



# **How You're Killing Your Lesson Program**

**Pete Gamber  
Summer NAMM 2018**

# Jon Bon Jovi



**Rock Hall  
Of Fame  
Ceremony  
2018  
Acceptance  
Speech**

- I was first introduced to music at 7 years old when my mother brought home a guitar she had bartered for, along with the Kenny Rogers “Learn to Play Guitar” record.
- As a kid, my parents took me to lessons, where this guy in a little cubicle smoking a pipe **opened up a book of scales and tortured kids with his smoke and lack of interest.**
- After a couple weeks, I quit, throwing that guitar down the basement stairs, conveniently breaking a tuning peg. That guitar laid there in the dark until I was around 15

- A man named Al Parinello moved into our neighborhood.
- Al played in lounges and the wedding circuit. He was a great guy, a family man. He took an interest in a couple of us neighborhood kids and **taught us a couple of songs.**
- Al's teaching style was much different than the pipe-smoking, **scale-playing, half-hour-nap-taking session the man at the strip mall gave me.** I didn't learn quickly, and I was by no means any good, but **Al showed me the magic of a song.**

# Teaching Bored-Amentals

- There's NO FUN in Fundamentals!
- Stop using the "P" Word!
- You or YouTube?
- How quick can you get me playing?
- Can't you learn to play by learning songs?
- Are you "teaching the magic of the song"?



# "Butts in Seats" or the "Right Fit"?



# Don't Keep Track of Lesson Data:

- New Sign-ups Numbers
- Staff Sign-ups Stats
- Drop Rates
- Teacher Retention Rates
- Student Demographics
- Student / Teacher Participation
- Student Showcase students had a retention of three years for 80% of the participants!





***Do You  
Know  
What This  
Is??***

# It's Your Staff —

**"No one's looking for lessons!"**

- How many incoming calls come in?
- How many customers get info from you?
- How many sign up?
- Every customer is a potential lesson student!
- **ARE YOU LOOKING FOR LESSONS?**

# No Growth Goals

- What's Your Lesson Potential (Room Chart)
- What's Your Daily Sign-Up Goal (Monthly?)
- What's Your Retention Plan (Instrument / Teacher)
- Plan for Increases on "Dead" time spots?

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

# Lesson Room Schedule - Monday

## Studio #1

M Jones 2-7

### Available:

$$12-2 = 4$$

$$7-9=4$$

$$= 8$$

## Studio #2

R Clark 3-7

### Available:

$$12-3=6$$

$$7-9 =4$$

$$=10$$

## Studio #3

C Wilson 3-7

### Available:

$$12-3=6$$

$$12-3=6$$

$$=12$$

## Studio #4

D Deitz 1-6

### Available:

$$6-9=6$$

$$=6$$

## Studio #5

Shinta 2-9

### Available:

$$12-2 =4$$

$$=4$$

**Total = 40 More Lessons!**

# No Adventure!

- Adventure separates YOU from YouTube!
- Music adventures aren't just for the summer!
- I see everyone posts for summer music programs but nothing during the rest of the year!
- There's no music lessons season!
- It's an all-year push!
- Quit giving music lessons!
- Teach people how to play music!



# Pete's Adventure Schedule 2018:

- March 4th: Student Jam
- March 18th: Corona Student Showcase
- April 8th: Rancho Student Showcase
- May 6th: Corona Student Showcase
- June 3rd: Rancho Student Showcase
- July 15th: Summer Music Fest
- September: Student Jam
- October: Rancho Student Showcase



# Pete's Adventure Schedule 2018:

- October Corona Student Showcase
- December Rancho Student Showcase
- December Corona Student Showcase
- December Holiday Show 2018



# People Are Eating Your Lunch!



More Than Just  
Music Lessons™

951.790.2765

**TEXT ROCKSTAR**  
to **63566** For More Info

GUITAR ★ VOICE ★ DRUMS ★ PIANO ★ BASS ★ UKULELE  
VIOLIN ★ RECORDING PRODUCTION ★ PERFORMANCE

[www.RockstarsofTomorrow.com](http://www.RockstarsofTomorrow.com)  
Norco ★ Rancho Cucamonga ★ Chino Hills



