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Grow Your Business

**THE BIGGEST
MUSIC LESSON
MISTAKES PART II**



BY PETE GAMBER SUMMER NAMM 2017

Music Lessons Program Growth Cycle:

Acquire New Students

Management
Sales Staff
(Teacher)

Retain New Students

Teacher
Management
(Sales Staff)





Your Lesson Room Potential

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





Your Lesson Room Potential

- Multiply # Rooms 6 x 8 (3-7p) = 48 x 6 days = 288
- Multiply # Rooms 6 x 10(3-8p) = 60 x 6 days = 360
- Multiply # Rooms 6 x 12(3-9p) = 72 x 6 days = 432
- Multiply # Rooms 6 x 14(2-9p) = 84 x 6 days = 504

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WHAT'S YOUR MUSIC ADVENTURE FOR YOUR STUDENTS?





NO MID YEAR EVALUATION

- What Worked Great? Why?
- What Didn't Work? Why?
- Student Retention Plan
- Fall Event Plan
- Lesson Growth Plan
- Lesson Potential Evaluation





ALWAYS LOOKING FOR NEW TEACHERS!

- Are You Hiring for Desire OR Need?
- I Don't Need Any Teachers!
- Are You Sure?
- I Don't Have Available Lesson Rooms!





Lesson Room Schedule - Monday

Studio #1

M Jones 2-7

Available:

12-2 = 4

7-9 = 4

Studio #2

R Clark 3-7

Available:

12-3=6

7-9 = 4

Studio #3

C Wilson 3-7

Available:

12-3=6

12-3=6

Studio #4

D Deitz 1-6

Available:

6-9=6

Studio #5

Shinta 2-9

Available:



TEACHER INTERVIEW PROCESS ??

- Resumé Based?
- Performance Based?
- Do You Have a Music Teacher Application?
- “Stump the Chump”
- Always Acquiring New Teachers!



“Stump the Chump” Interview



- Perform a Prepared Piece
- Sight-Read Music (Assorted)
- Improvise (If Needed for Teaching)
- Ask "First 5 Songs"
- Teach a Lesson to a Non-Player



NEW TEACHERS

Drum Lessons
Steve Rodriguez

Steve Rodriguez is a talented and versatile drummer. Steve is an Alumni of the Alta Loma Music Lesson Program. Steve is a graduate of the Musicians Institute Hollywood - Drum Program. Steve is a Rock Project and Student Showcase Instructor. Steve can get you playing on the Drums - No matter what style of music you're into! Metal, Punk, Rock, Funk, Jazz, Swing to School Band music. Steve can help! Steve is very patient, encouraging and fun!!

Students Instructor

For More Information Call..... (909)989-5757

Alta Loma Music
www.altalomamusic.com facebook.com/altalomamusic/rancho

Find us on Facebook
www.altalomamusic.com "click" on the YouTube logo!

YouTube

- Get New Teacher Up and Running A.S.A.P.!
- Book Them New Students 1st!
- Promote on Social Media, Email, Fliers.
- Find Out If They're a "Plus" or a "Dud"!
- Have Teachers for 4th Qtr & 2018
- Now You're Able to Avoid Low Retention Teachers



DO YOU KNOW WHAT YOUR TEACHERS ARE DOING?

- “Fire” Students That Don’t Practice?
- If Student is 5 min Late = No Lesson!
- Auditions Students to See If They Want to Give Them Lessons!
- Don’t Do Student Performances





QUIT TEACHING "BORED-A-MENTALS"!

- Fundamentals Aren't Fun!!
- Scales - Exercises – Where's the Music?
- If It Ain't Fun, Students Quit Lessons (and Playing!)
- Pete's Formula = Teach Songs – Perform - Repeat! It's Not Rocket Science!
- You Can Learn Fundamentals in Conjunction With Playing Songs!
- Remember 99.9% of Your Students Are Playing for Fun, Not pursuing an Academic Career in Music!



