

NAMM | U  **Grow Your Business**

5 ways to differentiate your lesson program

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Set yourself apart from the crowd

- Recognize or create stories
- Being active in your community
- Musical Bursaries
- Epic student concerts
- Create Community Initiatives

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Recognize Stories

- What if you could make a difference or inspire someone through the stories happening around you?
 - Did something happen at your business that people would find interesting/exciting?
 - Did you impact your community?
 - Did you help someone through music
 - Did you make someones dreams come true?

Media (Press release, Article, Social media)

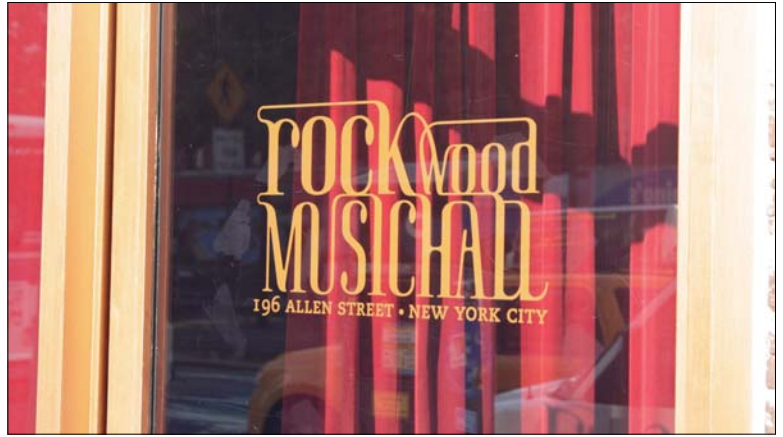
- Any time something "exciting" happens, write an article 300-400 words with a couple of quotes and a picture (if possible)
- Send to media (3-4 times a year)
- Social Media (condensed information more casual)



Sharing stories

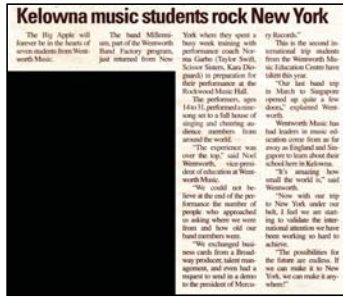
- Consistent stories help keep you top of mind for when people are ready to take lessons or purchase something
- Story idea: How many of you dreamt of traveling while playing music?





Student band trips

- Something exciting creates a story you can share
- Do something your competition isn't doing
- Creates top-of-mind awareness by creating an emotional response



Building your brand

- Build a brand through what you love to do
- What do you want to be known for?
- Music, community and opportunity
- Helping others is a way to develop your brand and community trust



Being Active in Your Community

- Musical petting zoos
- High-profile events (be where the people are)
- Electronic Drums, Guitar, Bass, Synth, Small children station
- Event provides power and room or tents
- Develops a rapport with future clients and a way to pick up a few new students



Musical Bursaries

- Students in need?
- No budget? Try approaching a Rotary club?
- Musical instrument bursary
- Donations of money for someone who has passed on
- Musical legacy story



Epic student concerts

- How many of you teach all the different instruments in a band?
Drums, vocal, bass, guitar, piano?

- How many of you have a band program?

- How many of you are putting on student rock concerts?



Help make a dream come true!

- Teachers become a team to coordinate
- Creates new students through word of mouth
- Customer experience is the goal
- Adds value
- Everyone benefits from collective efforts



Results

- Students take lessons for 5-7 years (increased student retention)
- Students often double up on lessons to be on stage more
- Increased enrollment (even in harder times)
- Fantastic marketing strategy and niche



Create Community Initiatives

- Support the community that has supported you
- Donate proceeds after expenses from events to help children (Student Rock concerts)
- Donations start small but add up over time



Keep a Grand Total!

- Show people the impact you've made
- Tell everyone (media included)
- Display in store
- Bring to special events



Strings for Food

- Sale event idea
- “Free” set of Guitar strings and string change for a donation to your local food bank
- Suggest repairs if necessary
- Brings more people into the store



- Community initiatives draw attention to a cause and your business
- Builds trust and brand visibility
- Inspire others to give back too



Bottom Line

- Don't keep it a secret when you're supporting your community
- Send out press releases of 300-400 words and a picture
- Making a difference creates a story which gets your name mentioned organically.
- Providing opportunity or “giving” is a powerful way to develop a reputation



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