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Grow Your Business



2 Reasons For Growth



Student Retention



**Brand Visibility (Online
and in your Community)**



Teachers are the primary reason for student retention

- Hiring the right teacher is Key!
- Looking for team players who understand “chipping in” leads to growth for everyone
- Must understand “Sweat Equity”
- Investment of time leads to Student Retention and Brand Visibility
- Personal Relationship/Mentor Based
- Need Teachers who support Students (in and out of class)





Goals, Goals, Goals

- Teachers who provide goals retain more students
- Provide reasons for students to use their musical skills (Goals)
- Look for and create student opportunities
- Offer Tips/Professional development to teachers to build and retain student rosters
- Create additional value that customers can't do for themselves?



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Plan For Growth/Create Brand Visibility

- What's your target? What do you have to do to reach that target?

- Think ahead! What you do now affects what will happen 3-5 years down the road

- Consistently plant seeds! Consistency is KEY!

- Create unique stories (Ideally once a month)

- Write and send out Press Releases

- Think of Search Engines as the one person who listens, reads and remembers everything!



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The collage consists of several overlapping social media posts and news snippets. Each post features a photograph of a Wentworth Music store exterior with the company name on the awning. The posts are from various local news outlets and include the following headlines and details:

- KELOWNA CAPITAL NEWS** (12°): Includes a link to www.kelownacapital.com and a link to www.kelownacapital.com.
- LAKE COUNTRY CALENDAR** (16°): Includes a link to www.lakecountrycalendar.com.
- KEREMEOS REVIEW** (14°): Includes a link to www.keremeosreview.com.
- SUMMERLAND REVIEW** (16°): Includes a link to www.summerlandreview.com.
- EAGLE VALLEY NEWS** (14°): Includes a link to www.eaglevalleynews.com.
- SUMMERLAND REVIEW** (16°): Includes a link to www.summerlandreview.com.
- edge** (13°): Headline: "Wentworth one of top 100". Includes a link to www.edge.ca.
- SALMON ARM OBSERVER** (13°): Includes a link to www.salmonarmobserver.com.
- REVELSTOKE REVIEW** (11°): Includes a link to www.revelstokereview.com.
- VERNON MORNING STAR** (14°): Includes a link to www.vernonmorningstar.com.
- PENTICTON WESTERN NEWS** (13°): Includes a link to www.pentictonwesternnews.com.
- THE SIMILKAMEEN SPOTLIGHT** (9°): Includes a link to www.similkameenspotlight.com.
- Wentworth one of top 100**: Includes a link to www.wentworthmusic.com.
- MMR MUSICAL MERCHANDISE REVIEW**: Includes a link to www.mmr.com.



Excitement Is Contagious

- 2 ways to make people remember your name: Repetition and Creating an emotional response
- Remember, **YOU** are the Brand
- Be the Good Guys/Build Trust
- Everyone has the power to build their perceived value if they are visible

**YOU ARE
THE BRAND!**



Publicity

- Event Calendars: TV, Radio, Online News, News Paper, Social Media

- Posted Events and press releases with

Keywords can create back links to your site if you include a link

- A FREE way of getting your name mentioned by doing something for others

- Even if you don't get a single student or sale right away, your name will more visible and create top of mind awareness for your business

Rockin' for a worthy cause

The teachers and students from Wentworth Music Education Centre presented their 20th anniversary tribute concert to a sold-out crowd of friends, family and the community June 25 at Kelowna Community Theatre.

"I was dressed up as Gene Simmons from KISS," laughed Wentworth. "I met a little boy who was very sick. He was so grateful to see me in my funky get-up, to just shake my hand... and I knew in that moment that we were doing the right thing, that we had a responsibility to help these kids. Little things make a big difference."

The donation to the Kelowna General Hospital Foundation will go directly to supporting the equipment and patient care needs for the children's ward at the hospital beyond what the government can finance.

"The amount that they have raised is incredible," said Bettina Muller, events and project coordinator for the KGH Foundation.

"We just adore the Wentworth family and are so grateful for their support. This is such a wonderful way to raise money for sick children in our community."

Wentworth Music, recently celebrating its 20th anniversary in business this year, has been selected as a top three finalist for Music Stores & Schools by the National Association of Music Merchants, a global organization with over 10,000 members worldwide.



