

THE LESSON ROOM | BY PETE GAMBER

Help! I Need More Music Teachers

Picture this scenario. You lose one of your music teachers or want to expand your lesson program, but can't find the requisite teachers. You have no music teacher applications on file, and no one is coming into your store looking to teach. Yikes! What are you going to do?

I wish I could tell you that there's a booth overflowing with enthusiastic, qualified teachers at the NAMM Show or a 1-800-TEACH4U telephone number, but there isn't.

Finding teachers for your lesson program could be the most difficult part of running a program. There is no single "best" method for finding teachers, and some will work better than others for you. Following are 10 methods I have found successful.

1. Have a Teacher Application for Your Staff to Handout.

Don't make a potential teacher have to call back and "talk to the store manager." You may have more leads on teachers than you know. Remember we're dealing with musicians! Make it easy. Have an application for your salespeople to handout. This way, you have a name and phone number to call them back.

2. Institute an "Always Looking for Teachers" Approach. You and your staff should spread the word that the store is always looking for good teachers. Talking to the parents of your students is a great approach. They might know someone who is—or may

be—interested in teaching. They could be a former piano teacher, current guitar player, etc. Talk to everybody.

3. Advertise in Local College Music Departments. Teaching lessons is a great way to make money while in school. Also, many of the soon-to-be graduates are looking for jobs. Post a flier in the college's music office.

4. Contact Church Worship Teams. Many churches have a

very contemporary approach to music, as well as talented musicians (usually of good character).

5. Job Placement Offices at Vocational Schools. Vocational schools like the Musicians Institute in Hollywood, Calif., specialize in students aspiring to become professionals.

6. Check with Senior Centers and Retirement Homes. Many seniors

with a musical background would really enjoy teaching others.

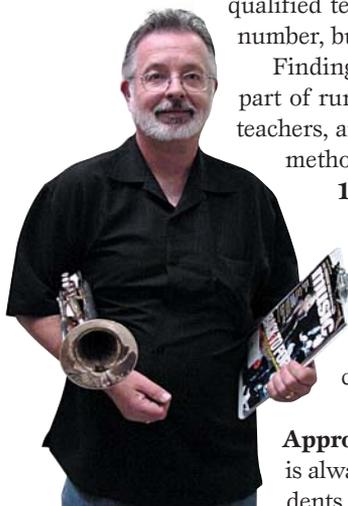
7. Get Leads from the Teachers at Your Store. Your teachers should know your "Always Looking" policy and encourage the musicians they gig with to fill out an application. These leads can be very good, because your teachers are familiar with the store culture and generally won't refer "turkeys."

8. Grow Your Own. More than 35 percent of our teaching staff is made up of former students. These ex-students will have a respect for the store's lesson program and a desire to share their experience. Start now by talking to your high-school-age students about the possibility of teaching when they graduate.

9. Ask Local School Music Teachers. Teachers are a great resource for leads on alumni who are looking for work.

10. Use Your E-mail Database. Send a bulk e-mail announcing "Job Fair" for teachers.

Now you've got leads and applications—what is your interview process? We'll examine that process next month. **MI**



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