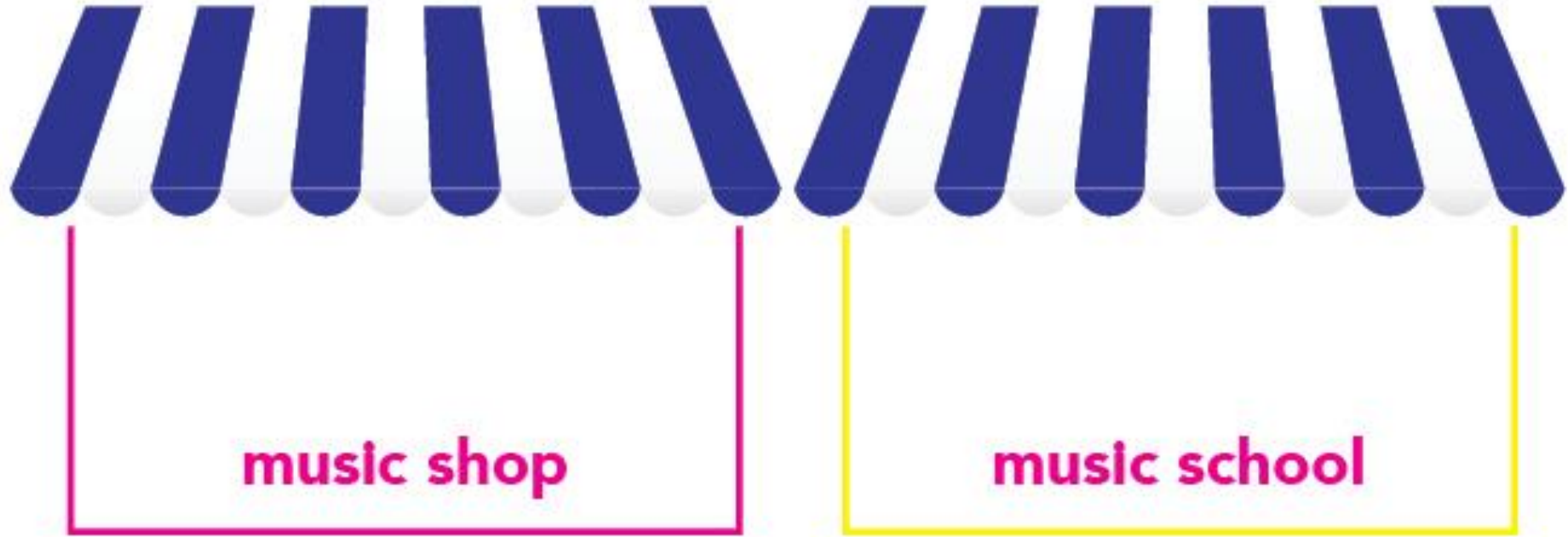


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Grow Your Business

7 Low-Cost Promotions to Grow Your Lesson Program





Bonus low-cost marketing idea: answer your phone!

