

## **4 Secrets to Making a 6 Figure Income From Your Music Studio and Still Having a Life**

- *The single biggest mistake that make studio owners a slave to their business - and how to avoid it.*
- *Why most studios don't have as many students or make as much profit as they want or need.*
- *Common myths about the teaching studio business that turn studio owners into "starving artists" instead of well paid professionals.*
- *How to get more students regardless of whether your studio is geared to serious students or recreational beginners.*
- *How to get new students and protect your business regardless of how the economy is doing.*
- *Why the next 2-3 years will hold big changes for the studio industry that can make or break your studio.*
- *How 2 days this summer can change your studio business life forever.*

## ***SPECIAL MUSIC STUDIO REPORT***

**“Here are our 4 Secrets to making a six figure income,  
running a music studio and still having a life”**

*If you like what you read in this report...*

**Come to our 2 day seminar and I will show you 163 specific strategies and systems we use to get more students, make more profit, reduce administration hassles and take more time off than you ever thought possible.**

**If you're not completely thrilled with the information you hear by the end of the first day you can turn in your seminar materials, leave, and we will refund your entire seminar fee.**

**This is probably the most outrageous guarantee you have ever heard of. We are confident making this guarantee because we know the information you will learn really works. In fact our attendees have been so satisfied from the previous 12 years of doing seminars that on average, over 80% of the studio owners that have attended have also re-registered for our additional events.**

**At the end of the 2 day seminar you will get a chance to work with me personally and join a group of other motivated studio owners from all across the country who are committed to reaching their studio goals.**

**As you're reading this, so are hundreds of other studio owners - maybe some of your closest competitors. Our policy is not to work with directly competing studios. Once a studio registers for our seminar they can block out any 4 of their competitors from attending. So if what I am talking about makes sense don't wait too long to decide because if you wait too long, you could be blocked out and it will be too late.**

**We already have a list of over 2,000 studios that can't attend our seminars or get our information at any price. At our previous seminars there were studios that missed out on attending by waiting just 1 day.**

**This report will take some time to read, but I promise it's worth the time. It could be the start of the most profitable thing you ever do for your studio.**

My name is Sam Beckford. In this report I'm going to tell you details about my personal and business life, not to brag, but to explain how good the studio business can be if you know some key pieces of information. I'm 43 years old. My wife Valerie and I live in a suburb of Vancouver with our daughter Isabella and our sons Benjamin and Alexander. Isabella is 10 years old, Benjamin is 7 and Alexander is 2.

We started our studio from scratch in 1995 from very humble beginnings. We literally started by handing out \$50 worth of photocopied flyers. We couldn't afford a building for our studio, so we rented rooms from a local school in the evenings.

We had to drag our teaching equipment in and out each day using our "beater" car. A rusty Honda Hatchback that Val and I shared with over 200,000 miles on it.

There were a lot of established competitors in the area where we opened and we didn't have any great contacts in the industry. Val and I were not well known as teachers or performers so we didn't have any kind of local "celebrity" following. Both Val's parents and my parents lived thousands of miles away and they had no experience running a teaching studio.

Since that time we have built our studio from nothing to 3 locations with 3,644 students attending each week. You can check out our studio website at [www.musicanddance.org](http://www.musicanddance.org). All our studio phone numbers and addresses are listed on our site, so if you want you can even call our studios and "kick some tires" a bit. You will probably talk to Laura, Charlene, or Christine depending on when you call. Feel free to ask all about our programs and the rates we charge. If you have questions about what is in this letter and our 2 day seminar I'll give you a separate 800 number to reach me or my assistant to ask any questions you may have. The staff at our studio knows I do a seminar, but they don't have specific information or details about it so please call our other number with those questions.

Today we own the real estate at all of the 3 locations we operate from. One of our locations is a 9,000 square foot building we bought in May 2003 for over 1 million dollars. The second location is a 8,000 square foot building we bought in 2004 and the other is a 13,000 square foot building that we built in 2010.

Each of our 3 locations independently makes a profit of over \$100,000 per year. Last year our gross revenues for our 3 studios was over 2 million dollars and our actual profit was \$467,247.00. Those figures are revenue and profit for our studios; the seminars we do are run as a separate business.

Since 2001 we have been managing our 3 studios mainly from our home office. Val and I don't do any teaching anymore and we usually spend only about 3 - 4 hours per week at our studios. The rest of the time we can work at our own pace in our home office. We home school our kids so we have the freedom to truly set our own schedule. When we go on vacation I turn my cell phone off and don't check messages until I get home.

A lot of people that hear about our numbers and our lifestyle don't believe me because it sounds too outrageous. These figures may sound hard to believe but 1,911 studio owners (and a few of their husbands and wives) have come to our conferences and have seen for themselves that everything I am saying is true. I'm not trying to brag or impress you with these details; I'm telling them to you to inspire you. If you know someone in the same business as you is making \$400,000 a year it should be easy to

believe that they can help you increase your business by 20 or 30 thousand per year. Seems fair, right?

So, how were we able to do all this?

Was it just dumb luck? No.

We have discovered some very powerful techniques and systems which have allowed us to build a business and lifestyle that most people only dream about.

