

Strategies and Secrets of NAMM's Dealer of the Year

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Grow Your Business



Defining Clarity in Your Mission

is the most important step in
owning any business

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Grow Your Business

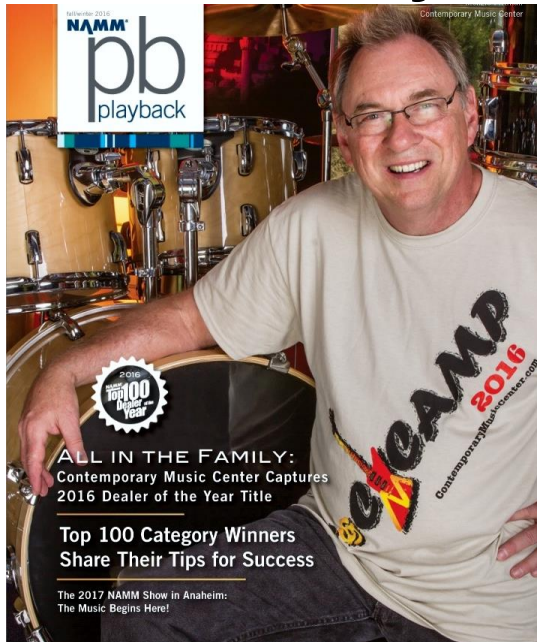
@CMC We Believe Our Job is

- To provide solutions for your instrument needs from cradle to grave
- To provide instrument rentals as an option
- To provide expert repair technicians
- To provide an unparalleled music education opportunity
- To provide an inspiring learning environment
- To provide a state of the art performance venue
- To provide post secondary educational guidance for music students
- To provide world class career guidance for students pursuing music as a profession
- To provide music industry connections
- To provide unique support in guiding all your musical endeavors



Tell Your Story

Your story...



is your most powerful tool



NAMM® U

Every independent music store
Has a past, present and future ... and good stories



Summer Pittman
Front Desk



NAMM Music Education Advocacy
D.C. Fly-In, May 23-26



Share Them



Share your NAMM
back stories

Eric Ebel with Jessica Cortez and 4 others at Nashville Music City Center.
June 23, 2016 · Nashville, TN · 🌐



Like Comment Share



You must share some aspect of your story
every day!

How many stories do you see in the picture ?
The answer is at least 6

NAMM selecting Summer to play the show.

Eric Ebel's gracious picture and caption.

@4410 effect soundman compliments mic technique.

CMC Rock Camp effect performance confidence under pressure.

CMC & Nashville musician relationships - friends attending.

Oh yeah, then there's the crazy part about **Fred Gretsch** in the audience



The gift of the smart phone ... the camera

- **The most important thing you can do in the age of the digitally distracted is take a picture**
- **EVERYDAY** we make our students, friends, and families feel:
 1. **Recognized**
 2. **Special**
 3. **That they are part of a larger family**
 4. **That we are invested in them**
 5. **That they are seen as an important part of our combined story**



Vision ... YOU must see it first !

“I have never seen anything like this anywhere ”

“If I'da had this growing up, I would have never left”

- Greg Deering when seeing CMC's

- Greg when seeing @4410



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**CMC is designed in the exact spirit of
the best music universities**



Find your niche

**CMC's niche is growing quality
musicians**

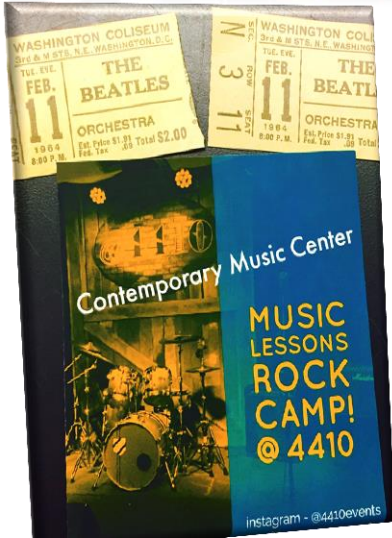


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Purpose: Every road @CMC leads you to you!



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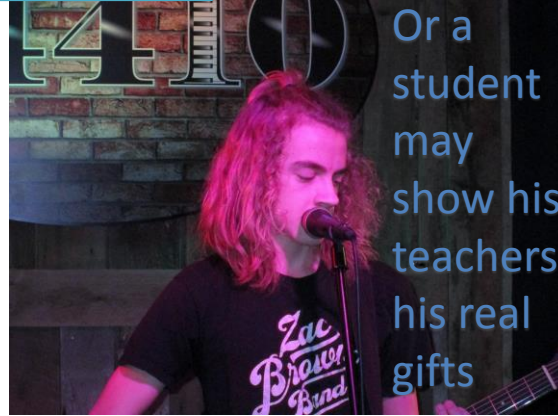


Best sales promotion

So what exactly happens when you help a local high school literary mag.?



Teachers find a different way to communicate their voice



Or a student may show his teachers his real gifts



Or maybe teachers show a different side to their personalities



Certainly lots of new customers see your store

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Passion & Intention



@CMC
our way makes
THE difference



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@4410 we build
tomorrow...today!



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You start with a good idea, then work to make it even better!



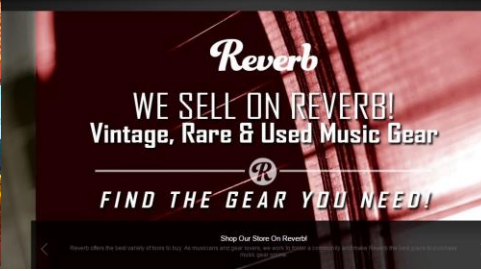
1989



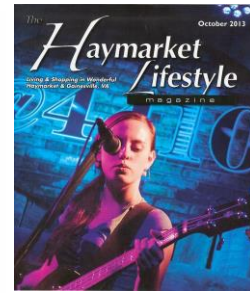
2004



2013



A Music Business should resemble a song - always moving forward



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It's not enough **THANK YOU**

work ...

Everyday we are reminded
to be thankful

WHY





Final Thoughts: Authenticity, Creativity and Challenge

- It is a much different industry than it was - even just 5 years ago.
- There is a different perception about music's value and how to make it, and there's a different type of appreciation and interest level.
- Good or bad, I think it's fair to say that it's fundamentally a completely different retail market than the one we grew up knowing.
- The music retail world has changed even more dramatically than possibly music itself.

So if I were to give advice, it would be this...

***Admit that no one really knows what to expect, and maybe the best thing we can do is look for and embrace new opportunities.**

*** Reclaim your authenticity.**

*** Recognize that how you think creates your reality.**

***Get back in touch with your creativity, and don't forget to Be Thankful!**

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Contemporary Music Center - all Social Media

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WWW.ContemporaryMusicCenter.com

Events@4410 on Facebook

