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Grow Your Business



# Music Lessons: Essential Strategies for Growth and Retention

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## Truth in Advertising

May 1, 2016 – 475

May 1, 2017 – 517

May 1, 2018 – 564

December 1, 2018 – 504

Total teacher loss – 4 (Staff loss – 4)

Students on Record for Teachers - 137

Total student loss – 45

% of students retained – 67% (Or 92 students.) #Figured after 3 months



## Essential Strategies for Success

- Quantifiable Progress
- Performance
- Teacher Relationships
- Front Desk Staff
- Be the Emperor of Your Own Empire
- Parental Relationships



# Quantifiable Progress

1. Use Books
2. Devise Levels
3. Recital
4. Test
5. Certificate
6. Repeat





# Performance

- Show off what you're learning
- “Free” advertising
- “Classical” recitals
- “Rock recitals
- Make it attainable



## Teacher Relationships

Know their “love language” – it might not be the same as yours.

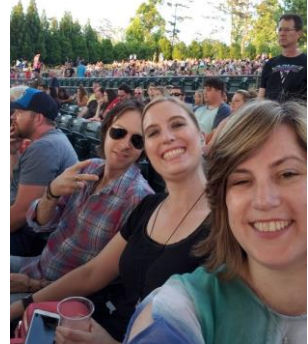


# Front Desk Staff

The first and last face any customer sees.



# Be the Emperor of Your Own Empire





# Parental Relationships



# They Make the Magic Happen





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