



UNLOCK YOUR LESSON PROGRAM'S
FULL POTENTIAL

BY ABANDONING INDUSTRY NORMS

MICHAEL CATHREA

A young boy with light brown hair, wearing a dark suit jacket, is shown from the chest up. He is holding a black microphone in his right hand and looking towards the right of the frame with a neutral expression. The background is dark with out-of-focus lights, suggesting a stage or event setting. A teal-bordered white box is overlaid across the middle of the image, containing the text.

**HOW MUCH OF WHAT YOU
CURRENTLY DO IS BASED ON
WHAT OTHERS DO?**



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ARE YOU OFFERING?**



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**ARE YOU IN TUNE WITH
CONSUMER TRENDS?**



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**HOW ARE YOU PUSHING THE
INDUSTRY FORWARD?**



INDUSTRY NORMS



KID FOCUSED

STANDARDIZED

INFLEXIBLE SCHEDULE

SUPPLEMENT TO STORE

TRADITIONAL RECITALS

FIXED TERM / SCHOOL YEAR



EXPERIENCE

BEFORE THE LESSON

DURING THE LESSON

AFTER THE LESSON

ALESIS Q88



EXPERIENCE



BEFORE THE LESSON

→ **ONLINE IMPRESSION**

→ **REGISTRATION**

→ **ATMOSPHERICS**



EXPERIENCE



DURING THE LESSON

- LESSON ROOM LOOK/FEEL
- SOUND TREATMENT
- LESSON PLAN/APPROACH
- THE TEACHER



EXPERIENCE



AFTER THE LESSON

- **PRACTICE**
- **COMMUNICATION**
- **INCENTIVES/REWARDS**
- **OPPORTUNITIES**



A black silhouette of a violin body, positioned to the left of the word "Resonate".

Resonate

Music School & Studio



ROBYN SLACK
Guitar, Ukulele

Hey there, I'm Robyn and I teach Guitar and beginner Ukulele at Resonate Music School & Studio. I started private guitar lessons when I was seven years old, living in a small town in northern British Columbia. I continued taking lessons and playing in bands all the way through high school, then moved to Edmonton to attend Grant MacEwan. I graduated from their music program in 2008 and have been writing and performing original music ever since. I've released several albums with various bands, toured the country, and I was even awarded a recording grant by the Edmonton Arts Council in 2011. I began teaching guitar professionally in 2012.

I love all genres of music, and am always excited to be introduced to new artists and musical styles that I haven't heard before. I grew up with a lot of classic rock and blues, and I studied classical guitar for several years before entering the more jazz-based program at MacEwan. My own music ranges from heavy punk-infused rock to mellow acoustic folk, and everything in between.

When teaching, I like to focus less on broad curriculum and more on individual students' needs. My goal is to inspire a life-long love of music in my students, and to teach them essential theory and technique in a way that's still fun, accessible and relevant to their own musical tastes.

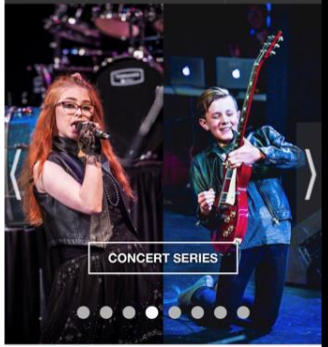
Staff Video



resonatemusic.ca

Resonate
Music School & Studio

MENU



CONCERT SERIES

CALL EMAIL MAP

WEEKDAYS 12PM-9PM
WEEKENDS 10AM-6PM

resonatemusic

posts followers following

Message

Resonate Music School & Studio

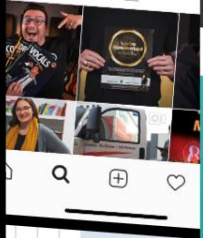
#YEO Music School & Recording Studio
Top Choice Award Since 2013
VueWeekly Best in Edmonton
Official Rockschool Partner

Link Below to Learn More!

linktr.ee/resonatemusic

13222 137 Ave NW, Edmonton, Alberta

Followed by kendygaibraith, l_walkingshaw, zanger_zene and 100 more




resonatemusic.ca

Resonate
Music School & Studio

MUSIC SCHOOL RECORDING STUDIO

NEWS & BLOG
WHY US?
CONCERT SERIES
ROCKSCHOOL
MUSIC LESSONS
REGISTER
FAQ
RECORDING
SOCIALS
CONTACT US!