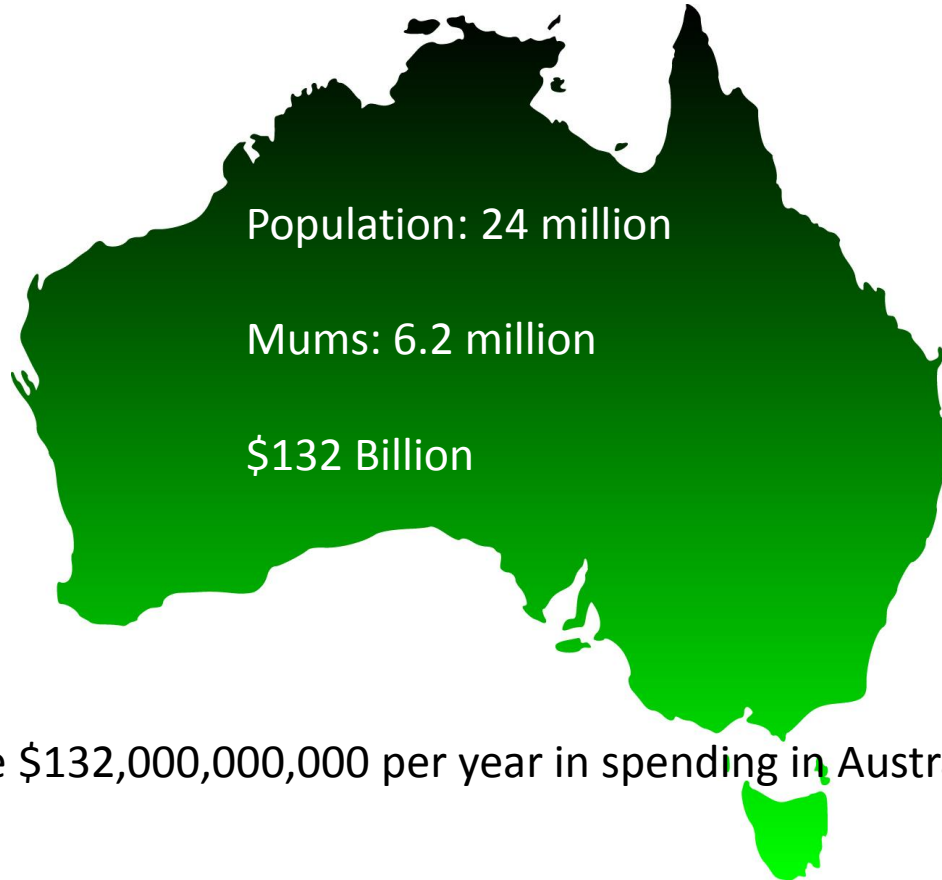
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Grow Your Business