If you're reading this right now, you are probably interested in how to make your studio run better, be more profitable or be able to run without as much of your direct input.

I don't know you and I don't know what your situation is or what the goals for your life or your studio are. I do know that reading this letter will make you think about the direction your studio is headed. Val and I have shared our ideas with studio owners all across the country that are making their businesses and personal lifestyles what ever they want it to be.

Very soon you could be talking to us face to face and seeing how we got these results with your own eyes.

Let's get started.

There are a lot of things we have done to get our studio to where it is today, but if I had to summarize our results, I would owe our success to 4 main points. I'm going to tell you them in just a minute.

But, first I have good news and I have bad news.

### **First the good news.**

Running a teaching studio can be one of the absolute best business to be in if you know how to do it right. I don't mean because you get to do what you love and work in the arts. Yes, this business is great because we can build lasting memories and pass on meaningful skills that kids will keep for their lifetime. But running a studio is also great from a *business* point of view. Dollars and cents. Profit and loss. Success and failure.

I just want to make a couple of points about how good this business can be in case you're "losing the faith". You are in a terrific business already. Did you know education based businesses have one of the lowest failure rates? There is no inventory or stock, so that lowers the risk. The service is repeat since education is an ongoing process. There is relatively little capital, equipment, and renovations required. Even a cheap restaurant can cost over \$150,000 just to renovate and equip. A lot of restaurants go bankrupt just because they are so far in the hole before they even open their doors.

A teaching studio is also a great business, since it has repeat monthly sales. A lot of businesses have to start over from zero at the beginning of each day. Restaurants, plumbers and flower shops can't really predict how much sales they will do in a given month. We in the teaching studio business can.

The studio business is also great because it has a very long possible life span. Teaching of the arts is not

based on new technology that is always changing. I've talked to studio owners that have studios that are celebrating their 50<sup>th</sup> year of business. There may be a couple of trends in what students want to learn but generally there is no reason to believe that teaching will be radically different over the next 30 years from what it is today.

Let's talk profit. Running a teaching studio can be a way to make a lot of money - if you do it right. A lot of people think that you can only run a studio as a labor of love because you can't really make much money at it. That's baloney. There are a lot of people that think a teaching studio can only be a good "extended hobby".

Last year Val and I made more money than our doctor and dentist combined by running our "little" business that most people think of as a hobby. I still get a kick when I think back a couple of years to a doctor's visit, we were getting checked up for Val's pregnancy with our daughter Isabella. The doctor asked us what we did for a living so we told him we run a music and dance teaching studio. The doctor's next question was "can you make a living doing that?" Val and I just looked at each other and kind of laughed. I replied "we get by."

We're not flukes in this business either. At our previous seminars there were quite a few studio owners attending that were making over \$100,000 per year and at least 2 in the room confided to me that they had made over \$200,000 the year before.

Running a teaching studio is great from a business point of view because we can be closed on almost every major holiday. A lot of businesses are at the mercy of the customer and they are forced to stay open. Studios can be closed over most school holidays.

Those are a couple of reasons why the studio business can be the best business to be in.

### **Now the bad news.**

The studio business can be the absolute worst business to be in if you don't know how to do it right. It can require you to work like a slave. If it is not going well you can be struggling along and working hard just to make ends meet. But here's the irony: If you don't know how to set up your studio business properly, you can also become a victim of your own success.

I've talked to studio owners whose problem was not that they didn't have a lot of students. Their problem *was* that they had a lot of students. Or you could say that their students had a lot of *them*. Their students loved them so much as a teacher and as a studio owner that they could barely find time to breathe. One lady I talked to at a previous seminar told me she had a TON of students but the problem was they all only wanted her. She had other teachers working with her at her studio, but most of the people were referred to her studio based mainly on the strength of her personality. Everyone wanted to be taught just by her. If they phoned, everyone wanted to talk to her. If there was a problem at the studio, everyone only wanted to deal with her. In a way it was flattering, and she did get a lot of Christmas presents from her students each year. But those presents came at a high price.

She told me that some days at her studio she felt that people weren't even giving her a chance to breathe between classes. She had to sneak into the back parking lot to go and sit in her car just to get a break. She was at our seminar because she knew she would eventually go crazy if she had to keep up

this pace. She also told me she was worried about cutting back her involvement because most of her success was based on her personal skills and personality. If your studio is too tied to your personality and your personal teaching skills, your greatest strength can also be your greatest weakness. If you don't know how to set up a studio that can be successful with you or without you *personally*, you don't really have a business. If your studio needs you to be there all the time for it to work, your studio is not a business - it's a job with hundreds of bosses.

This business can be the worst if you don't know how to make it run without your direct input. For a lot of studio owners they *are* their business. If they don't work or can't work, their studio doesn't work either. This can be a very dangerous position to be in.

I once read an article in a teaching magazine about a studio owner that had a very loyal following of students. One day she got a bad illness. She had to close her studio because she couldn't teach anymore, and if she wasn't there, her students didn't want to keep coming. After years of investing her life into her studio, she had no business left and no income. I'm sure a couple of students wrote her nice cards and bought her flowers and said how much they would miss her, but I'm also sure none of them were volunteering to pay her bills each month.