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PETE'S LESSON RETENTION PLAN



October 2014

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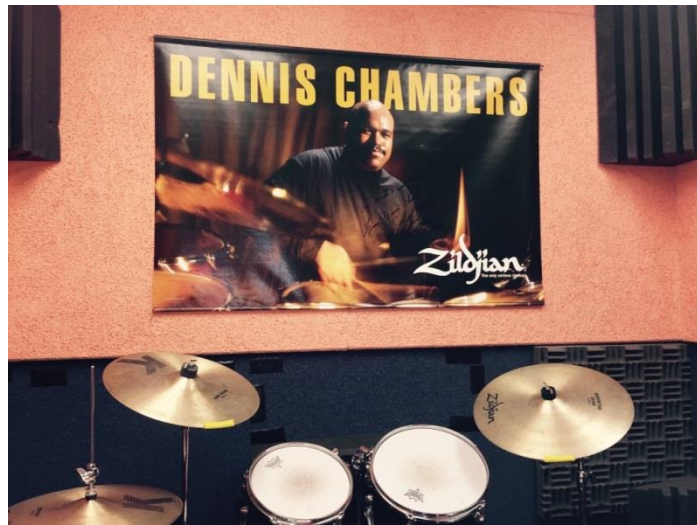
HOW'S YOUR "NICKLE" TOUR??



Contemporary
Music Center

Menzie
Pittman

LESSON ROOM "CURB APPEAL"



Store "A"

Store "B"



THE LESSON SIGNUP PROCESS!

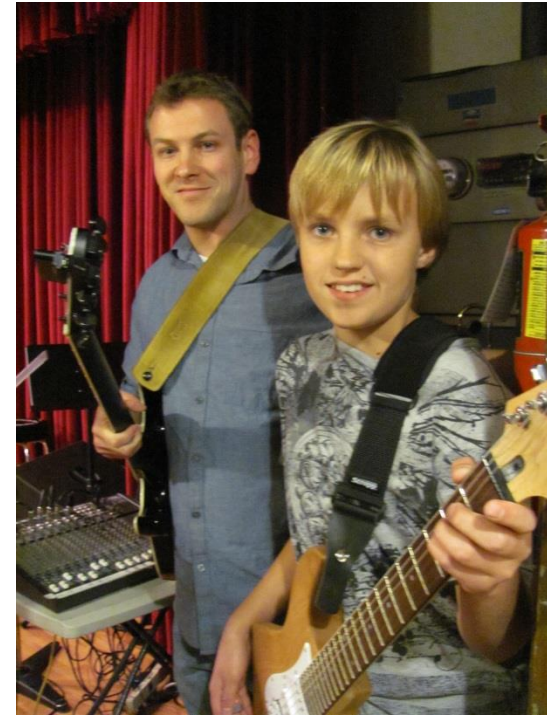
- Only “Specific” Staff Can Sign Up Lessons?
- Only the Teacher Can Signup Lessons?
- Only Using the Website?
- Are Your Procedures Impeding Signups?
- How Difficult Is It?
- Are You Using Lesson Software?





LOOKING / WAITING FOR LESSONS LIST

- "Call Back Later"! (Wrong!)
- Get Info on Students That Needed Specific Time / Day / Etc.
- Assign Staff to Do Follow-Up, Checking Schedule for Changes and Availability
- Contact List Even if Availability Hasn't Changed





DON'T HIRE STAFF THAT DON'T BELIEVE IN LESSONS

- They Think Lessons Aren't Important/Needed
- They Are Proud They Taught Themselves
- They Won't Sell Music Lessons
- They Will Tell Customers How to Learn on Their Own
- They Probably Won't Sell Print Music
- Find Out During Your Job Interviews!





TEACHERS COMPETE WITH RETAIL STAFF THAT TEACH "ON THE OUTSIDE"

- Create a Non-Compete Lesson Policy with Sales Staff
- Retail Staff Job Is to Promote Lessons in Your Store!
- Basically Staff Has Best Access to Your Customer Base
- Teachers Are at a Disadvantage
- Creates Negative Co-operation Between Teachers and Store
- It Will Kill Your Lesson Growth!



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If You Sell Print Music - Teach Lessons



RETAIL PRINT MUSIC DEALERS ASSOCIATION

Join Your Music Industry Peers at RPMDA @ PRINTMUSIC.ORG



HAVE AN AWESOME SUMMER NAMM

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