

NAMM[®] | U



Grow Your Business

Cost-Effective Ideas for Growing Your Lesson Operation

Richard Berkman, Big Music, Sydney Australia

Cost-Effective Ideas for Growing Your Lesson Operation

Agenda

- Situation 2 years ago
- How we turned it around
- Key lessons learned
- Our lessons business today



NAMM® U



Grow Your Business

About Big Music



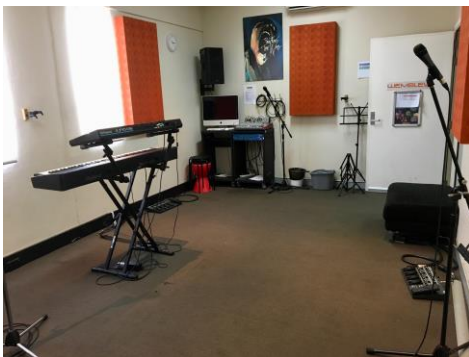
NAMM® U



Grow Your Business

Retail Shop







Big Music's Lessons Business - 2 Years Ago

- ~ 700 students
- No growth for several years
- 6+ admin staff
- Mostly private lessons
- Retention issues – teachers and students
- Only marginally profitable
- Losing money during school holidays
- Contemplating giving up





Our Lesson Program today

- Over 800 regular students
- Sold out Holiday Camps
- Thriving band / performance program
- Most profitable part of our business
- Making a big difference in the community
- Winning awards
- The focus of our growth plans





What turned it around?

1. Understanding our customers
2. Reinventing our Holiday Camps
3. Targeted Digital Marketing
4. Building relationships with Local Schools
5. *Player Evolution* progression system
6. The Big Music Bandits
7. Higher student / teacher ratio
8. Streamlined operations





Understanding our Customers

- 50% aged under 12
- 50 / 50 girls and boys
- Moms are the decision makers
- Juggling busy lives
- See music lessons as “child care”
- Need child care in school holidays





**HOLIDAY
ROCK
CAMP**

Make the School Holidays a Hit!

Early Bird Special
Save \$40
Enrol by March 25

Upcoming Dates
Mon 16 - Thu 19 April
Mon 23 - Fri 27 April*
break on the 25th for ANZAC day

**FOR KIDS AGED 6+
NO MUSICAL EXPERIENCE REQUIRED**
www.bigmusic.com.au
(02) 8622 6550




NAMM® U



Grow Your Business

Holiday Camp Promo Video





<input type="checkbox"/> AD <input type="button" value="Edit"/> <input type="button" value="Automate"/> <input type="button" value="More actions..."/> <input type="button" value="Labels"/>									
<input type="checkbox"/>	<input type="checkbox"/>	Ad	Ad group	Status ?	Labels ?	% Served ?	Campaign Type ?	Campaign sub-type	Cli
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Kids Holiday Music Activities Guitar, Drums, Piano & Singing bigmusic.com.au/MusicKidsCamp Fun 4 Day Music Programs For Kids 7-12yrs. Call To Book. Limited Availability	School Holiday Activities	<input checked="" type="checkbox"/> Approved	--	15.64%	Search Network only	All features	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	School Holiday Music Kids Camp Guitar, Drums, Piano & Singing bigmusic.com.au/MusicKidsCamp Fun 4 Day Music Programs For Kids 7-12yrs. Call To Book. Limited Availability	School Holiday Music Camps	<input checked="" type="checkbox"/> Approved	--	1.51%	Search Network only	All features	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	School Holiday Music Kids Camp Guitar, Drums, Piano & Singing bigmusic.com.au/MusicKidsCamp Fun 4 Day Music Programs For Kids 7-12yrs. Call To Book. Limited Availability	School Holiday Music Camps	<input checked="" type="checkbox"/> Approved	--	0.68%	Search Network only	All features	
Total – all paused and removed ads									
Total - all enabled ads ?									
Total - all campaign									

Big Music School & Studios

Sponsored ·

Make the April School Holidays a hit by giving your child the Ultimate Rock Experience. In this fun-filled 4-day music program, kids work in small groups with professional musicians learning to play 5 instruments each day – guitar, bass, drums, keyboard and vocals. It's a great way for kids to discover an instrument they love. At the end of the week the kids put on an awesome performance with their coaches in front of family and friends. Programs run each week during NSW school holidays.

School Holiday Music Camps for Kids
Great fun!

Learn Guitar, Bass, Drums, Ke & Vocals
Rock Enrol Now!