When I read this article I was sad for her at first, but then it made me kind of mad. I knew it did not have to be that way. If she had just known how to set up her studio so it could run profitably without her input, she could still have a business and an income. She wouldn't be left out in the cold with nothing after building, what she thought, was something that was supposed to be more secure than having a job, where you can get laid off or downsized in an instant.

Having a studio can be the worst business if you don't know how to delegate the right things to the right people.

If you don't know how to set up your business properly you can be responsible for 2 jobs: a full slate of teaching and a full time job doing office administration, management and book keeping. I've talked to a lot of studio owners that are so consumed by doing every job in their studio that they can't take a day off. Even if they could they would just end up obsessing about their studio anyway.

A studio can also be the worst business if you have to be a collection agent. Trying to track down fees from hundreds of people each month can be a headache but there are ways to set up your payment policies so you don't worry about collections.

An automated collection system was the first thing that we really tried to set up in our studio. If we had to worry about chasing people for fees each month I think there is no way we could have built up to the number of students we have now.

The summer can be a terrible time if you don't know how to prepare you studio for it. A slower paced summer can be great if you know your bills are paid and you have money to spare. Two months with bills to pay can be financial disaster and personal stress if you don't have money coming in.

The studio business can be a terrible business if you have to spend a lot of time dealing with customer service issues, putting out fires. If you as the owner have to deal with the same minor, nit-picky details over and over again it can frustrate you and make you mad, but it can also distract you from teaching

and running a good business. The emotional burden of having to deal with upset people can cause a lot of stress. If this stress keeps adding up, by the time you reach the end of the teaching year you can be wound up pretty tight.

If you set up your studio wrong you can make very little money. I've talked to studio owners that are working like slaves but still just squeaking by.

This business is not just about money, but it makes no sense to provide a valuable service, do your best and still have to struggle to make ends meet. I believe studio owners that do a good job and provide value to their students deserve to be well paid. Thinking you're doing a great job sacrificing yourself for your art by being "poor and noble" is not a good idea. If you want to donate money to charity, or run a free program for underprivileged kids - by all means do it. But I think you are fooling yourself if you think you should shortchange yourself and not get paid for your efforts. If the people you are providing your service to can afford to pay for it and are getting genuine value you should make a profit and feel good about it.

Those are a few reasons why a studio is the best business or the worst business.

So what can you do to make your studio the best business for your income and freedom?

Here are four key secrets that have allowed us to make our studio into, what I consider to be, the best business in the world. To us that means lots of profit which gives us a high income; allowing us to enjoy the lifestyle and things we want without worry. It allows us to give money to charities and make a difference to people that really need help. It gives us lots of time off if we choose, and the peace of mind knowing if we are not there at our studio things are still running smoothly. It is a business that we know can run well if we continue to run it, but will also continue to run well if someone else had to run it.

## Secret #1

**You make a huge jump in income when you make the mental shift from a teacher to a "marketer" of teaching services.**

Being a good teacher does not guarantee that you will have a profitable studio with lots of students. Yes, you do have to have good teaching skills and you have to know how to select and hire good teachers for your studio, but the teaching is just one part of it.

**You can be the best teacher in the world, but you will be broke or struggling just to get by if you do not have proven low cost methods that bring in a constant stream of new students to your studio.**

I like to compare getting students for a studio to filling a bucket. Let's say you have a bucket with holes in the bottom that you can't plug. Over time you will gradually have water leaking out until the water gets lower and lower. You must constantly be filling the bucket just to maintain the water level. To increase the water you must be able to put more in than is leaking out. These days getting and keeping students in your studio is tougher than ever. Even if you do a great job with everything in your studio you will lose students just because of convenience issues.

I like to say that sports activities are the great plague that affects all studios. If kids are in soccer, baseball, figure skating, karate or other stuff, you almost know that your days are numbered because sooner or later a parent will tell you they love your classes but they are having scheduling conflicts so they will be stopping lessons.

When I was a kid I was in just one activity. If I was in a second activity at the same time - that was a big deal. However, these days, kids are in 4 or 5 activities each week. The parents are running around like crazy trying to schedule things to make their kids “well rounded”.

It can be an uphill battle trying to compete with the other activities, but it can be done. You have a couple of choices, you can get mad about it, you can do nothing and just accept it, or you can figure out how to get so good at marketing and selling against the other activities that you don't ever worry about them.

Now, more than ever you have to be very effective at marketing. In the future there will just be more activities to compete with.

Marketing is the first part of the formula to having a profitable studio.

## **So how do you add an additional 100, 200, 300 or more new students to your studio?**

The answer is having a marketing system.

Most people are really confused about what marketing actually is. A lot of people think marketing is just doing some advertising. Advertising is part of marketing but its only *part* of the process.