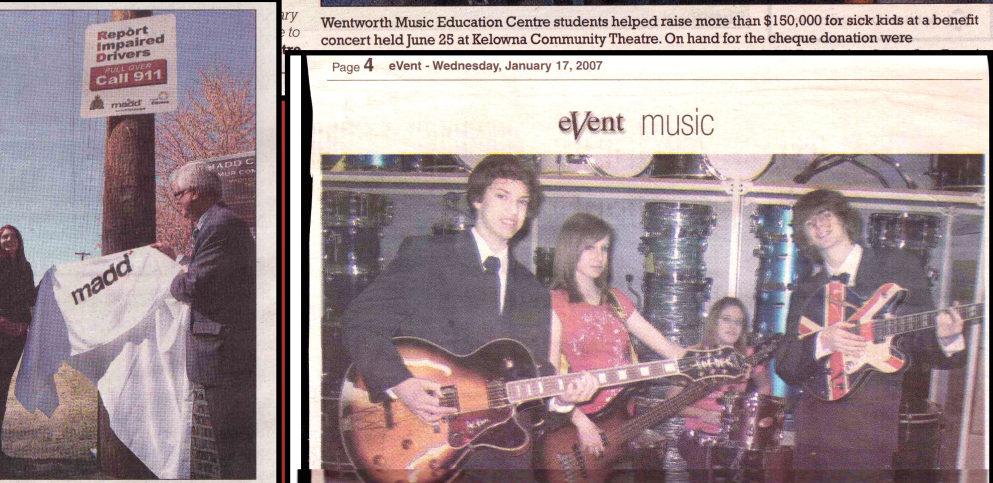
Wentworth Music Education Centre students helped raise more than \$150,000 for sick kids at a benefit concert held June 25 at Kelowna Community Theatre. On hand for the cheque donation were...



NEW ROAD SIGN CAMPAIGN ENCOURAGES WITNESSES TO REPORT IMPAIRED DRIVERS

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Rock heroes in waiting

Kelowna music students recreate game on stage

Students at a local music school are banding together on Mar 6 to play a high-energy tribute to the video game Guitar Hero, in what will be a rock-pool charity extravaganza.

Some 130 students from the Kelowna Music Education Centre will perform at the Kelowna Community Theatre on Saturday, June 25, in a tribute to the video game Guitar Hero, in what will be a rock-pool charity extravaganza.

Budding Beatles

Shawna Witty dreams of becoming a professional entertainer some day.

"I love singing," said the 14-year-old student of the Wentworth Music Education Centre, which is presenting Come Together - A Tribute to the Beatles Saturday at Kelowna Community Theatre. "My goal is to be a professional singer, dancer and actor."

Witty's first performance was at the Wentworth Music Education Centre, where she performed with her band, The Beatles. "I love to perform, in the theatre as well," she said. "I've been in quite a few concerts, but The Beatles is something new and exciting. They are one of my favourite bands."

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Students pay tribute to music from the movies

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THURSDAY-SATURDAY

Wentworth Music Education Centre students helped raise more than \$150,000 for sick kids at a benefit concert held June 25 at Kelowna Community Theatre. On hand for the cheque donation were...



Event example #1 (Food for Strings)

- Offer a free set of strings and restringing for a donation to your local Food Bank**
- Ask one of your suppliers if they might like to partner in exchange for recognition**
- Event listings and Press release before hand**
- Take pictures of the event. Social Media posts during the event**
- Total up all donations in Pounds**
- Some will donate money (keep a donation box handy)**
- Press release afterwards**





Event Example #2 (Musical Petting Zoos)

- FREE FUN EVENT for the community
- For Teachers it's STUDENT RECRUITMENT
- Plant seeds for the future
- Big events are best (Community Block Party, Christmas light up)
- Drums, Keyboard, Guitar, Ukulele, Theramin
- Complement participants
- Picture taking opportunity (with your logo?)
- Increase chances of being remembered with branded swag

THE DAILY COURIER

HOME NEWS SPORTS BUSINESS NEWS ENTERTAINMENT LIFE

Kamloops Funeral Pre Planning Learn More

KELOWNATOYOTA.COM

Block party 1

GARY NYLANDER/The Daily Courier | Posted: Saturday, August 8, 2015 4:54 pm



Cohen McFarlane, 7 plays the guitar at the Wentworth Music booth during the 26th Annual Downtown Kelowna Block Party on Saturday morning.

