

NAMM[®] | U



Grow Your Business



Music Authority – Cumming, Georgia

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5 Essential Strategies for Lesson Program Growth

1. Build Relationships
2. Perform
3. Quantifiable Progress
4. Don't Skimp on the Front Desk Staff
5. Owners – Be Visible

May 1, 2016 - 475

May 1, 2017 – 517

May 1, 2018 - 564

Build Relationships



We all want a friend in the _____ business. Customers are more likely to buy from someone they trust and have a relationship with when dealing with a small business.

Perform



- Show off what you're learning
- Make it fun
- "Free" advertising

- "Classical" recitals
- "Rock" recitals
- Make it attainable to everyone



Quantifiable Progress

- Use books
- Levels
- Juries
- Testing
- Level Certificates
- Performance Requirements





Don't Skimp on the Front Desk Staff



- Your first impression
- Often your last impression
- The line of defense



- Accounts
- PR

Owners – Be Visible



- Be a celebrity
- Embrace your “empire”
- Care



- Be able to laugh
- Have dinner
- Invest time

Bonus: Actions Speak Louder Than Advertisements



Investing in your most valuable asset – your customers, students, staff and families – will have the largest return of any task you do daily.

#MusicAuthorityFamily





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