# People Are Eating Your Lunch!

ROCKSTARS OF TOMORROW PRESENTS  
IN ASSOCIATION WITH KIDS WHO ROCK

# JAM CAMP

A 5 DAY CAMP THAT PUTS YOU  
IN THE BAND

THIS SUMMER, ROCK OUT  
IN A BAND LEARNING  
HOW TO PLAY AND PERFORM YOUR  
FAVORITE SONGS

**5 HOURS A DAY**  
9am to 2pm

**2**  
CHANCES TO ROCK

**JUNE 26<sup>TH</sup> - 30<sup>TH</sup>**  
**JULY 17<sup>TH</sup> - 21<sup>ST</sup>**

1 FULL 25 HOUR WEEK FOR ONLY \$295.00  
TO REGISTER OR FOR MORE INFORMATION CALL: 909-945-9398  
OR VISIT [WWW.ROCKSTARSOFTOMORROW.COM/JAMCAMP](http://WWW.ROCKSTARSOFTOMORROW.COM/JAMCAMP)

**FUTURE OF ROCK**

## TEACHING KIDS HOW TO BE ROCK STARS

Became a student at "Rockstars of Tomorrow" academy at age 4

**LIVE**  
**HLN**



ROCKSTARS OF TOMORROW & NEW BEGINNINGS FWC PRESENT

## ROCK 'N ROLL CHRISTMAS SHOW & PARTY

With Performances by:

# JAM CORE

RANCHO CUCAMONGA & MONROE

**THURS. 12.21.17**  
**6 PM**

# BAND CORE

RANCHO CUCAMONGA

Special Appearances by

- Thursdays in Suburbia
- Copiest
- Sugar Bombs
- Sub-Standard
- Teachers Jam House Band

\$5 Admission  
current students & children under 3 FREE

Music \* Food \* Raffles \* Open Mic \* Fun

New Beginnings FWC - 1030 Mission Park Drive, #114, Rancho Cucamonga, CA

# An Example in Lessons

## Decline in the Marketplace

- Alta Loma Music 2008 = 1,500 students (2 locations)
- Rockstars of Tomorrow = 60 students (house)
- P&G = 48 students 2008; P&G = 156 students 2018
- Rockstars of Tomorrow 2018 = 900 students (\*est.)

Process	Thriving Lesson Program	Dying Lesson Program
Sign-Up Process	At POS & Phone Computer based	Away from POS & Phone Non Computer
Incoming Inquiries	Music Lesson Program	Teachers
Web Presence	Website/Youtube/S.Media	Website ? / No S.Media
Lesson Product Knowledge	Training	No Training
"Which Teacher?"	"Right Fit"	Generic
Sign-up Goals & Tracking	Daily for Store & Staff	No Goals - No Tracking
Student Acquisitions	Looking for New Students	Waiting for New Students
Digital Outreach	Email & Social Media Promo	None
Out of Store Outreach	School Awards & Clinics	No School Awards or Clinics
In Store Promo	Digital and Paper	None
Who "Closed the Sign-up"	Staff "Closed the Sale"	Rely on Teachers -Trial Appt

Process	Thriving Lesson Program	Dying Lesson Program
Non Retention Teachers	Stop getting New Students	Get New Students
Student Showcase Teachers	Priority Sign-ups	Don't Exist / Book Everyone
Student Showcase	Cross Promote Teachers	Don't Cross Promote
"Adventures"	Store Based & Promoted	"Do Your Own Thing"
Rock Band Program	Everyone Works Together!	"No One Wanted to do It!"
Student Guitar Jam Contest	Ditto	Ditto
Student Drum Jam Contest	Ditto	Ditto
Singers Spotlight Program	Ditto	Ditto
Summer Concert Band	Ditto	Ditto
"Percussion" Ensemble	Ditto	Ditto
Sudent Event Promotions	Non Stop	None

# Gary Vaynerchuk



“All your ideas may be solid or even good ..

But you have to actually EXECUTE on them for them to matter.”

“You need to spend all of your time and energy on creating something that actually brings value to the people you’re asking for money!”

# Gary Vaynerchuk



It may not seem like it, but August is one of the most important months for an entrepreneur.

Everyone else is sleeping or on vacation and just simply not on their A-Game. Now's the time to prepare.

Now's the time to get your fourth quarter hustle up and running.

# **Have An Awesome NAMM Show!**

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