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Grow Your Business



Lessons in Loyalty: How to Keep Your Students

Music Authority
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What are your school year registration numbers?

May 10, 2017 – 526 students

6 Bands

Adult Choir

4 Summer Camps

Guitar Ensemble

2-3 concerts/monthly



What is your summer retention rate?

May 10, 2017 – 526 students

June 10, 2017 – 512 students

58 students in multiple lessons

14 – students holding their spot for the summer

Only 7% of students who “are taking a break for the summer”
will actually come back.

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#musicauthorityfamily



Culture=Brand



Humans want to belong.

Embrace Your Brand

- Get out of the office
- Know your people
- Live the culture
- Make a hashtag
- Put it on a T-shirt





Be the person who “Cares About My Kid.”

Maddie:

- Cheerleader
- Guitar Student
- Sister
- Vlogger





Be the person who “Understands My Cause.”

Alicia:

- Parent
- Spouse
- Honor Air
- MA Roadie

6 Service Projects Yearly





Be the person who “Gives Us a Place to Call Home.”

Preston:

- The “New Kid”
- Guitar Student
- Band Mate
- “Little Brother”



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Get Social



Laugh at Yourself



End Result: Culture Overpowers “Easy”