**Marketing is all the activities you do to:**

- 1. Make prospective students aware of your studio.**
- 2. Encourage them to respond to your message.**
- 3. Convince them that your studio is the best possible choice for them even if they are considering a few different studios options.**
- 4. Convert them from prospective students into students.**
- 5. Keep them as students once they have registered at your studio.**
- 6. Take steps to make them re-register for classes year after year.**
- 7. Encourage them to refer their friends to take classes at your studio also.**

A lot of studios do a half-hearted, incomplete job of marketing. It's not because they don't want more students or don't need more students, it's that they don't understand what it actually takes to do a complete, effective job to get more students. I've talked to a lot of studio owners that say “I tried advertising but it doesn't work”.

**It's not just *where* you advertise but *how* you advertise. You also have to realize that advertising is only part of the marketing process.**



If you don't know how to use something, it probably won't work. Seems logical right? Running the ad is just one part of the process. If you don't understand that, you will be disappointed with a lot of advertising.

**One other thing I have to mention is that we don't sell on price.**

Our lessons are usually the most expensive, or one of the most expensive options compared to the other studios in our area. We don't try to lure people in with low prices, free trial periods, coupons, free registration fees or any gimmicks like that.

I'm not saying that those things don't work to initially attract students, but if you know how to market and understand how to market teaching services, you can charge high fees and not have to worry about "giving away the farm" to compete with lower priced studios.

I personally think it's a bad idea to try to compete by charging the lowest price in the studio business. There are several reasons why people will choose one studio over another and price is just one factor. If you know how to work on the other factors that make your studio attractive to people, you can dictate the fees you want to charge.

What are all the parts of our marketing process?

We use 14 methods to attract and advertise to new students.

We have 5 marketing support tools that help us sell our studio "automatically" once people contact us.

We do 4 steps to keep the students after they have registered and to ensure that they are happy with their lessons.

Then we do 7 steps to encourage our students to re-register for the following year. Our re-registration system is the best part since we are able to re-register the majority of our students in May and get a good chunk of pre-payment before summer.

If a student drops out of lessons we have 4 things we do to try and get them back in for the following year. (Unless, of course, it was a problem student - in that case we help them find a place that's more suitable for them – who says competitors are good for nothing?)

Does that sound like a lot of work and trouble? It was a definite effort to figure it all out and we are still always tinkering and testing to make our process work better. But building and using this marketing process has allowed us to build our studios to a large number of students in a relatively short period of time. This marketing system was the backbone of our success. Having a system to build your numbers to a large student base and keep it high is the first step to making a six figure profit from your studio.

In 1999 we started our third location. We had most of the pieces of our marketing process in place. In just one year after opening our third location had 531 students. Today that location has more than 1,000 students because of the marketing systems we use. This process of having and doing a marketing system may sound like a lot of work but it actually can be very little work.

This leads me into secret #2

## **Secret #2**

### **You must develop proven systems you use to run your studio in a consistent, predictable manner.**

A system is a specific, documented way of doing things that produces a predictable result each time. It is documented by writing it down so it can be taught to and used by different people to get the same result.

Val likes to bake chocolate chip cookies. I like to eat chocolate chip cookies, so you could say we're a good team. Val uses a system to make her cookies taste the same every time she bakes them. The system is a cookie recipe. It says the oven has to be a certain temperature and the cookies have to stay in for a certain amount of time. It says the amount of sugar and flour to use and so on. This recipe or "system" is written down. If someone asks Val how she makes her cookies she can simply give them a piece of paper with written instructions and maybe explain a couple of tips. By using that information that person can go and make cookies taste like Val's cookies.

What I was talking about in the last point was a marketing system. Having to do all those steps of a marketing system might seem like a pain in the neck, and yes, it was a bit of work to develop, test, and consistently do all the steps of our marketing process. If you were counting there are actually 33 different things we do in our system. But once you have a basic system that works, you have the bulk of the work done. You have a proven way of doing things for your studio that will give you a predictable result every time you do it. Even better, it is documented so it can be explained and taught to someone else.

What if you could teach someone who works at your studio to do all the steps of your marketing system in about 2 hours? This means that you could free yourself from being the one that actually does those steps, right?

You may be thinking: "I can't afford to hire someone to work at my studio and do that". Maybe you can't afford to pay someone to work at your studio right now and make sure the marketing is done properly. But what if you just got an extra 100 students - could you afford it then? What if that marketing system you put in place was the *reason* you got an extra 100 students. Would you make sure you could keep it going? I'm sure you would. You would have your own goose that lays the golden egg.

Once you have proven systems for marketing, collections, registration, dealing with common student issues and other operational things, your business and life can be much more predictable and much less stressful.

Most studios don't have any systems. It's fly by the seat of your pants. Sometimes things are done one way if Mary is answering the phone, but if Dianne is there that day, the outcome could be totally different. Some studio owners will say they have a system of doing things but they are just kidding themselves. If you don't know what results to expect from your system each time you do it you don't have a guaranteed proven tool.

If you can't track your results you don't have a system. I can tell you exactly how many students we got from the Internet last year. I know those numbers because we use a customized computer program that I'll talk about this summer to track that.

If you don't know how things are working now, how will you know if they are getting better?

If your system is not written down in a way that other people can follow, you don't have a real system. It's a habit or routine you perform.

If you are the only person that knows how you do things, what will happen if you get sick or just want to take some time off?