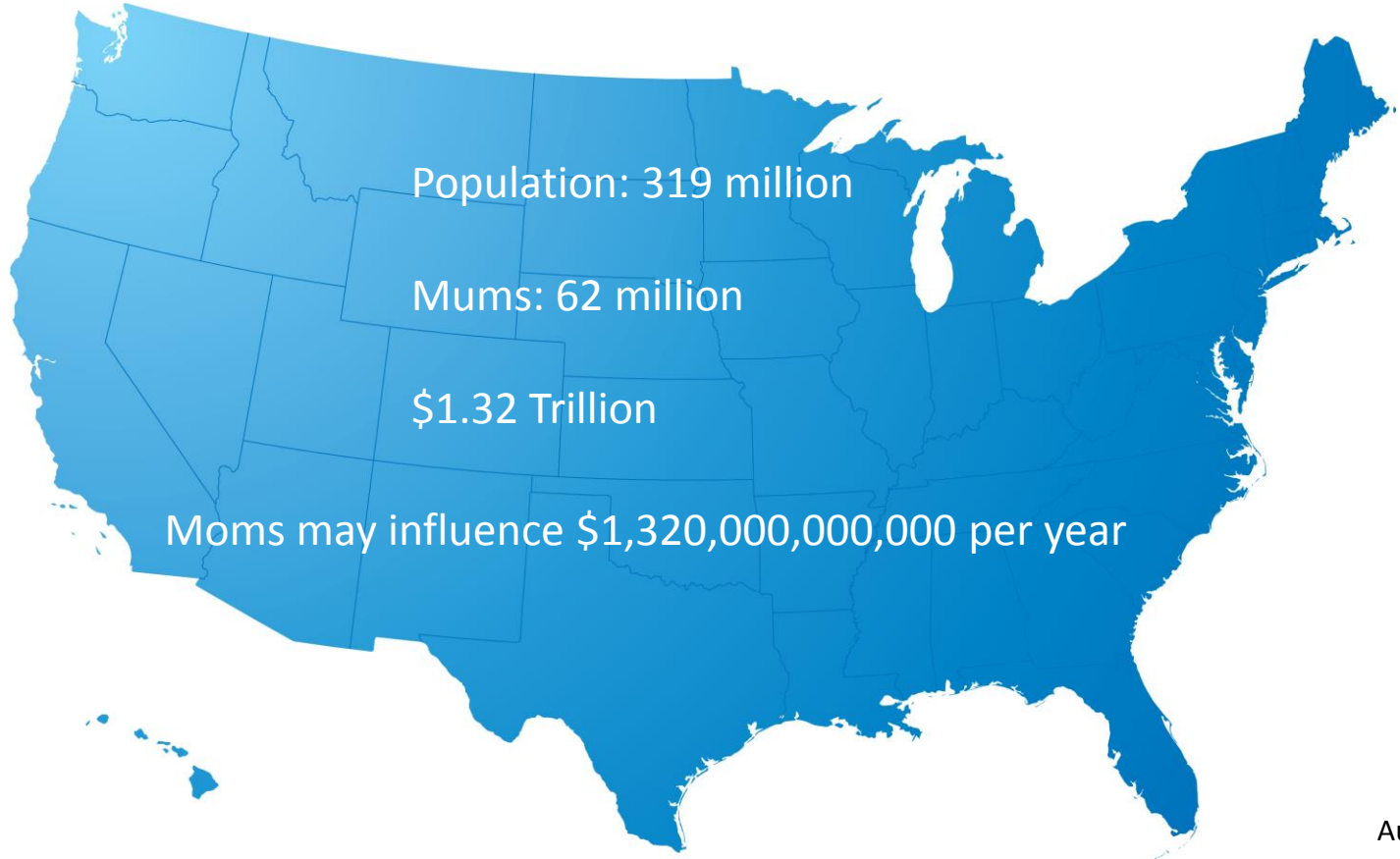


Moms
or
Mums



Source:
2016 Survey by Canadien.com
Market Research Company

Mums influence \$132,000,000,000 per year in spending in Australia



Source:
amortized from
Australian figures



Julie



Aaron, 10



John

Chelsea, 6



Forte School of Music CanningVale

@forteWA

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👍 Liked
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➦ Share
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Forte School of Music CanningVale

15 October · 🌐

Join the band is an awesome programme we are running to allow our students who are competent on their instruments to play as an ensemble. There is a real sense of enjoyment in the class as the musicians combine their sounds with accurate rhythm. #jointheband #fortecanningvale



114 Views

👍 Like
💬 Comment
➦ Share

👍 You, Jennifer Chung and 2 others

Call Now



11 September at 21:24 🌐

📷 David enjoyed the music festival so much and loves his medal!!!! Thank you. 😊🎵🎹

PEOPLE ALSO LIKE



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Government organisation

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Perth Skin & Laser Clinic
Laser hair removal service

👍 Like



MasterChef ✓
TV Programme

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West Australian Symp...

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FORTE SCHOOL OF MUSIC CANNING VALE

TEL: 08 9256 3170  **Click-able phone number**

ABOUT OUR SCHOOL

We have guitar lessons, piano lessons, singing lessons, drum lessons in fact - most instruments. We teach music to children from as young as 6 months through primary, teenage and even adults! Our team of qualified professional musicians are fully trained to ensure you experience the very best in music tuition.

LESSONS & PRIVATE TUITION...

Lessons for children are available in small group classes or private tuition.

We also have private studios available for one on one tuition. We cater for most popular instruments including piano/keyboard, guitar (classical, acoustic, electric & bass) saxophone, flute, violin, viola, singing & drums.

We bring creativity, energy, fun and music to all our classes and this creates a truly unique environment combined with all the colour you will see.

TRIAL LESSON BOOK NOW



DAVID STATHAM
DIRECTOR

"It's always been our dream to have a music school in the west. The school of the year award nomination, tells us we are heading in the right direction - a nice pat on the back!"

— DAVID STA

Click-able email link

Parents are welcome to accompany their child to the lessons or alternatively enjoy a well earned break and read a magazine while waiting.

Make sure you are around at the end of the lessons as your child's teacher will like to have a quick chat to fill you in on the week's progress and what your child is to focus on during the following week.

It is important to 'click' with a teacher. If for some reason you don't quite 'gel' please let us know. We're sure to have someone just right for you!

Come along a see just how good are teachers are and how much you will enjoy learning to play at Forte.

Choose a time that is suitable on an ongoing basis. This way you can next week you can continue from where you left off.

It is important to 'click' with your teacher. If for some reason you didn't quite 'gel' please let us know. We're sure to have someone just right for you!

Forms that get you information

Who are the lessons for

- Myself or an Adult
- Child

Student's Name

First Name

Last Name

What would you like to learn?

