



How You're Killing Your Lesson Program

**Pete Gamber
NAMM 2019**

M.S.F.Q. (More to Start, Fewer to Quit)



“NAMM’s vision can be summed up with the mantra of encouraging **more people to start playing music and getting fewer to quit,**”

Joe Lamond, President and
CEO of NAMM

Jon Bon Jovi



**Rock Hall
Of Fame
Ceremony
2018
Acceptance
Speech**

- I was first introduced to music at seven years old when my mother brought home a guitar she had bartered for, along with the Kenny Rogers “Learn to Play Guitar” record.
- As a kid, my parents took me to lessons where this guy in a little cubicle smoking a pipe **opened up a book of scales and tortured kids with his smoke and lack of interest.**
- After a couple weeks, I quit, throwing that guitar down the basement stairs, conveniently breaking a tuning peg. That guitar laid there in the dark, until I was around 15.

- A man named Al Parinello moved into our neighborhood.
- Al played in lounges and the wedding circuit. He was a great guy, a family man. He took an interest in a couple of us neighborhood kids and **taught us a couple of songs.**
- Al's teaching style was much different than the pipe-smoking, **scale-playing, half-hour-nap-taking session the man at the strip mall gave me.** I didn't learn quickly, and I was by no means any good, but **Al showed me the magic of a song.**

Stop Teaching Bored-Amentals

- There's **NO FUN** in Fundamentals!
- Stop using the "P" Word!
- Use "Play" - Not "Practice"
- You or YouTube?
- How quick can you get me playing?
- Can't I learn to play by playing songs?
- Are You:
"Teaching the Magic of the Song"?



No Adventure = Less Students

- Adventure separates YOU from YouTube!
- Music adventures aren't just for the summer!
- I see everyone posts for summer music program but NOTHING during the rest of the year!
- There's no Music Lessons Season!
- It's an all-year push!
- Quit giving music lessons!
- Teach people how to play music!



Adventure = Retention!

- **Student Showcase**
Students had a Retention of 3 years for 80% of the participants!
- **4 of these 5 Students** still take lessons!



December 2015

Pete's Adventure Schedule 2018:

- March 4th Student Jam
- March 18th Corona Student Showcase
- April 8th Rancho Student Showcase
- May 6th Corona Student Showcase
- June 3rd Rancho Student Showcase
- July 15th Summer Music Fest
- Sept. 21st Student Jam
- Oct. 21 Rancho Student Showcase



Pete's Adventure Schedule 2018:

- Oct14th Corona Student Showcase
- Dec 2nd Rancho Student Showcase
- Dec 9th Corona Student Showcase
- Dec 16th Holiday Show 2018

What's Your Adventure Schedule?





***Do You
Know
What This
Is?***

It's Your Staff —

"No one's looking for lessons!"

- How many incoming calls come in?
- How many customers get info from you?
- How many sign-up?
- Every customer is a potential lesson student!
- **ARE YOU LOOKING FOR LESSONS?**

**Before You
Have a
"Search For"**

**You Need
to Have a
"Want To"!**



Don't Keep Track of Lesson Data:

- New Sign-ups Numbers
- Staff Sign-ups Stats
- Drop Rates
- Teacher Retention Rates
- Student Demographics
- Student / Teacher Participation



"Butts in Seats" or the "Right Fit"?



Process	Thriving Lesson Program	Dying Lesson Program
Sign-Up Process	At POS & Phone Computer based /Everyone	Away from POS & Phone Not Computer Based/
Incoming Inquiries	Music Lesson Program	Teachers
Web Presence	Website/Youtube/S.Media	Website ? / No S.Media
Lesson Product Knowledge	Training	No Training
"Which Teacher?"	"Right Fit"	Generic "Butts in Seats"
Sign-up Goals & Tracking	Daily for Store & Staff	No Goals - No Tracking
Student Acquisitions	Looking for New Students	Waiting for New Students
Digital Outreach	Email & Social Media Promo	None
Out of Store Outreach	Schools/Clinics/Street Events	None
In Store Promo	Digital and Paper	None
Who "Closed the Sign-up"	Staff "Closed the Sale"	Rely on Teachers -Trial Appts

Process	Thriving Lesson Program	Dying Lesson Program
Communication with Staff Teachers Parents & Students	Excellent / Everyone's in the "Loop"!	Limited to None!
Non Retention Teachers	Doesn't Get New Students	Get New Students
Student Showcase Teachers	Priority Sign-ups	Don't Exist / Book Everyone
Student Showcase	Cross Promote Teachers	Don't Cross Promote
"Adventures"	Store Based & Promoted	"Do Your Own Thing"
Summer Performance Programs	Students/Parents Excited Students Keep Lessons	"No One Wanted to do one" Students Stop Lessons
Student Event Promotions	Non Stop	None

Lesson 2019 "To Do" List



- ✓ Find FUN Music Books at NAMM
- ✓ Schedule "New Students" Showcase
- ✓ Contact ALL December Customers
- ✓ Contact ALL Rental Customers
- ✓ Have a Teachers Meeting for 2019
- ✓ Develop Your Adventure Plan
- ✓ Promote Events to Teachers
Students Parents and Customers

Gary Vaynerchuk



“All your ideas may be solid or even good ..

But you have to actually EXECUTE on them for them to matter.”

“You need to spend all of your time and energy on creating something that actually brings value to the people you’re asking for money!”

Have An Awesome NAMM Show!

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