If you carry around your system in your head, you can't follow a pattern to make sure it's done the same every time. That leads to inconsistency. Lots of inconsistency leads to chaos. Things will fall apart without you there. Or sometimes they'll fall apart with you there too. Not having a system is the reason most people have a business that runs them.

In 1996 I read a book that started me thinking about this and totally changed the way we looked at our business. That book literally changed our life. I have recommended that book to studio owners across the country and it has made a huge difference for them too. This book has sold over 2 million copies and I have even had the author do some guest speaking at one of my seminars. In fact, it is mandatory that studio owners who register for our seminar read it before they attend. There's always a couple of people at the seminar that confess to me that they read the book on the plane on the way to the seminar, but they wish they would have read it sooner - like years sooner.

We started testing and designing systems in our studio in 1996. We had standard procedures for how we answered the phone, how we answered specific questions, how we did registrations and how we dealt with complaints. It didn't matter if Val was doing it, I was doing it, or anyone else was doing it. Everyone followed the system. We tested out what worked best in each situation and started writing it down in a master operations manual. Now that little book of how we do things is over 200 pages long and we are constantly updating it when we learn something that works better. It doesn't matter who is working at our studio, we all follow the system and it gives us a predictable result each time. We not only developed our system but we came up with ways to track our system to see if it was working.

By being able to track and measure our systems, we could experiment and try new things to make the system work better. With our system I can tell you how many students dropped out in February and why. We can predict what percentage of students we should have registered by a certain time. You don't need a sophisticated computer program to do this. For the first few years we did a lot of our tracking and systems just using pen and paper. Today we use a powerful low cost user friendly web based system that lets Val and I log in from anywhere to check our studio numbers.

Starbucks is a coffee shop that started using systems and now they have over 10,000 locations.

Having a system in place is a benefit for our students because everything is more organized and professional. Our teachers like the fact that we use systems because their job is a lot easier when they feel that they are teaching in an orderly environment. Val and I love having a system in place because it

gives us the peace of mind that when we're not there we know exactly how everything is being done. Sure, there are some occasional situations that arise that our staff haven't encountered before that either Val or I might have handled differently if we were there, but I'd say 90 - 95% of the things that happen in our studio are routine things that we have a system in place for handling.

But what if we're not there and something totally unexpected and weird happens?

We figure out a good solution that works and it gets added to our manual as part of our system. Systems can be the thing that set you free from your studio. Systems can allow you to take time off, increase your profit and predictability and open 2 or 3 locations like we did.

A lot of studio owners I talk to say they would never want to open a second location because they can't even handle one location - they ask "how in the world" we do it. I think trying to run even one location without using systems can be a disaster. Val and I have been able to make a huge profit and work mainly from home because we have systems in place.

If we didn't have proven ways to:

- A. Get a lot of new students each year to build our student numbers
- B. Measure, track, control and improve our current system
- C. Consistently do routine studio administration tasks
- D. Automatically collect tuition each month in advance without ever chasing people

We would still be struggling away with one location hoping that things get better. We wouldn't really know why our registration was up or down from year to year. We wouldn't really know if our ads were working or not. We wouldn't know if our students were referring more of their friends or less of their friends this year over last.

Since we have this system in place the studio can run predictably whether we are there or not.

We are actually at our studio 3 - 4 hours per week but we both don't teach anymore. I'm not saying you shouldn't teach. You should have the freedom to teach if you want to - not because you have to. If there's a certain type of student or a class you like to teach, by all means - do it. But try to organize your studio so you are doing it because you *want* to do it not because you *have* to.

That leads me to our third secret.

### **Secret #3**

#### **You must work "on" your business not just "in" your business.**

So Val and myself only go into our studio 3 - 4 hours per week. How can our studios do so well if we're so "lazy" and we're never there?

We have good staff in place, but the studio manager's we use are not the main reason for our studio's success. We know this because we have had a few different people working at our studio over the last couple of years, but regardless of who is working, our studio runs pretty much the same. If we don't

really work that much and we don't have highly qualified office managers running our locations, how come they have done so well? How have we increased our student numbers and profits so much? Val and I are constantly working on our studios to make them run better.

**Here is a key principle. Most business owners are busy working *in* their business but they don't work *on* their business.**

What do I mean by working “on” your business?

Let's say a chef opens a restaurant. If he's so busy cooking in the kitchen all the time he can't or won't do things like make new menus, try new advertising, call up local TV stations or try to get on a morning show as the local celebrity chef. If he's so busy cooking he can't be out traveling to other cities eating in other restaurants and getting new menu ideas.

The chef can't see the big picture of “how can I make my place better” because he is too buried in the day to day operations. Years can pass and he may not get more customers because he hasn't “had time” to promote and market. He could end up at exactly the same place he started, or be out of business after struggling for years because he is not constantly looking to the future, and making his business better and more profitable.

Doing the work of the business is only part of it.

You can do the best job teaching and running your office but if you are not constantly working on making your studio better, chances are you will be at the same place you are now in 5 years. Or worse, in 5 years you may be even more tired of the day to day routine so you won't have the energy or desire to do anything to improve your business. There's nothing worse than seeing a studio that's been in business for 25 years that really *looks* like it's been in business for 25 years. When you see chipped paint, old ratty carpet, or a peeling old sign, you can pretty much bet that the studio owner is burnt out from doing the work of the business and grinding it out every day.

