

Menzie Pittman



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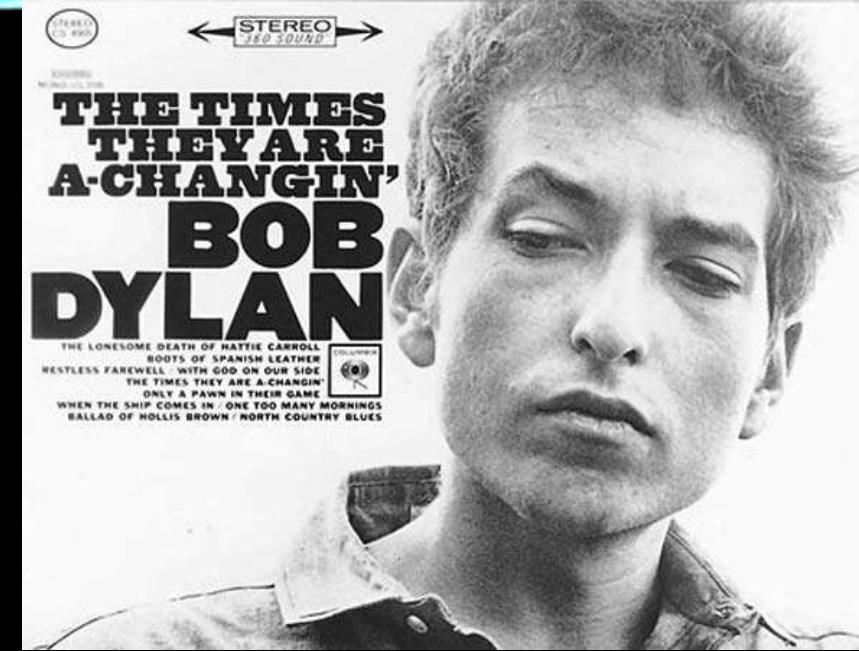


Grow Your Business

Strategies for Keeping **Your**  
**Lesson Program Relevant**

# Relevant Fact

Dylan was right then,  
and he's right now...



The Times They Are A-Changin'



# Let's look at some of the increased competition for potential music students.

1. Franchises have entered the field of music education in a BIG way.
2. YouTube has become an accepted substitute for human interaction, and can also be accessed 24-7-365.
3. Skype is now considered a legitimate lesson with a private teacher.
4. Online subscriptions or tutorials costs less because there is lower overhead.
5. Mobile lessons at a student's home are considered to be an acceptable substitute, because of convenience to the driving parent.

Hendrix gave us our first clue  
to a solution in 1969  
with his question:

Are you  
experienced?



So now let's look at ways  
to redirect our lesson program  
**experience** and...

**Turn this**



**Into THIS!**

# Relevant

## Fact

# Jimi...differentiated himself

WALK-THROUGH  
CONTEMPORARY  
MUSIC CENTER



# Welcome to

@4410



@4410

is our performance venue where students **experience** playing music. And that shared **experience** connects us with musicians and enables both to be part of a greater story



Musicians return to Haymarket for one-night show



Guitarist and songwriter Alex Williams, pictured in 2012 as a Battlefield student, returns home to play on April 19.

Darion Duncan, Alex Williams to perform April 19  
By Michelle Baker  
Two local musicians taking different musical paths will take the stage together for a one-night performance on April 19 in Haymarket.  
Guitarist and songwriter Alex Williams returns home from college on April 19 with an entire band.  
His longtime friend, local Christian artist and songwriter Darion Duncan, will join them for one night only as JW & The Howliners perform at 4410 Contemporary Music Center in Haymarket.  
The \$10 tickets can be purchased online or in the store, leaving in hand.  
Duncan opens at 7 p.m. and the show starts at 7:30 p.m.  
Williams and Duncan are both Battlefield High School graduates who played together in school and have now gone their separate ways. Williams' band, JW & The Howliners, is "a unique Boston-based outfit that set to take music to another level," said Williams.  
Duncan, who is living in Cotuit, is a full-time Christian musician who plays piano at The Rock Christian Center and in the Christian band, Soulutions.  
"I also work in the music industry at my church," said Duncan who also produces for a several local artists.  
Williams is in Boston engaging in music business and performance at Berklee College of Music. When he returns home, he can often be spotted strumming playing guitar beside his father at Park Valley Church in Haymarket.  
Duncan and Williams played together since their sophomore year of high school, when their band, Soulutions, won Battlefield High School's annual Battle of the Bands in 2010.  
Last month, Williams returned to Battlefield with some members of JW & The Howliners to perform as special guest for this year's Battle of the Bands.  
Founded by Williams, JW & The Howliners is a diverse group of musicians from Berklee College of Music.  
When they performed last month at the Battle of the Bands, Williams and his crew "rocked the house and had everyone on their feet," said Francis Gilbo, president of the school PTO. "We could not have asked for a more perfect ending to an incredible night of amazing talent!"  
Using five guitars, vocals, bass, drums, and piano, JW & The Howliners often surprise their audience by engaging Top 40 tunes in addition to playing timeless classics.  
See MUSICIANS, Page A1



Dan Leonard



Michael League  
Snarky  
Puppy

The  
Alternate  
Routes



Nik Hughes  
Youngblood Hawke

4410  
reunited  
our extended  
Family, and we  
share our  
family's story



Francesca  
Simone

plays with **Beyoncé**



Paul Pfau



# Relevant fact



By creating this professional environment, our students are performing at an unparalleled level.



