New Strategies to Drive Lesson Program Growth

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Additional Value
Ideas are all around us

- What additional value do you give to create the reason why people take lessons?
- What can you offer as experiential value?
- What can you offer that others say “That’s cool” or “I wish I had that when I was a kid”
- People expect music lessons but you can offer them “extras.”
Huge Student Concerts

- Give students the DREAM!
- It’s not about you. It’s about what you do for other people. Everything will come back to you through giving!
- Provide the coolest thing, for as many as possible, and students will be back (student retention)
- Give people what they want
Wait! Did you promote the concert?

- Anticipation and promotion is more important than the event itself
- Reach the masses: the traditional press release or write an article
- Never written an article? Emulate other writers!
- Kids living a dream can be a story the media can pick up
- A story that creates a reaction gets your name remembered
Marketing Is A Process

- Marketing is not an event

- Marketing happens as the process leading up to an event

- Getting your name mentioned organically as a byproduct of what you are excited about

- There are no failures if you did your due diligence to let people know. (Brand recognition)
Would You Like To Try A Sample?

- How are you handing out samples of your lessons? (Sample lessons? Musical petting zoos?)
- How are you making your business visible in your community?
- What do you give away to attract customers?
- Think of mall product samples (ice cream, cinnamon rolls, candied nuts)
Take Your Students On Road Trips

- Going on a trip to play music “somewhere” is a “why”
- The unexpected is something people talk about
- Kids living a dream can be a story the media can pick up
- Acts as a differentiator
- Creates a story
What can you offer that creates a story?

- Look online for other schools that do what you do
- Singapore
- New York
- Australia
Getting Help With Time And Money

- Parental help (PAC Group)
- Big trips can be roughly $5,000 per person
- Fundraising (silent auctions, concerts)
Transfer Credit To College Or University

- Connecting with a post secondary music program that offers something similar
- Ask for some sort of credit and certificate for their program by participating in yours
- The idea: Your school acts as a feeder program for theirs
- Your school gains more credibility
- Students get something for their resume
- Their school saves on recruitment costs and potentially gains business
Include a “field trip” to the school

- Travel to the school so parents and students can see firsthand where they might go.

- Arrange a performance at the school.

- A way to bring the College or University business.

- Saves time and money for the post secondary music program and recruiting.
Additional Value For Teachers

- Your teachers are good at teaching. Give them additional value and tools

- 1-min. teacher videos on YouTube AND your website (get to know your teacher)

- Tool for receptionists (“Check out our teacher videos on our website”)

- Additional value for your customers

- Engages customers and keeps them on your site longer (some will binge watch)
Exceed Expectations

- Give others what you want or wanted
- Big, bigger, best!
- Excitement is contagious! People talk!
- You can’t put a price tag on an experience?
- What can you offer as additional value that creates a story?