You know that “old brochure” that you've been meaning to get around to updating? Or that website you've been meaning to update or change? Doing those things properly can give you a big chance of increasing your student numbers, but if you're too tired or too busy “working” to do them, it's a lost opportunity.

On our seminar website you will see videos of studio owners talking about how they are teaching less, but their student numbers and profits are up – way up.

Why?

Their focus has shifted from just being caught up in working “in” the business to working “on” things to make the business better. Just working “on” your business is just part of the battle. You have to know exactly what to work “on”. That is when you will see the real payback for the hours you put in.

Back when we started we were always trying to work “on” our studios, but I admit it was a little tiring to be teaching or working at the front desk doing customers service and trying to constantly be

improving our studios and our systems. In October of 2001 Val and I stopped working at our studios. We decided to work entirely “on” our studios instead of working in them. Our daily activities were focused on doing things to make the studio and our system run better. In the one year period we were able to get more new students than I ever would have thought possible. We increased our student numbers by over 600 students between our 3 locations in just 1 year. That’s the power of working “on” your business.

During that year we tested 2 totally new ways of advertising. One way was using a newspaper insert that brought in 132 new students in January.

I’m not saying you shouldn’t teach in your studio or you shouldn’t be there full time. What I am trying to emphasize is that you must make time to work on your studio. If it is just 2 hours a week that’s a start.

On our website you will see videos of studio owners talking about how working “on” their business has giving them incredible increases in their studio. Some studio owners hit plateaus of student numbers for years, but the principle of working on the business combined with specific marketing strategies helped them break through and reinvent their studios.

Most business owners think that they only have to “set up” their business once when they open, and then just run it.

Wrong.

You have to be constantly refining and reinventing your business. If eventually you can set aside 1 day a week just to work “on” your studio. You will reap huge benefits. By working “on” your studio I don’t mean doing paperwork or book keeping. I mean trying new ways to get and keep students. Work on building systems that will allow you to run your studio in a predictable manner whether you are doing it or someone else is.

A great question to ask yourself is: “why do we do it this way?”

At our last seminar about half of the attendees said they worked in a studio for someone else before opening their own place.

***A lot of things that they were doing in their own studios now,  
were only because the studio they worked at before did it that way.***

**Think about this for a minute.**

Sometimes there isn’t a good reason people do things a certain way. If you can take the time to learn and really think about the best way to do things instead of just doing it the same old way, your business can become much more productive.

That’s what working “on” your business is all about. Let’s talk about the key to making these first 3 secrets work long term.

## **Secret #4**

### **You must combine “How To” with “Want To”**

In the last 10 years I have worked with hundreds of studio owners and I have observed some interesting things about business success and failure. When I started writing my newsletter about business ideas for studio owners back in 1999, I would occasionally talk to my subscribers. Some of the studios that read my newsletter implemented several ideas and had significant results in their business. Other studio owners that had all of the same advantages, were just as intelligent, and in very similar areas, had the same potential but they didn't really apply any of the ideas to get changes. They liked the ideas and believed they could work but they didn't actually implement them and get results.

A lot of business owners struggle with implementing ideas. Some days it's just hard enough trying to keep up with the day to day challenges of parents, staff, bills, payroll and a million other things. Even if you want on work “on” your business sometimes you don't have the time and you don't have the energy or desire.

In 2003 I started doing ongoing business coaching with studio owners after they attended my seminar. That is when I started the contest to win a Ford Mustang for results over an 18 month period. About 2 months after I started coaching other studio owners, I had a true revelation about what it really takes to be successful in business:

**You need to combine information with motivation, to actually produce results.**

We've all heard the phrase that knowledge is power. Well, knowledge by itself is *not* power. Taking action with that knowledge is power. Action with the right knowledge that is sustained over a period of time ultimately leads to business success.

### **Just joining a gym is not enough to get in shape.**

If someone wanted to get into shape they could join a gym, but just joining a gym won't be the answer. You have to *use* a gym to get results.

A couple of years ago I talked to a guy that owned a chain of 11 health clubs with over 40,000 members. I asked him how in the world he was able to accommodate that many members. He told me that the health club is packed in January, but virtually empty in March. People know exactly what they need to do to get into shape, but they don't have a system to make them continuously do it.

So am I just saying you have to get motivated? No.

The motivation that actually works is not a rush of emotion. The type that works is self motivation. People around you can't tell if you are determined to reach your goal just by seeing you. The most effective, most motivated people I've seen aren't the ones showing outward signs of emotion and excitement all the time. Internal motivation is the quiet determination to actually do things and keep on doing things until you reach your goal.

Every year since 1996 Val and I have had written goals for our studio and our personal life. Every year we have been able to accomplish some very major goals, not because we walk around excited all day saying strange affirmations and positive thinking. I don't think being negative is a good way to live, but positive thinking alone will not make you successful.

So those in a nutshell are the 4 secrets that have allowed us to build a business and lifestyle that most people only dream about.

So what does this mean for you?

Where do you start?

How can you put these things into action in your studio?