LET YOUR SOUND RESONATE

Concert Series Private Lessons Group Lessons Register

NEWS & EVENTS

Meet Our Team Recording Studio Locate Us

Resonate Music School & Studio

@ResonateMusicSchoolStudio

Home About Tour Dates Photos Reviews Videos

Resonate Music School & Studio is feeling awesome. October 23

HERE IT IS!! The recap video of the MUSIC FROM THE MOVIES concert! *Make sure to select HD quality!*

Over 150 students and staff of Resonate Music came together to perform 18 songs, in 18 different bands, for a crowd of nearly 700 people at the Myer Horowitz Theatre in just the second annual show of the Let Your Sound Resonate Concert Series, in support of the Resonate Music Foundation.

It's not easy recapturing the energy and feelings we all shared together but we wanted to... See More



Resonate
Music School & Studio

13222 - 137 Ave

Music School

CHOOSE YOUR PASSION

(780) 457-0090

Resonate
Music School & Studio

CHANNELS DISCUSSION ABOUT

SUBSCRIBED 350

Junior Jammers Group Clas...
VIEW FULL PLAYLIST

HOUND

RESONATE MUSIC SCHOOL & STUDIO
SPRING 2018 RECITALS

INSIDE

ALSO, CHECK THESE OUT!

Resonate

Music School & Studio

A large display of music books and sheet music on a curved wall. The books are organized by instrument and level, including titles like 'Essential', 'Suzuki', and 'Strings'. Above the books are framed images of musical instruments and a person playing.



A woman in a blue dress is seated at a keyboard piano, playing. She is facing a young girl with long dark hair who is also seated at the piano. The room has a green wall with a corkboard displaying various papers, including one with the word 'RECITAL?' and another with a poem. There are also children's drawings pinned to the wall.

PRIVATE

PERSONALIZED

AGES 6 & UP

30MIN & 60MIN

A woman with glasses and a colorful patterned shirt is sitting on a blue rug, playing a ukulele. She is surrounded by several young children who are sitting on the rug and watching her. The background is a teal wall with some wooden panels.

GROUP

CURRICULUM

AGES 2 - 5

30MIN & 45MIN

MEMBERSHIP PLAN

YEAR 'ROUND AVAILABILITY

MONTH-TO-MONTH

FLEXIBLE SCHEDULING

EXCLUSIVE OPPORTUNITIES

BUILT-IN REWARDS

UNIFIED POLICIES & PRICING



DROP-IN LESSONS

UNLIMITED SINGLE BOOKINGS

**IDEAL FOR SHIFT WORKERS
& OUT OF TOWN STUDENTS**

UNIFIED POLICIES & PRICING



MEMBERSHIP PLAN

A woman with long blonde hair is playing a black electric guitar. The background is dark with some bokeh light effects. The text is overlaid on the image.

BUILT-IN REWARDS

- POINTS PROGRAM
- REFERRAL INCENTIVES
- MEMBER DISCOUNTS
- WELCOME PACKAGE



MEMBERSHIP PLAN

A woman with long blonde hair is playing a white electric guitar. She is wearing a light-colored t-shirt and a dark strap. The background is dark with some bokeh light effects.

EXCLUSIVE OPPORTUNITIES

- PROFESSIONAL RECORDINGS**
- LARGE SCALE BAND CONCERTS**
- GIG-STYLE RECITALS**



MEMBERSHIP PLAN

PRO RECORDINGS

- ➔ FREE HOUR EVERY 3 MONTHS
- ➔ THEIR OWN ENGINEER/PRODUCER
- ➔ INSIGHT IN TO THE INDUSTRY
- ➔ ORIGINALS AND/OR COVERS



MEMBERSHIP PLAN

GIG-STYLE RECITALS

- UNIQUE LOCAL VENUES**
- FULL MENU OF FOOD & DRINKS**
- PRO PHOTO / VIDEO**
- TEACHER PERFORMANCE**
- DRAWS FOR GIVEAWAYS**



MEMBERSHIP PLAN



CONCERT SERIES

- ➔ A TRUE ROCKSTAR EXPERIENCE
- ➔ PLAY IN 10 - 30 PIECE BANDS
- ➔ FULL PRODUCTION SHOWS
- ➔ STAFF AND STUDENTS TOGETHER
- ➔ PROCEEDS GO TO CHARITY





INDUSTRY NORMS

KID FOCUSED ~~X~~

STANDARDIZED ~~X~~

INFLEXIBLE SCHEDULE ~~X~~

SUPPLEMENT TO STORE ~~X~~

TRADITIONAL RECITALS ~~X~~

FIXED TERM / SCHOOL YEAR ~~X~~



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MUSIC





THANKS FOR LISTENING

M.CATHREA@RESONATEMUSIC.CA