

NAMM[®] | U



Grow Your Business



10 Ways to Upgrade Your School Music Business



Robert Christie



Don't Compete and Compare



Do:

- Focus on why you do what you do
- Embrace your uniqueness
- Build on your vision



Recognize the “New Consumer”

- Renting can't be “work”
- Text notifications
- Auto-Bill
- Expanded delivery service
- Quality over price
- Curate an amazing experience



BE EASY



Q: Why go to a rental program?

A: It's an exciting kick-off event

Booster organization
participation

Students providing a
"first lesson"

Music games, fun
and food

A selfie station



**RENTAL
PROGRAM**

2.0



Online Rentals



Pre-package and offer recurring purchases

Enhance the experience with special content for students



The Empowerment Toolbox





BE
Vulnerable!

ASK
Why



Freedom



TRUST
yourself

Believe in your intuition, vision and YOURSELF



Thank You!

CONTACT INFORMATION

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