

mikeriskomusicschool.com

Five Ways to Diversify Your Lesson Program



Your music lessons program needs to evolve to grow with a new generation.

Parents and Kids are constantly changing with the times, and everyone is busy.

Busy parents and busy kids will always need music lessons in their lives.

Traditional music lessons do not always fit into everyone's lifestyle, schedule or budget.

Thinking out of the box to find diverse programs will help students keep music lessons in their lives and ensure that your program thrives.

Five Ways to Diversify Your Lesson Program

- Offer Programs That Help Grow Your Lesson Program
- Create Unique Group Classes
- Take your Programs on the Road
- Offer some Programs in Your Showroom
- Create Some Combo Classes

Offer programs that will help grow your lessons.

Think of classes and workshops that will not only be successful but build momentum in other ways.

We have been developing our musical theater program. It has grown from classes and workshops to full musical theater productions.



Involvement in musical theater goes way beyond the shows.

Cast members and their families also take lessons.



Audiences come from near and far to see the shows. Many become students in the future.



By the time we did
Lion King Kids...





...we had a waiting list and had added additional performances. This season we are doing Annie Kids.



Offer Unique Group Classes

Think about classes that are unique in their content and offer people a chance to try something they haven't done yet without making a huge commitment.

Be flexible, not every class works for every person and their budget.





Uke can do this!



**Ukuleles are fun, cute and easy to play.
Join us for a FREE ukulele workshop!
Saturday November 12, 2016 2-3pm**

**BRING YOUR UKE
AND GET READY TO
LEARN TO PLAY
AND HAVE FUN!**

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914-762-8757

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**DO YOU NEED A
UKE? PICK ONE UP
IN OUR STORE!**

**BACK BY POPULAR
DEMAND AGAIN THIS
MONTH!**





KARAOKE

101

A new 4 week workshop for adults who like to sing karaoke. Enrolled karaoke artists will receive professional training in our performance education space.

- LEARN HOW TO...
- CHOOSE THE RIGHT SONG FOR YOUR VOICE
 - PROJECT
 - USE GOOD MIC TECHNIQUE
 - OVERCOME STAGE FRIGHT
- EACH WEEK YOU WILL PERFORM FOR THE GROUP!

THIS 4 WEEK WORKSHOP ENDS IN A TRIP TO A LOCAL KARAOKE EVENT AND INCLUDES A TEE SHIRT.

**THURSDAY
1/5, 1/12,
1/19, 1/26
8PM.**

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Take your classes and programs on the road.

Find interesting places where you can offer a class or presentation. Get creative with where and how you offer the class.



Find places that will work with you.

Figure out ways to cross market. Music and food go well together, which is why this local restaurant was a great venue for us.





Everyplace can be a classroom...from a holiday shopping boutique to the local mall.



Take your programs on the road.

Sometimes the most unique places make the best classrooms and venue to showcase your business.



Holiday Caroling
Flashmob literally took
our program on the
road.









Offer a series of classes in your showroom.

Make classes really unique and affordable. These classes not only bring people into your school, but into your store.



From group singing to drum workshops...



To product workshops...









Offer some Combo Classes

Not everyone can afford to take two instruments and not everyone needs to. Some people want to learn to sing and play guitar together while others, especially young kids, would benefit from a piano/voice combo.



Consider doing a 45-minute lesson consisting of 2 instruments.







Mike Risko Music School added 2 new photos.

Posted by Miriam Baily Risko

February 6 at 2:55 PM · 🌐

Good luck to a few of our students who will be auditioning for School of Rock on Broadway! We are super excited to work with you!!



The key to diversifying your program is thinking creatively and being flexible. The possibilities are endless.

