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THE BIGGEST MISTAKES IN LESSON PROGRAMS



BY PETE GAMBER THE 2017 NAMM SHOW



Music Lessons Program Growth Cycle:

Acquire New Students

Management

Sales Staff

(Teacher)

Retain New Students

Teacher

Management

(Sales Staff)



Your Lesson Room Potential

- Multiply # Rooms x 8 (3-7p) =
- Multiply # Rooms x 10(3-8p) =
- Multiply # Rooms x 12(3-9p) =
- Multiply # Rooms x 14(2-9p) =
- Now Multiply x 6 Days =





Your Lesson Room Potential

- Multiply # Rooms 6 x 8 (3-7p) = 48 x 6 days = 288
- Multiply # Rooms 6 x 10(3-8p) = 60 x 6 days = 360
- Multiply # Rooms 6 x 12(3-9p) = 72 x 6 days = 432
- Multiply # Rooms 6 x 14(2-9p) = 84 x 6 days = 504

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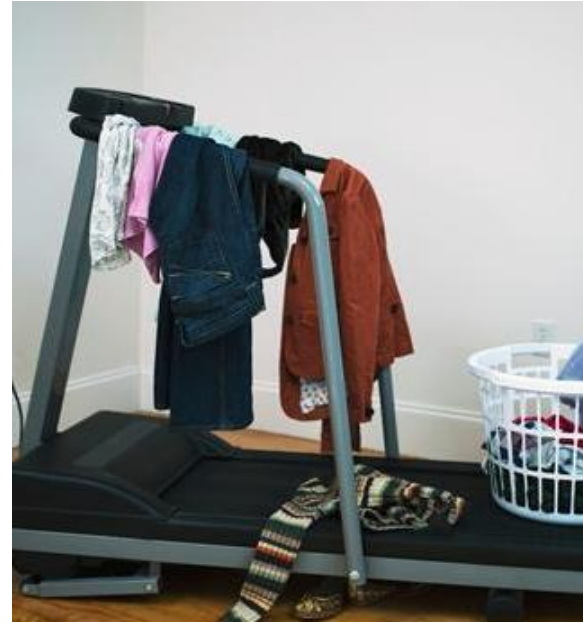


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January 2017

***DON'T LET YOUR
LESSON PROGRAM
BECOME A
NEW YEAR'S
RESOLUTION!***



June 2017



NO BLUE PRINT (PLAN)

Accountability - Owners / Managers

If Your Lessons aren't happening - You're Responsible!

Be Honest - How dedicated are you to the Lessons?

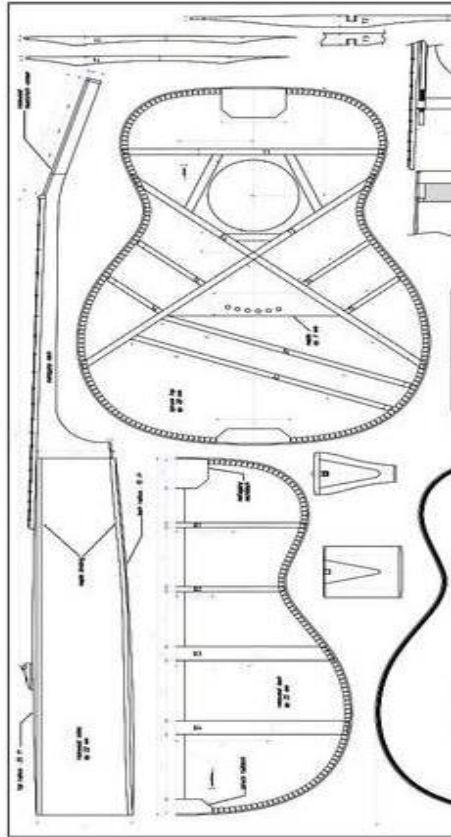
Set Goals - Lay Out Expectations

Develop a "Student Sign-Up Plan"

Develop a Lesson Retention Plan

Plan Performance Events

Train Staff





NOT TRACKING LESSON SIGN-UPS



**Who's your Best at Sign-Ups?
Who's your Worst?
Do You Know?
Track Lesson Sign-Ups
Post Sign-Up Stats
Offer Incentives!**

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EVERYONE ISN'T IN THE LESSON DEPT!



