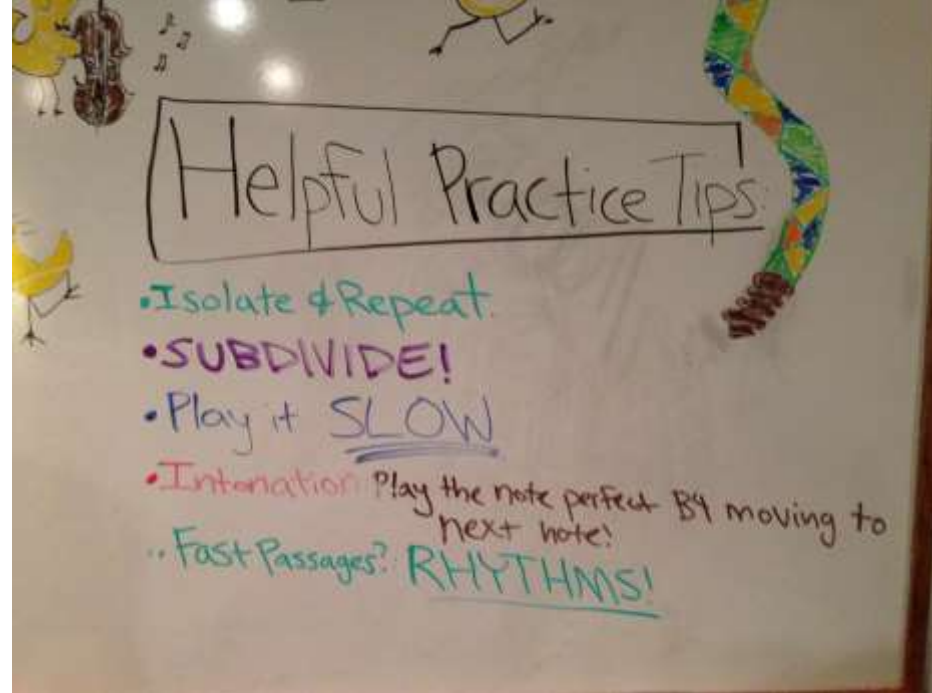
NAMM[®] U



Grow Your Business

Jazz up your program





Learn how to practice



Ki ds get pai d
t oo!

NAMM[®] | U



Grow Your Business

Gigs galore!

NAMM[®] U



Grow Your Business



Whole Foods
market



The train station



Farmer's Market



NAMM[®] U



Grow Your Business





(Good earners)



Disney Concert
Hall
(paid gig)



Step out of your comfort zone.



Artistic Development Presents



Why children should **study music** & how to do it

with Susan Pascale and her
Los Angeles Children's Orchestra

Tuesday, May 20th /
Noon- 1 PM
Campanile Theater

Questions? Contact Michelle @ 5-4467

Give a talk



Give another talk.

Be daring







NAMM[®] | U



Grow Your Business





Don't be afraid to try something new

NAMM[®] U



Grow Your Business





Think outside
the box





Discover what hidden talents your students may have.



NAMM[®] U



Grow Your Business



A little help
from the
judges...

NAMM[®] U



Grow Your Business



NAMM[®] U



Grow Your Business



NAMM[®] U



Grow Your Business



NAMM | U



Grow Your Business



“I want to win a million dollars.”

Dream Large

NAMM[®] U



Grow Your Business





- Give clients reasons to stay
- Keep high standards
- Think outside the box
- Step outside your comfort zone
- Follow your passion



NAMM | U



Grow Your Business

