

New Technologies to Grow Your Lesson Program

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I believe video tech “done right” offers a few key things:

- It creates a connected workplace system between people and products in a seamless environment.
- It makes life easier.
- It can make your entire team more productive.
- It can bring real value to your bottom line.

2001: A Video Lesson
Correspondence (VLC) Odyssey

pYT Era
(pre-YouTube)





(that's so rad)

2007 A.D.

(After Disruption)

SUMMER NAMM 2017 PLANNER

FOR SUCCESSFUL MUSIC RETAILERS

JULY 2017
MUSICINC.MAG.COM

music

nc



YouTube Heroes

Retailers who love their video channel **Page 44**

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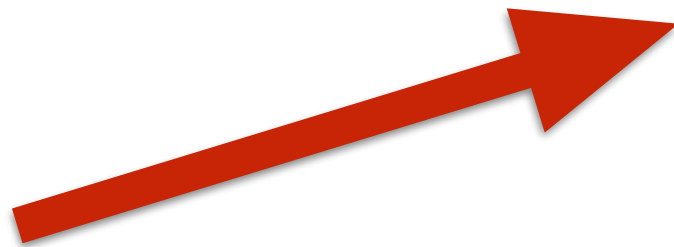
Yutaka Kawai on his company's 100th anniversary | **Page 40**

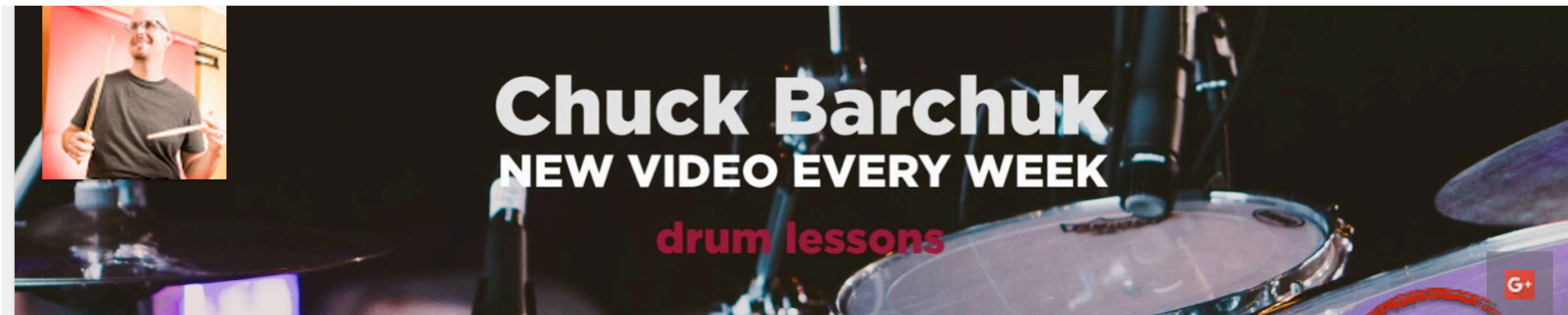
RESCUING ROSEWOOD

A new CITES ban shakes up the guitar industry | **Page 72**

PLUS:

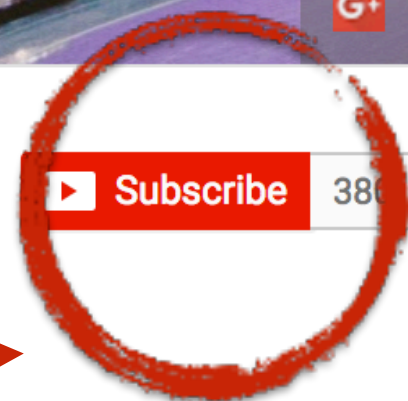
Highlights from 2017 RPMDA | **Page 52**





Chuck Barchuk

Sure, there's lots of folks out there with thousands of subscribers, but how are they monetizing?



Home Videos Playlists Channels Discussion About



Latin Series 6: Mozambique Solo

156 views 5 months ago


Improvised solo showcasing one of the coolest Latin patterns on the planet.

[Read more](#)

Related channels

 Vic Firth
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Chuck uses his YT channel in several ways: 1. Draw in students from all over the world and then sell them a premium lesson pack tailored to their needs. 2. As a private way to assist his in-house students with private video lessons and 3. To sell pre-recorded lesson packs.

My Personal Video Tech Criteria

Inexpensive

(after dollar cost averaging for cost per use)

No Long-Term Contracts or Wordy Service Agreements

(so you can move on when you find another solution that works for you)

Easy to Use With Low Learning Curve

(intuitive and fast)

Offers Benefits to Teachers, Students & Staff

Will Be Here Next Year

(proven track record)

Compatibility

(will the product work with other products you use or offer future integraton?)

Gadgets and Apps



WiFi Cameras

- Inexpensive.
- Easy to set up and use.
- Great for grandparents or parents who want to check in on lessons from another location or planet.
- Parents can watch from waiting room.
- Monitor your teaching space remotely.



Google Chromecast

- Inexpensive
- Easy to set up and use.
- Great for streaming your YouTube channel to any television



- Very inexpensive & easy to set up
- Regular email correspondence can help parents stay updated on lesson progress (“Did you watch the video lesson last week yet?”)
- Lots of great apps
- Share files via Google Drive



Google Drive

- 15 GB of free online storage (video files are large)
- Can be accessed from any phone, tablet, desktop.
- Great to share documents and files with multiple users
- Great to collaborate
- FREE!