KELOWNATOYOTA.COM

Block party 7

GARY NYLANDER/The Daily Courier | Posted: Saturday, August 8, 2015 4:54 pm

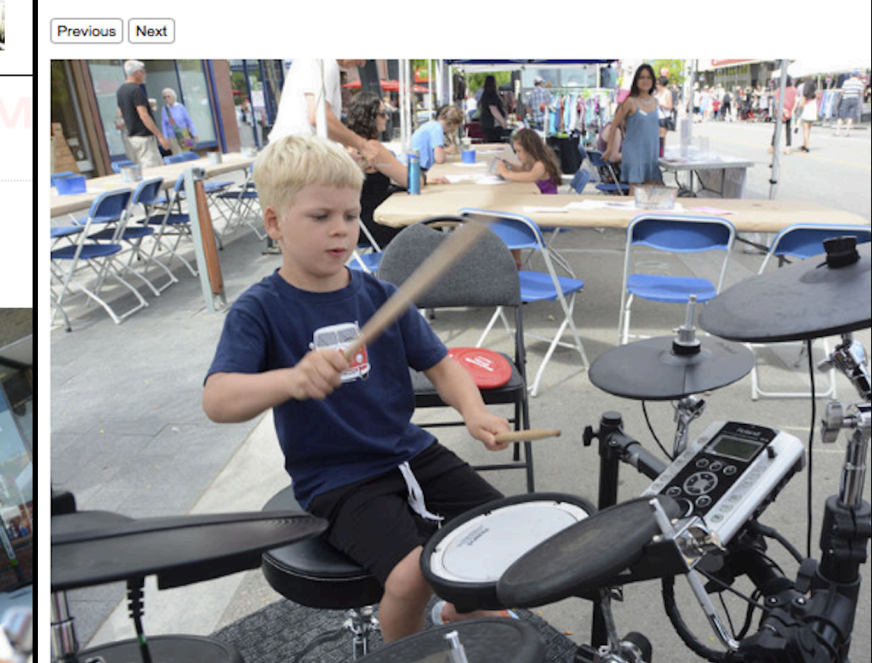


Liam Stadnicki, 4 plays the drums at the Wentworth Music booth during the 26th Annual Downtown Kelowna Block Party along Bernard Avenue on Saturday morning.

Bernard Avenue Block Party

Thousands of people took in the 27th annual Block Party on Saturday that included vendors selling everything from books to clothing, family activities like the inflatables, live music, fashion show. Bernard Avenue was closed from Abbott Street to Richter Street.

IMAGES



GARY NYLANDER/The Daily Courier

A3 The legacy of Bill Bennett

CAPITAL NEWS

Wednesday, December 9, 2015 • kelownacapnews.com



Alaira Edwards, 6, tickled the ivories with the help of Charissa Seutter, from Wentworth Musical Petting Zoo, one of many Downtown Kelowna Light Up activities last Saturday. Christmas light up photos of events across the Central Okanagan on pages A4, A10.

Donated toys for families in need



Petting Zoo Stats

- 10% of attendees participate (on average) in out of store events
- .5-1% of those sign up immediately (or shortly after)
- Event of 10,000 people means 1000 will come to the Petting Zoo = 5-10 New sign up's!
- More will sign up in the future! (plant seeds)
- In store Petting Zoos have a higher conversion rate but less people





Work Your Way Backwards

- Why do people take music lessons?
- “I want to learn how to play a...”
- Dig deeper! Why? Everyone has a WHY!
- I want to be a rock star
- I want to feel accepted, admired, important, loved, release stress
- I want to play with my friends or family
- I saw someone else play. It sounded so cool!
- I heard a song on the radio





Our Why factor - The Ultimate Student Recital

- Huge rock concert production
- Build the BUZZ and ANTICIPATION create the biggest event of the year
- Major Student retention and marketing strategy (visibility)
- Teaches Student Accountability to a Team
- Students will be back for more
- If students aren't leaving, you're growing



Interior Savings
Proud Community Sponsor

Interior Savings
Proud Community Sponsor







Giving Back

- Give all event proceeds to help children locally
- Lending a genuine, helping hand leads to organic attention and a story to share



You Get What You Give

- It's not about you! It's about helping your community and building relationships!
- Takes Time, Consistency is Key
- 2 events that have a community element and are promoted well can get your name mentioned for 8-9 months





By providing Goals and Creating Community Involvement:

- Student Retention**
- Brand Visibility**
- New Students**
- Opportunities for Press coverage**
- Build and Strengthen Community relationships**
- All develops Top Of Mind Awareness**



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