We've talked about *what* you have to do but there is still a ton of information about *how* to do it that's missing.

We have documented 163 specific strategies and systems that we have done in our business that have given us these results. We can explain exactly how we do them, why we do them and why they have worked so well.

You may not want to do all 163 things we tell you. Maybe you will. I have seen studio owners get amazing results from applying even 5 or 6 key elements.

You could try and figure out everything on your own. Learn and test marketing ideas, hire consultants and get their input on everything from advertising to management, test out new ways of collections and administration that will work better.

You could do all this but you would be re-inventing the wheel.

We've already done all the "heavy lifting" to figure out what works, what doesn't and why, so you can just take our ideas and plug them in.

You don't have to go to university and spend 4 years getting business degrees like Val and I did. You don't have to take years testing out steps of a marketing system. Just use ours. It's worked great for us and its working great for other studio owners across the country.

How would you like to see ideas that were field tested for years by us and other studio owners across the country? If you're thinking it would be a pretty handy "short cut" you're right.

Since 1995 I've read over 800 books on business, marketing, advertising, management or anything else that would help us build our system. We've spent thousands of dollars on consultants to figure out how to get the most out of everything we do.

In 1999 we decided we didn't want to open more locations or franchise, but our ideas were too good to keep to ourselves. We started sharing our ideas by writing a newsletter for studios all about the stuff



you have just read about. We knew a lot less than we know now, but even so studio owners from all over were using the ideas they learned to get results at their studios.

The newsletter was a good start, but people still had way more questions. They wanted to meet us and just talk. They wanted to see our studios in person to see exactly what we did. In July of 2000 Val and I took everything we had done and told it all in a 2 day seminar. Studio owners came from all across the country and learned our ideas. After the 2 days they went back and got results that even I couldn't believe.

We did another seminar a second time with new ideas and strategies for a bigger group of studio owners. We had learned a lot more by the second time and the results attendees got were even more astounding. At the end of the seminar I gave attendees a chance to work with us personally in a group of non-competing studio owners across the country who are all committed to getting more from their business. I gave everyone in our group a little extra motivation. I said whoever uses what they learned to improve their studio the most will win a brand new car.

Now, a few years after starting my most improved studio contests, the results have been the most amazing so far. Studio owners have doubled and tripled their registrations. People made more money by teaching way less. Studio owners had less stress and more fun than they ever thought possible from running their studios. Some studio owners are finally enjoying financial success after years of struggling and thinking that the studio business was just not a way to make a decent living.

## **What will we tell you in 2 days that can make a huge difference to you and your studio?**

At our seminars we discuss 163 specific things that we do in our studio to give us the results we got. We document exactly how everything works and why it works.

Here is what we'll talk about:

### **1. More Profit – Lots More**

When I consult with studio owners I get their numbers and do some rough calculations. There are some real keys to making a profit in this business. Sadly, a lot of studio owners shoot themselves in the foot and make mistakes that can cost them 10 or 20 thousand or more a year in lost profit. We will talk about the keys to getting and staying super profitable.

One more thing about our studio profit you read about earlier. Every other year we raise our fees about 8%-15% without losing a chunk of students over price. We'll talk all about pricing, raising fees and costs.

I will tell you our biggest secrets to being profitable. I know running a teaching studio is not just about making money, but if you are doing a good job and you are providing genuine value you deserve to be paid like a professional, because that's what you are. I have helped studio owners give themselves a "raise" of \$10,000 to \$70,000 (yes \$70,000) per year just by showing them how to make their business more profitable.

Please don't think I am saying you should "sell out" and only be in this for the money and not do quality instruction. The only way you can be successful and profitable over the long term is if you are providing a genuine quality service to your students. Starbucks coffee isn't cheap. There are several places that sell coffee that is half or one third of the price, but Starbucks does well because it provides a quality product and it knows how to package and market it well, even if it is more expensive than almost everyone else. The only way to succeed at business is to have a quality product that people will keep coming back for.

Our schools have grown to the size they are because our students keep coming back year after year. If we offered an inferior product there is no way we could have built our registration to over 3,600 students.

These days the consumer isn't dumb. People have several choices of where to take lessons. If you are providing high quality programs and you know how to market, explain your programs, price them right and make smart financial decisions you will be successful.

If you have poor quality of instruction and you cut corners but you think you can learn a couple of "tricks" from me to make a fast buck, please stay home. You're better off trying to improve your quality so you have something worthwhile to promote.

If you are a quality operation with a good reputation our ideas can work for you.

## **2. More Time Off**

We took ourselves "out" of the studio in October of 2001. We stopped actually working in the schools and were able to work on things from our home office. We got a chance to work "on" our business instead of "in" our business. Over that year our student numbers increased almost 20% even though we were not around.

One of the members of my ongoing business coaching program from California that attended the 2003 seminar summed it up the best. She said:

"I used to think that if I wanted to earn more, I would have to teach more. Now I know that the real key is knowing specifically *what* to do to increase my business, instead of just trading more of my hours for dollars."

We will talk about what we put in place and how we gradually tested things. We'll discuss how all our systems work and you will get to see our schools in action with our staff using the system and making things run smoothly. There's no need to re-invent the wheel, you can see all our systems and we'll explain them and show how you can use them for your studio too.

