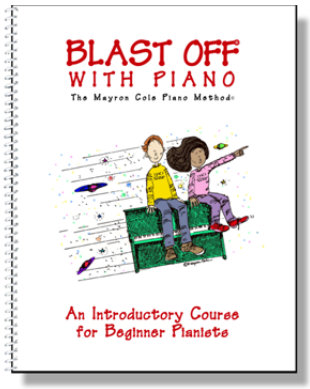
How to Market and Teach



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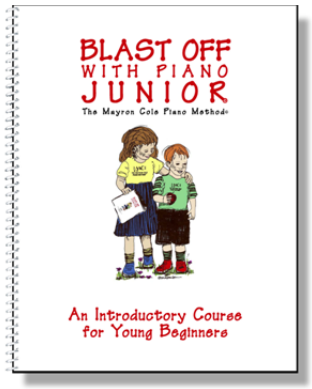

Webinar Outline

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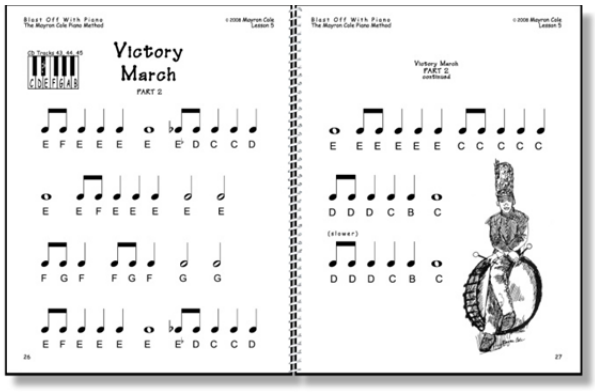
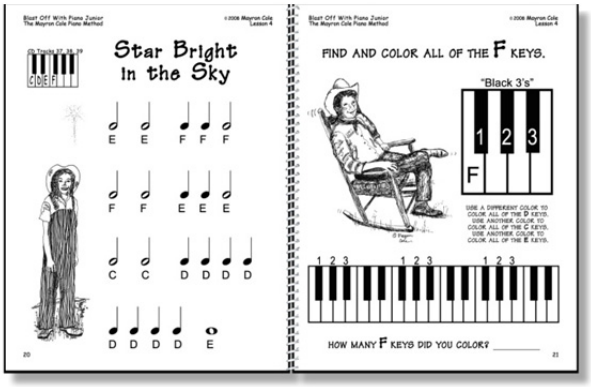
What Are *Blast Off* and *Blast Off Jr* and What Are the Differences Between Them

- They are 5 lesson introductory to piano courses
- *Blast Off* is for students in 3rd to 5th grades
    - First lesson: teaches how to count quarter, 2-eighths, half, dotted-half, and whole notes
    - Second lesson: teaches C, D, E, and E-flat keys
    - Third lesson: reviews all information learned in the first 2 lessons and adds F and G keys
    - Fourth lesson: teaches A, B, and A-flat keys
    - Fifth lesson: reviews all information learned and teaches ensembles
    - Optional Sixth Lesson: Sacred Music (sold separately)





- *Blast Off Jr* is for students in K, 1st, and 2nd grades
    - First lesson: teaches how to count quarter, 2-eighths, and half notes
    - Second lesson: teaches C, D, and E keys (much easier music than in *Blast Off*)
    - Third lesson: reviews all information learned in the first 2 lessons
    - Fourth lesson: teaches how to count whole notes and the F key
    - Fifth lesson: teaches B key

The MAYRON COLE PIANO METHOD



Why Teach the *Blast Offs*

- Great chance for parents to "try before you buy" to see if their child will be interested in piano lessons before signing up for an entire school year
- Gives kids a chance to see how much fun piano classes are!
- Allows you to interview potential new students to weed out behavioral problems before they sign up for the school year
- Allows you to audition new students to get a feel for slow and accelerated students so when they sign up you can place them in a more appropriate class

