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Grow Your Business

Music Lessons: How to End No-Shows Forever



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End No-Shows = Happy Customers and Happy Teachers!





What steps should you take?

- Have a Policy
- Communicate the Policy
- Offer Options
- Help Customers Visualize Options
- Be Creative and Be Flexible





Have a policy

- Make sure the policy works for your music school.
- Explain the policy at registration and answer any questions
- Have parents and students sign the policy at registration.
- Give them a copy.





Communicate the Policy

- Policy should be simple and clearly written in multiple locations.
- Post the policy in your physical location and on your website.
- Send email reminders home that clearly explain the policy, but put a positive spin on it.
- Be able to explain why you have the policy.





Offer Options

- Video lessons
- Come to a group class.
- Come for part of the lesson.
- Send a family member.
- Send a friend.
- Have the teacher write out an assignment or do a video assignment and email it.



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Help customers to visualize their options.

- Show people, don't just tell them.
- Use You Tube
- Ask customers to tell their story.





Help customers to visualize their options.



Live Video Lessons
At Mike Risko Music

914-762-8757

Mikeriskomusicschool.com



Be creative and be flexible.

No-shows can be an opportunity to create a positive experience.

Always be a little flexible, and don't treat each no-show the same way. Listen to the story and come up with a solution that works for everyone.



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BEST MUSIC SCHOOL

BEST AFTER SCHOOL PROGRAM



We have
the best
customers
and
friends!

**THANKS FOR
VOTING!**



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MUSIC
School. Store. Entertainment.