Music Lessons: Essential Strategies for Growth and Retention

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Truth in Advertising

May 1, 2016 – 475
May 1, 2017 – 517
May 1, 2018 – 564

December 1, 2018 – 504

Total teacher loss – 4  (Staff loss – 4)
Students on Record for Teachers - 137
Total student loss – 45

% of students retained – 67%  (Or 92 students.)  #Figured after 3 months
Essential Strategies for Success
• Quantifiable Progress
• Performance
• Teacher Relationships
• Front Desk Staff
• Be the Emperor of Your Own Empire
• Parental Relationships
Quantifiable Progress

1. Use Books
2. Devise Levels
3. Recital
4. Test
5. Certificate
6. Repeat
Performance

- Show off what you’re learning
- “Free” advertising
- “Classical” recitals
- “Rock recitals
- Make it attainable
Teacher Relationships

Know their “love language” – it might not be the same as yours.
Front Desk Staff

The first and last face any customer sees.
Be the Emperor of Your Own Empire
They Make the Magic Happen
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