When to Teach the *Blast Offs*

- Every day for a week is best
  - They only have to commit to a week of lessons
  - Parents are impressed to see how much kids have learned in one week
  - Meeting each day keeps the high energy buzz going
- Summer is the best time to offer the *Blast Offs*
  - Parents are looking for summer activities for the kids
  - Allows kids to get excited about taking piano and parents can plan for piano as an activity for the school year
- Fall is the second best time to offer the *Blast Offs*
  - Right after school starts, you can offer the *Blast Offs* before you start your regular teaching schedule
  - Every day after school for one week
  - Students can then sign up for school year classes that start right away





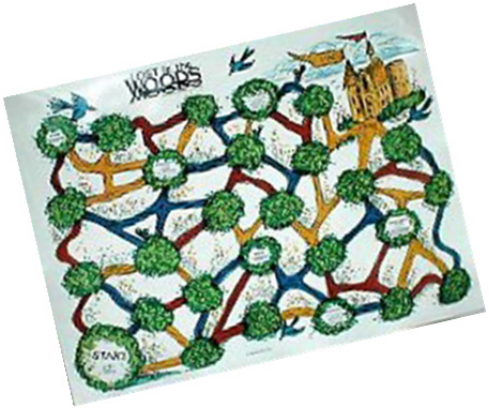
How Much to Charge for the *Blast Offs*

- It is good to charge what you normally charge for 1 month's piano so parents get used to paying that fee for piano lessons
- PLUS the cost of the book with shipping
- You can always tell them they are receiving a free lesson in the *Blast Off* course if you decide to

Supplemental Materials

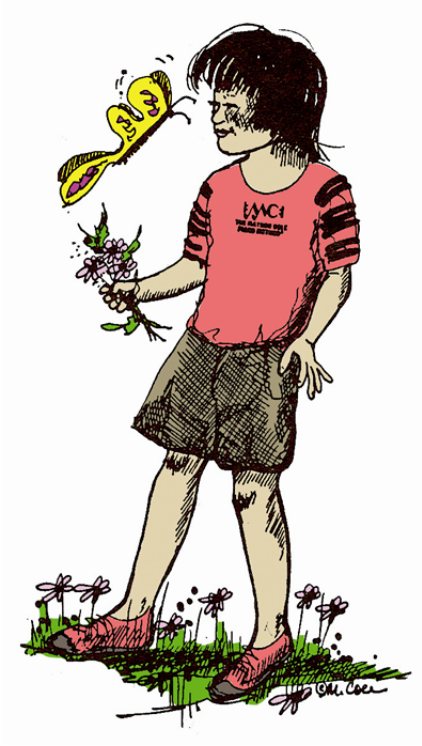
- Teacher's Manuals
  - detailed lesson plans
  - teacher's accompaniment sheet music
- Accompaniment CDs
  - orchestrated accompaniments that play each song in 3 speeds
- Accompaniment USB Flash Drive
  - Contains both *Blast Off* and *Blast Off Junior* orchestrated accompaniments on one USB flash drive
  - To be used on a computer and includes midi software
  - Complete speed control and instrument control
- Accompaniment Midi Disks
  - Complete speed control
    Requires a midi sequencer which is no longer on the market
- Theory Game Mats
  - Poster Size: 31" x 21"
  - $35 each or all five for discounted price of $105
  - *Working on the Railroad* and *Rabbit Race* are included in the *Studio Start-Up Kit*





Advertising and Marketing Ideas for the *Blast Off*s

- Advertising when the *Blast Off* classes will be offered and how much they will cost
  - People respond to deadlines rather than open-ended information
  - Perhaps have a registration open house
  - Perhaps offer a discount if they bring the postcard when they register
- Place ads in small newspapers
  - More affordable that large papers
  - Targets a neighborhood rather than an entire city
  - School newspapers also target your customers
- Postcard mail-out
  - Purchase a mailing list
  - Use your child's school directory, or borrow school directories from friends
- Low or No-Cost Marketing
  - Brainstorm about how to get the word out about your studio without spending very much money
    - These tactics usually take more work, but save you money
  - Perhaps hire the boy-scouts in your area to put flyers in mail boxes or on car windshields in the grocery store parking lot
  - Perhaps put up signs in the median of a busy intersection



- Perhaps put a magnetic sign on your car
- Contact your local rec center or school district outreach program about offering *Blast Off* classes though their program
- Offer *Mr. Christofori Invents the Soft-Loud* class at elementary school