18 reactions · 3 Comments · 1 Share



HOLIDAY MUSIC CAMP CERTIFICATE

FUN AUTHENTIC ROCK STAR EXPERIENCES FOR KIDS

**TO BOOK CALL
(02) 8622 6550**

\$460
VALUE

Authorisation Code

Date of Issue

Staff ID

85 Alexander Street | Crows Nest | NSW 2065 | Sydney, Australia | (02) 8622 6550 | info@bigmusic.com.au | www.bigmusic.com.au

Terms & Conditions

Valid for 12 months from the date of issue. Certificate is only valid with a authorisation code added. Availability confirmed at the time of booking. Please quote voucher code when booking. Not redeemable for cash. Standard booking Terms and Conditions apply - see website



HOLIDAY ROCK CAMP

Make the School Holidays a hit!

Upcoming Dates

Mon 16 - Thu 19 April

Mon 23 - Fri 27 April*

break on the 25th for ANZAC day

**Early Bird
Special**
Save \$40
Enrol by
March 25





Instant 60% jump in camp enrolments

Summer Camp enrolments **doubled** from previous year





- Camp kids offered "Free Guitar" if they signed up for 20 weeks of lessons
- Sponsorship from a supplier
- 30% conversion rate
- 12% growth in total revenue in 2017

FREE GUITAR!

OR \$250 OFF ANY YAMAHA INSTRUMENT
when kids start lessons*

*Conditions apply, turn over for details

For a limited time Big Music, with support from Yamaha Music Australia, is offering students a free new Yamaha Guitar included in the price of group guitar lessons - when you commit to a minimum of 20 weekly lessons.

You can also choose Group Drums or Keyboard lessons and get a \$250 discount off the RRP of any Yamaha instrument - such as a Digital Piano or an Electronic Drum kit - through Big Music's retail store.

Group Lessons at Big Music are a great way for kids to start learning an instrument. They are fun, social and can be less intimidating than a private lesson, while still ensuring that kids establish good technique and habits. A maximum of 6 per class ensures each child receives plenty of personal attention from our expert coaches.





PLAYER EVOLUTION



LEVEL 1
Starting Out

Understanding your instrument. Establishing good technique.

LEVEL 2
New Player

Developing basic skills. Learning a few entry level songs.

LEVEL 3
Progressing Player

Building rhythm and fluidity. Expanding repertoire of songs.

LEVEL 4
Performance Ready

Learning how instruments work together and the basics of playing in a band.

LEVEL 5
Developing Performer

Developing confidence and accuracy as a performer.

LEVEL 6
Intermediate Performer

Able to pick up new songs quickly and perform competently in an amateur band.

LEVEL 7
Advanced Performer

Mastering stagecraft and the ability to perform lead and solo pieces live.

LEVEL 8
Performing Artist

Comfortable performing live in any environment. Fully exploring creativity as an artist.

NAMM® U



Grow Your Business

Big Music Bandits





New Group Programs

- Group Classes – capacity increased to 7 students (1:7 ratio)
- Rock Shows – cast of 20 with 2 coaches (1:10 ratio)
- Rock Bands (1:4 or 1:5 ratio)
- Bandits – 2 groups x 15 kids (1:15 ratio)
- Kinderbeat - pre-school classes (1:8 ratio)
- Women's Rock Choir (1:30 ratio)

Teacher wages as % of total revenue decreased from 40% to 35%



Streamlined Operations

- Automated billing on date of lesson
- Online portal for account admin, bookings, early cancellations
- Online enrolment for Holiday Camps
- Automated text and email session reminders

Admin staff reduced from 6 to 3

Discover the Music in YOU!

Email: richard.berkman Password: ***** Log In
Create account | Need password? Remember me

BIG MUSIC PRIVATE LESSONS | BIG MUSIC PROGRAMS SCHEDULE | HOLIDAY PROGRAMS | MY INFO | PURCHASE LESSONS | FACEBOOK | HELP

BIG MUSIC AUSTRALIA - Online Scheduler

Log in with Facebook Log In

Log In

Welcome back. Use your email and password to log in.

richard.berkman

Need new password? Log In

OR

Create an Account

New here? Let's get started with your email.

Email:

Next >



Future Growth Ideas

- Daytime lessons for Over 50's
- Online Private Lessons
- Student Rock Tours – USA?





Questions?

Contact details:

e. richard.berkman@bigmusic.com.au

www.bigmusic.com.au