



# **Boost Your Back-to- School and End-of-Year Lesson Sign- ups**

**by Pete Gamber**

**Summer<sup>16</sup>  
NAMM<sup>®</sup>**

**"Biz is Gonna  
Be Better When  
School Goes In!"**



**HOW???**

# Music Lessons

Are You Ready  
For Back to School?

Pete Gamber



# Back to School



**Kicks Off Your 4th Quarter!**

**The Start of a New Year!**

**Brings New Customers into Store!**

# Questions:



Customer Database

- Phone #'s
- Email info

Website

Youtube

Website

Facebook

Twitter

**Are Your  
Music Lessons  
Your Best  
Kept Secret??**





**Do You Attend Rental / Parent Nights?**

**Are You on School Supply Lists?**

**Do You Do School Demos?**

**Why Not??**





# Your Lesson Room Potential

- Multiply # Rooms x 8 <sub>(3-7p)</sub> =
- Multiply # Rooms x 10 <sub>(3-8p)</sub> =
- Multiply # Rooms x 12 <sub>(3-9p)</sub> =
- Multiply # Rooms x 14 <sub>(2-9p)</sub> =
- Now Multiply x 6 Days =



# What to Do Before School Starts

- [] Search for What Your Store Does on Google
- [] Look Critically How Your Store Lesson Area Looks
- [] Clean Up the Lesson Schedule - Make Corrections
- [] Call Summer Lesson Drops
- [] Contact Schools -re: Supply Lists / Etc
- [] Video Marketing - In Store / On Line
- [] Revamp Rental Fliers - Include Lesson Info



# What to Do Before School Starts

- [] Search for What Your Store Does on Google
  - Music Lessons Your City
  - Guitar Lessons (Etc) Your City - (Your Service Are)
  - Clarinet Rentals (Etc) Your City
  - Piano Tuning (Etc) Your City
  
- [] Video Marketing - In Store / On Line
  - Produce Video Content for In Store Use
  - Post Video on YouTube -
    - Title Using Search Results

# What to Do BEFORE School Starts

## [] Lesson Program Meeting

- Management
- Sales Staff
- Music Lesson Teachers

## [] Topics:

- "What Makes Us Stand Out"
- Marketing Plan
- Goals for Q4
- Teacher Info



# What to Do WHEN School Starts

- [] Attend Back to School Nights
- [] Help at Schools - Demo's Etc
- [] "Get Started - Music Lesson" Flier
  - Hand out to EVERY Book / Reed / Rental Customer
  - Include Incentive Coupon
  - Follow Up 2 Weeks ( Email / Call)
- [] Quick Start Class - Open for Everyone

# Plan for 2017 Success NOW!!

- Retention Goals & Plan
- New Lesson Teachers (?)
- New Lesson Format (?)
- Student Performance Events
- Staff Lesson Sign-Up Goals
- Your Commitment to Improve!



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Grow Your Business

# Have An Awesome NAMM Show!

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