How to Schedule Classes



- Each class should be 45 minutes
- Age ranges per class
  - For young children, plan to only have a couple of grades in each class
  - Older children can have a wider range of grades in a class
  - K, 1st, and 2nd are the hardest to schedule
    - They are close in age, but big difference in school experience
    - If you are teaching in the summer, remember that these kids haven't even started that grade
      - A child going into 1st grade in Fall is really still a Kindergartener
    - If you are teaching in the spring, remember that these kids are almost finished with that grade
      - A 1st grader in the spring is basically a 2nd grader
  - Sample age ranges for the *Blast Off* classes
    - No more than one year difference in school
    - Kindergarten – *Blast Off Jr*
    - 1st and 2nd – *Blast Off Jr*
    - 3rd – *Blast Off*
    - 4th and 5th – *Blast Off*
- Rearranging classes
  - If you don't have enough students sign up for the K or 1st/2nd classes, you can put Ks in with 1st graders, but not with 2nd graders
  - If you have only have a couple of 4th graders sign up and no 5th graders, put the 4th graders in with the 3rd grade class
  - Every time you offer the *Blast Off*s you will have a different combination of ages
    - One year you might have 6 Ks sign up, the next time you offer the class you might not have any Ks, etc
    - Plan for anything and be willing to rearrange your age groups once students have signed up



What to Do with Older Students

- If you have students in 6th – 12 grades or even adults, that want to take a *Blast Off* class, go ahead and schedule a 5 lesson course for them, but plan to put them in *Blast Off* and the *Sing-A-Long Favorites Folk Song Book* (pre-staff note reading)
    - They will go through *Blast Off* in 2 lessons
    - Be sure to charge them for the extra book, too



Where to Place *Blast Off* Graduates

- They are no longer beginners
- Kindergarten – *Menehune*
- 1st and 2nd – *Level 1A*
- 3rd, 4th, 5th – *Level 1A*
- (6th and older – *Older Beginner Level 1*)

Time Management in Class

- Homework - Five Minutes
    - Students arrive and play homework
    - Choose the most difficult piece
    - Large classes and young classes… hear each student play one page or even just one line
- Old Music - Five Minutes
    - Play a few of the pieces from yesterday's class together as a group
    - This is good review before presenting the new concepts for today
- New Concepts - Five Minutes
    - Have students gather around your piano and teach them the new concept for today
    - See teacher's manual for details of each lesson's concepts
- Game Time - Ten Minutes
    - Ask questions about new concepts and review old
    - Large classes and young classes… play in teams to keep the game moving
- Piano Time - Ten to Fifteen Minutes
    - Play each piece of music two to three times together as a group
    - If you have more time, choose a piece and have each student play a one-line solo
- Fun Sheet Time - Five to Ten Minutes
    - Have students complete the theory fun sheet(s) for today's lesson
    - Young students will spend less time at the piano and more time on theory sheets









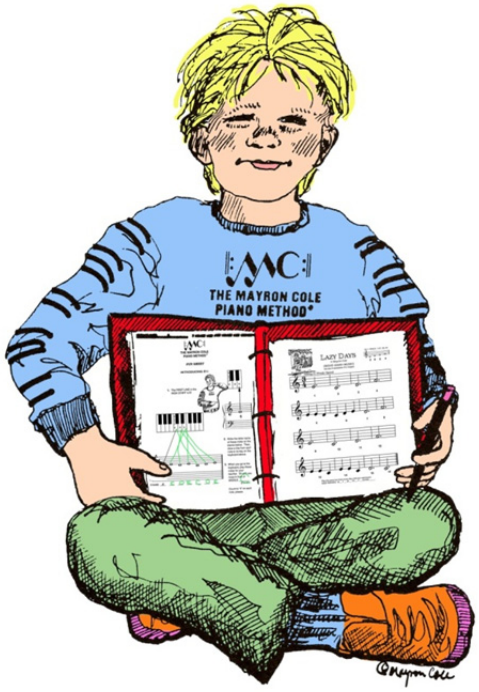




More on Class Management

- *Teaching the Early Levels of The Mayron Cole Piano Method* Seminar on DVD
- The *Blast Off with Piano* and *Blast Off with Piano Junior* Teacher's Manuals

Notes:





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