

THE LESSON ROOM | BY PETE GAMBER

# Boost Summer Sign-ups

Summer is right around the corner, but it's not too late to boost those summer lesson programs and attract new students at the same time. So, pull out your calendar and let's put some ideas together! Once we've done that let's talk about how we'll promote these!

## SHORT TWO-WEEK CLASSES

Let's start by putting together some one- or two-week summer performance event classes. These should be designed with fun in mind and have a performance at the end. Get your current students to participate and market this to your community to attract new students.



**'Let your rental students know the benefits of continuing to play their instrument, and keep those rentals out over the summer.'**

A mini program for beginning concert band students held the last two weeks in June will give all of your elementary band instrument students the opportunity to perform a mini band concert on the last day. Don't make the class anything crazy or overly demanding, focus on a curriculum that includes songs the kids will know. Fun music that students can identify with will help attract more students. Don't forget to offer something for orchestral students that is similar in format to beginner band, but is string friendly.

Other two-week classes could include a jazz combo that focuses on fun jazz classics and teaches students improvisation, or a ukulele jam class. Stack up some ukes with a sale price and package deal on a jam class.

Offer a Rock Band Class. Come up with some great four chord songs and teach them to rock. Help them write an original song. This really amps up your music lesson vibe. Short two-week classes will help prevent the summer drop in your music lessons.

## WHO TO TARGET?

Your existing students are your main target for your lesson marketing efforts. They are already taking music lessons at your store, and they will be interested in these events. Don't assume they know you

have these different class options going on. Talk to them, give them a flier, and send them an email. Make sure your teachers are interacting with their students so you know what they are really interested in accomplishing and if they are interested in learning another instrument.

Make sure your rental customers know you offer music lessons. Let them know the benefits of continuing to play, and keep those rentals out over the summer.

Print out a list of your rental accounts and give them a call. Ask them how Billy is doing on the clarinet. Talk about how much fun they'll have playing over the summer. Don't forget to mention the non-band instrument lessons you offer, such as piano and guitar.

Target rental return customers. Just because they didn't like the violin doesn't mean they won't like guitar. Just because a student is returning an instrument doesn't mean the student doesn't want to play music. It just means they didn't like that instrument or they bought an instrument from another source. There's a good chance they still want to learn.

Try out some of these fun, two-week classes to make sure your students come through your doors all summer long. **MI**

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