- Piano/Keyboard
- Singing/Voice
- Flute
- Saxophone
- Guitar
- Drums
- Clarinet
- Violin

What sort of piano/keyboard do you have to play on?

- Acoustic Piano
- Keyboard
- Haven't got one yet
- Electronic Piano
- Organ

What day/s are best for you?

- Monday
- Wednesday
- Friday
- Sunday
- Tuesday
- Thursday
- Saturday

What time of day is best for you?

- After School
- In the evening
- During the day

Just out of interest, how did you hear about Forte?

Join the mailing list for special offers/news?

- Yes
- No

CALL US

08 9256 3170

EMAIL US



FOLLOW US

FACEBOOK



Unit 6 & 7, 2 Batman Road Canning Vale, Perth, Western Australia 6155

CLASSES AVAILABLE



#1 is your website mobile responsive?

- Is it ready to accept Lesson Enquires?
- Does it cater for lessons?
- Is it optimized for music lessons?
- Is it collecting email addresses?

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How do you know?

- Ask
 - Survey Monkey
 - Google Forms
 - Jot Form





What to ask?

- Why did you have your child learn music?
- What is important to you about learning?
- How did you hear about us?
- Do you have an instrument?



#2 Are you building your email list?

- Educate
- Build Relationships
- Sell rarely
- Celebrate successes
- Profile students





#3 Celebrate your students' success

- Facebook
- YouTube
- Performances
- Results



Dear XXX

Successful Exam Candidates – Newsletter Item

Many of the students at Forte have just completed a round of music exams and we would like to commend the students who also attend your school.

Just like sporting achievements, providing recognition for the achievements of music students builds their self-esteem and recognises the efforts that go into achieving excellence.

Would you kindly acknowledge these students who have achieved the fantastic results in your school newsletter. I have taken the liberty of writing a little article if you'd like to include it.

Music Exam Excellence

Congratulations to XXXX in year X who has recently achieved the XXX Level exam with the Foundation of Music Education. XXXX learns piano with Paul Myatt at Forte School of Music.

A great deal of practice and effort goes into completing a music exam. Good work for putting in the effort to achieve these exams

Feel free to contact me if you would like more information.

Kind regards

#4 Sponsor
- your local school...





#5 Weekend workshops for...

- Song writing
- Busking
- Garage Band
- Celebrate the success of these activities...



Buskers did well earning over \$40 each & Songwriting Workshops



This school holidays we are very pleased to welcome Cindy back to Forte to run her Busking & Song writing workshops at the school in Dee Why. These workshops are for children aged 6 - 15 years who'd like to participate in some school holiday music workshops.



Busking Workshops

Last workshops are being held on Monday & Tuesday next week 18 & 19 April (9am - 3pm). The first day of the workshop will be held at Forte Dee Why and the second will be on the Corso in Manly (subject to wet weather). In her previous workshops Cindy's workshop participants have earned between \$35 & \$80 for their day of busking - so it will be lots of fun for all participants.



#6 – Create an interactive show...

- Showcase your students
- Tell teachers what you do
- Help to educate teachers & parents
- Guerilla Marketing



Did you know?

Learning music...

- builds concentration
- improves verbal memory
- increases self esteem
- helps your child think & problem solve
- improves self expression
- is a life long skill

At Forte we incorporate Brain Gym® activities into our courses to help students learn more effectively.



You can find out more information about the current research on the difference music makes to people's lives at Forte's website: www.fortemusic.com or the Music Play for Life website: www.mca.org.au/music.playforlife.htm

Home Activity

Two little monkeys
Sitting on the floor
Cover one up
Are there any more?
One
Yes (nod head)

One little monkey
Sitting on the floor
Cover it up
Are there any more?
None
(No shake head)



Music is a universal language for children of all ages and abilities. It provides a wonderful way for you to interact, communicate and connect with your child. Children's cognitive, social, emotional, language and physical development are all enhanced through making music.

Music gives children a way to explore and to communicate. Music is about sharing activities with parents, friends and our communities. By sharing musical experiences we gain a sense of belonging and connection to our culture.

Children love to express themselves through music. Music is a safe and acceptable way for children of all abilities to experience and communicate their emotions.