Boomerang for Gmail

- Schedule email messages for specific times and dates (great for lesson scheduling to send appointment reminders)
- Set up read receipts
- Click Tracking
- Salesforce and CRM Integration
- FREE for basic package



DropBox

- Free 30-Day Trial (then low rates thereafter)
- Can be used for larger files that email does not support



AirDrop

- Great for Apple/iOS users
- Encrypted
- Uses Bluetooth between devices



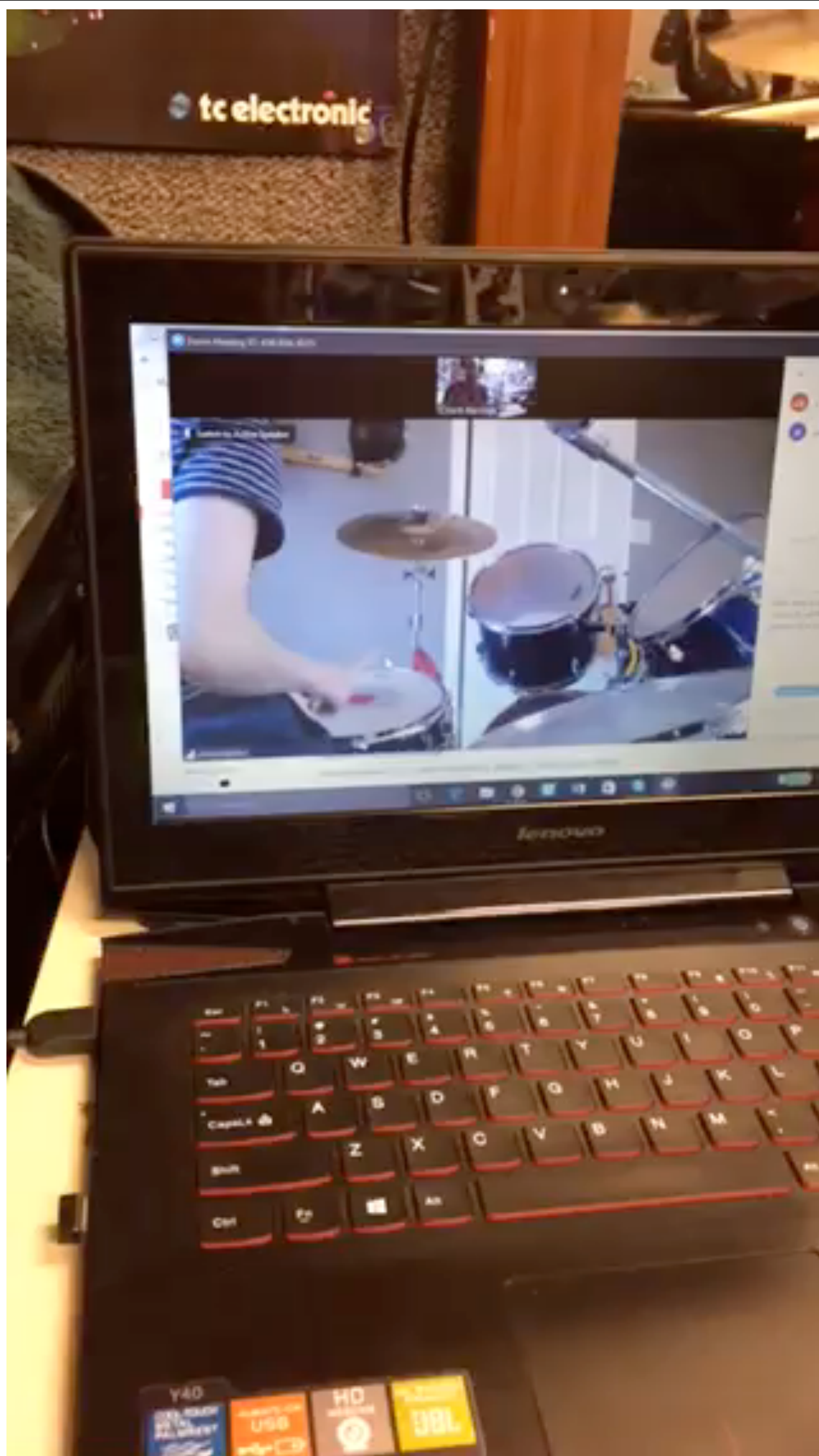
- Awesome for babies and other items that can't be digitally delivered.

Live Video

zoom

Video Conferencing

- HD Screen Sharing and Hardly Any Lag Times
- Compatible with Mac, Windows, iOS
- Multiple Users
- Webinar Tier
- Lots of Great Features, Such as Annotation, Highlighting and Chat Box.
- FREE for basic package



Webinars

Why Webinars?

- Staff Training & Meetings
- Special Studio Events
- Introducing New Teachers
- Sales Meetings
- Product Demos
- Vlogs

Video Email



BombBomb

- Video, Video, Video
- Custom Template That Matches Website
- Clickable Links
- Insert YouTube Videos or Create Videos On The Fly
- Respond With Video Option
- Track Open Rates and Link Clicks
- Lots of Features



It's the Little Things



Battery Back Up &
Line Conditioner
For Your Computers

Really Fast Internet





A Really Good (& Freaky Looking) WiFi Router.
Your Internet and WiFi Must Support
Teachers, Students, Customers (& Still Be Blazing).



External Hard Drive Back Up
1 - 3 TB



We outsource our IT and pay on an “as needed” basis. With all the technology we have in our businesses, it may be the best non-tech purchase.

An Inexpensive Photo/Video Lighting Kit



A Great Editing Desk
Even More Rad!



Questions?

Comments?

Thank you for attending!

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