Everyone Needs to be!
Repair Staff
Sales Staff
School Reps
Collections Department
Your Outside Accountant
Everyone!!



YOUR STAFF IS A LESSON VENDING MACHINE!!

Self Serve Lesson Sign-Ups
(aka go to our website, etc!)

Not Getting the Lesson Sign-Up
(Closing the Sale)

"Everyone Knows We Teach"

Blow Off Lesson Inquiries

Too Busy Doing other stuff



NOT LOOKING FOR LESSONS (WAITING FOR THEM TO COME IN!)



Percussion Kits

Rental Returns

Customers Buying Beginning Books

"Do You Tune Guitars (etc)?"

Rental Customers

Repairs



***ONLY PROMOTING
"PRIME" TIMES!***

***ASKING - WHAT TIME IS
BEST FOR YOU? ****



SIGNING A NEW STUDENT USING "BAD INFO" ABOUT THE TEACHER

(ie Selling the Acoustic Guitar as an Electric Guitar)

Giving the Customer your Store "Blurb" about "All of Our Teachers ----- Blah, Blah, Blah." You sign them up for Lessons with and they don't



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***SIGNING UP YOUR LOW-
RETENTION TEACHERS
NEW LESSONS FOR 2017***

Guess What? It's a Fail!!



TEACHERS NEED TO BE ACCOUNTABLE

Track Retention Rates!

Develop a "Student Performance Status" for Teachers that participate in Performance Events.



***NO PERFORMANCES -
JUST PRACTICE! LESSONS!
PRACTICE!*** and More Lessons -
Oh, by the way, do you have your
payment this month?

Youth Soccer would have failed if it was like Music Lessons!!

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***RELYING ON
TEACHERS
TO CREATE
PERFORMANCE EVENTS***

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YOU NEED TO PLAY MUSIC TO RETAIN STUDENTS & RECRUIT MORE!

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Summer Music Fest 2016

Sunday July 24th 2016

Starts at 1PM

Edwards Mansion

2064 Orange Tree Ln,
Redlands, CA 92374

I look forward to having you perform
this Student Concert!

This Student event is being produced independent of Music & Arts.

For Music & Arts 2016 Showcase Dates contact the Store Manager.





Do you have students who are having so much fun that they're finding you students?

Summer Music Fest 2016

Thanks for being part of Summer Music Fest 2016!

All of us teachers really had fun working with all of the student musicians performing that day. Thanks for being there!

Here is a Photo your student from this event

We are posting digital live shots on Facebook.

[Facebook.com/SoCalMusicTeachers](https://www.facebook.com/SoCalMusicTeachers)

Videos will be posted on YouTube:

[YouTube.com/socalmusiclessons](https://www.youtube.com/socalmusiclessons)

These are the Music Lesson Teachers that helped put this on. Provided is information on how to contact them. Referring a friend or family as a student is always appreciated. Included are the teacher's direct numbers.

Guitar / Bass Teachers

Cody Wilson (909)996-7729

Akira Harrison ((818)967-7885

Ryan Maloney (909)260-6519

Drum Teachers

Joe Ochoa (909)576-4107

Dave DeJulio (909)900-6070

Tommy Herrera (909)438-7658

Music & Arts Rancho (909)989-5757

Music & Arts Corona (951)735-5924

Voice / Piano Teachers

Stephanie Hillary (951)532-6904

Genett Gamber (909)477-0630

Sax / Clarinet / Flute Teachers

Patrick Langford (909)297-0349

Jeffrey Boehl (909)996-4980

Trumpet/ Trombone /Brass Teachers

Travis Vinatieri (909)477-1180

LJ Manns (909)728-5438

Pete Gamber (909)261-8601 text only

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Have An Awesome NAMM Show!

Pete Gamber

(909)261-8501 text

petegambermusic@gmail.com

facebook.com/pete.gamber.3

Instagram @petegamber