Music stretches children's minds. It encourages them to listen, think and to respond by singing, moving or playing. Children learn about music by participating. When music becomes part of everyday life it adds richness and joy.

7 ways to make music part of your child's everyday life:

1. Sing with your children whenever you can. In the car is a great place to start. If you can't remember the words, make them up and personalise them for your own family.
2. Make music part of your family rituals. Sing your favourite lullaby at bedtime or a special song for birthdays. Make up a "putting on shoes song" to the tune of *Farmer In the Dell*. Take simple little nursery rhymes and change the words to suit your child!
3. Children's voices and bodies are their first musical instruments! Encourage them to discover all the sounds they can make; clapping, tapping, beating their chest, kissing, the list is endless. Try singing simple songs in "silly language" e.g. Kissing your way through "baa, baa black sheep", and then try "mooing" to it!!
4. Dance with your child. Pick them up and swish them through the air. Stand them on your feet and waltz with them. Teach them simple clapping patterns.
5. There are lots of lovely picture books that are based on songs. Watch out for these at book stores or your local library. Read the stories and sing the songs, they will quickly become your child's favourites!
6. Play different kinds of music; soft and soothing, lively and exciting, slow and sombre. Encourage your child to respond to the music, moving their bodies or talking about how it makes them feel. Give them crayons or paints and let them draw to the music.
7. Give your child a little taste test of music from other cultures; Celtic, Polynesian, African styles all have their own feel and bells all add to the experience.



music for life

9468 3240

www.fortemusic.com.au

FREE!

Music Lesson



VOUCHER

Call now 9468 3240

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Music Works Wonders

Early Childhood Educators

Hi, my name is Sue Southey. For two days of each week I am part of the course development team at Forte School of Music. On the other days of the week I am co-director of a community kindergarten working with a group of 25 preschool aged children. The music used in the workshop was developed for one of Forte's early childhood music programmes. I chose it for the workshop because I have used it very successfully with my preschool group (Giddiup is their favourite!). I have included in this news sheet some follow up ideas for music activities that I have tried with my preschoolers. I hope that you enjoy them and find them helpful.

Many of you will already be using music as part of your daily educational programme. The music you present in your centres is vital for spreading the joy of music to young children. Whilst parents often appreciate the musical activities that you do with the children, I find that they are unaware of how beneficial music is for their child's development. In the notes I have included some newsletter articles that you are welcome to include in your next newsletter explaining the importance of music in early childhood programmes.

We sincerely hope that you enjoy the music workshop and follow-up activities. The workshop will give you a taste of the quality of musical experiences that the children might enjoy in a Forte class. If you have children who show interest in music, feel comfortable about referring them onto a Forte school reassured that our courses are well researched and of high quality.

Feel welcome to contact your local Forte school. They have access to a whole network of talented musicians and music teachers. They would be delighted to help you access musicians who could visit your centre, or perhaps play for your next preschool concert. We would like you to see Forte as a valuable resource for your music programme.

Best wishes,

Sue

Sue Southey



Pitch

Forest Friends Climb Up On Me is a lovely introduction to solfege for littlies. Solfege (doh, re, mi, fa & soh) are the names of the notes (pitches), you perhaps learnt them as C, D, E, F & G. If you can't remember them, think Julie Andrews on a Swiss mountainside singing "Doh a Dear". At Forte we focus on singing in Solfege to prepare the children for keyboard playing. However at preschool, I spend more time encouraging the children to notice relative differences between high and low notes.

One fun way to do this is to choose a familiar song such

Follow Up Activities

Music is a fantastic way to have fun and teach important skills at the same time. Today's workshop will have introduced your children to some of the lovely music that we have developed for our Forte Courses. As early childhood professionals you will no doubt have been aware of some of the underlying skills that are being developed by these activities. I have included some ideas on how to continue developing each of the skill areas presented in the Music Works Wonders programme. They are broadly broken down as: Beat, Tempo, Pitch, Body Awareness, Instruments and Numeracy Skills.

Numeracy Skills

For many children, counting skills are developed through

educate



#7 Connect with local charities...

- Build relationships
- Encourage participation
- Be the center for music in your community



Website

Who's your client

Social Media

=

Build Community

Educate

Your successful
Music Business

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Grow Your Business



www.fortemusic.com