# Meet CMC's Board of Directors



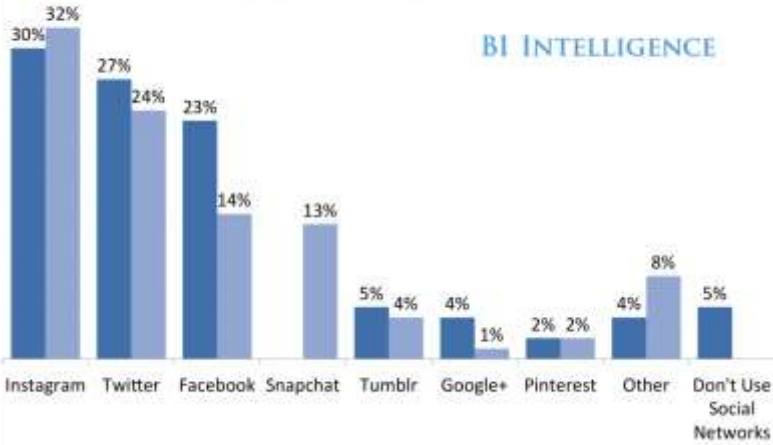
The Board of  
Directors is in  
charge of  
spreading the  
message of  
@4410  
on social media



### Survey: Most Important Social Networks Among Teens (US)

■ Spring 2014 ■ Spring 2015

BI INTELLIGENCE



# Teens post their stories

On **EVERY** social media

**Instagram** is now #1 with teens



# Relevant Fact

## CMC Links

- Web [www.ContemporaryMusicCenter.com](http://www.ContemporaryMusicCenter.com)
- Face 1 [facebook.com/ContemporaryMusicCenter](https://facebook.com/ContemporaryMusicCenter)
- Face 2 [facebook.com/Events4410](https://facebook.com/Events4410)
- Twitter [twitter.com/4410Events](https://twitter.com/4410Events)
- Instagram [instagram.com/4410events](https://instagram.com/4410events)
- Instagram [instagram.com/contemporarymusic](https://instagram.com/contemporarymusic)
- YouTube [youtube.com/user/contemporarymc](https://youtube.com/user/contemporarymc)
- Reverb [reverb.com/shop/contemporary-music-center](https://reverb.com/shop/contemporary-music-center)
- Eventbrite [eventbrite.com/o/contemporary-music-center-6435170059](https://eventbrite.com/o/contemporary-music-center-6435170059)
- MMR Magazine [mmrmagazine.com/current-issue/127-small-business-matters](http://mmrmagazine.com/current-issue/127-small-business-matters)

To survive  
in the new normal...  
You must engage in  
social mediums





# Let's also talk Video

## Here's what's fast and easy



**Instagram** has gone from 15 seconds to 1 minute



**Your phone** has photo and video capability



**Link your phone** to your social pages and web









**Facebook now has movies** (don't over do it)



**Content \*\*\*\*** This is your voice, and can be the difference in how your business is perceived...make it count!



# YouTube can expand your educational reach and open new avenues

-  YouTube is the second most engaged **search** engine.
-  Tutorials and product demonstrations have a great role in **driving traffic**.
-  YouTube brings an **entirely different dimension** to the lesson conversation.
-  YouTube is **24/7/365** and is a **worldwide** platform
-  YouTube **offers new opportunities** in subscription-based possibilities
-  Don't be one of those guys...only publish content of the highest **integrity**



# A different tool will require a different approach

skype™ can be a tool, but it's limited in some physical ways (i.e., drums).

skype™ is better suited for some instruments than others.

skype™ If you are a **superstar** teacher, **Skype** seems more justified, because you are not local.

skype™ appears to be better suited for individuals than stores.

skype™ \*The jury is still out on this medium for individual teaching, but I feel it works well for clinics and general broadcast.  
And exactly **like the smartphone...it is here to stay**

# Takeaways

It's a different market today

Changing trends, changing taste and new competition, combined with a protracted slow economy, make us have to work 20% harder for 10% less return...

But with new tools and more creative thinking and a return to the understanding of **WHY** we do this you will find ...

This isn't your Father's Oldsmobile?





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Music Merchandise Review  
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