Several of our attendees and members have said that the biggest benefit from coming to our seminar is the fact that now they are in control of how much they need to teach. A few of our members have decided to run their studios without them doing any of the teaching anymore. A lot of our members still teach as much as they were teaching before attending, but now their teaching schedule is by choice not by financial necessity.

The ability to have the freedom to personally teach as much or as little as you want has one other huge benefit. In talking to studio owners over the last 12 years, the biggest personal regret I have heard has been that studio owners don't get to see their kids after school and in the evenings because they are always down at the studio. If you have kids, you know that this is a real downside of having to be at the studio all the time. If you are planning on having kids, the last thing you want to do is end up in a situation where you are spending all your time teaching other people's kids, and you have to miss out on seeing your own kids.

This seminar is about your business, but one of the most important benefits you can get from your business is not just money or professional satisfaction. It is the ability to make a decent profit and still have freedom to spend time with the people that are most important to you.

This one principle of knowing what to work "on" to make your studio work smoother, more profitable and eventually able to run without you being there all the time can make a huge difference in your freedom and the quality of your relationships. I don't say this lightly because I know that this one principle has allowed both Val and I to spend a lot of time with our kids. Val and I were both there when our kids took their first steps. Being able to see them grow up has been worth more than any amount of money from any business.

Time wealth is one of the biggest benefits you can get for your studio. Having your business run profitably without you being there is not an elusive fantasy. In the last 2 years we have been on 9 non-business related vacations while our studios have been open. Our systems work so we don't have to. We have been to Hawaii twice, went to Niagara Falls, rented beach houses and took my wife's parents on a trip of a lifetime back to the "old country" in Holland. We didn't check emails, call back to the studio or text message at all while we were on those trips. If you have time wealth you don't have to be a millionaire to live like one. One of the vacations we took recently was a 4 day Carnival cruise for just \$197 per person as a blowout sale. Almost anyone could have afforded to pay for that vacation but you need to have the time freedom to take advantage of the travel deals out there. If you can take time off to travel in low season while your business is open instead of trying to hit the beach when everyone has a break from work, your travel dollars can go 2-4 times farther. I have several studio owners who have followed my lead. One studio owner from Arizona I have worked with went to Spain at the end of September. One of my fellow Canadian studio owners I am working with increased her studio from 130 to over 400 students over a one and a half year period and then took a two week vacation at an all inclusive resort in Mexico at the end of October. She took it even one step further in January by taking a trip to Egypt and seeing the pyramids.

### **3. Supercharged Predictable Marketing Strategies**

We will take you step by step through all the parts of our marketing system. We tell you how it works but more importantly *why* it works.

We will discuss every type of advertising you can imagine. I will show you the 14 ways we use to get students and exactly how each method works. I promise there will be a few advertising methods that you have never heard of and you won't hear about them anywhere else.

There has been a huge shift in marketing in the last 2 years. In the next 2 – 3 years there will be an even

bigger shift. You can either ride the Internet wave and reap the rewards of getting new students for practically free, or you can miss the wave, and miss out on being positioned where people looking for classes can find you. We have made and saved thousands of dollars because of what we know about effectively positioning our studio on the Internet.

I've seen studios who have been in business for 30 years that don't show up anywhere near the top of Google. If you have a website I will show you how to tweak it to have it show up high on Google and other search engines for free by just giving the person that person that programs your website some simple instructions. You don't need to be a techie to do this. I don't program any of our websites. I just give the instructions of what needs to be done to the right person and watch the new registrations come in. If you are scared of computers don't worry, this won't be information overload. I'm a studio owner and a talk in studio owner language not computer programmer language.

You can pay a fortune to get someone to help you learn how to profit from the Internet but you don't have to. Two years ago I hired an Internet marketing expert who charges \$20,000 per year to help us get more students from the Internet. \$20,000 is a lot of money but by using that information we are able to get hundreds of new students for free from the Internet. I will tell you everything you have to know about conventional advertising and online advertising. I stay in touch with hundreds of studio owners across North America each month so I can tell you better than anyone else what is working to get student and why.

We will talk about new ideas our members have been testing across the country for the last couple of years and you can see what their results were too. If you have taken a hit because of the economy I'll show you low cost ways to get students in any economy. The survival of your studio in a tough economy comes down to 3 things: Getting new students, keeping them in classes for the year, and getting them to re-register. I'll give you several low cost or free strategies that will help you do all of those things.

#### **4. Less Paperwork and Hassles**

If your studio is out of control now, there is no point getting another 100 students. We will show you how we manage our 3,600 students and over 80 teachers. Growth is only good if it is manageable growth. The last thing anyone wants is to just increase their amount of headaches, paperwork hassles and frustration. I am telling you if you have a system, growth can be good. If you don't – look out.

People always ask me how everything stays so organized. I just say one word – Val. You will get copies of all our paperwork, so you can take it and use it at your studio with just some small changes.

#### **5. Completely Automating Your Collections**

We will talk about the fully automatic computer based system we use for collections. It operates over the Internet and over 400 studio owners that have attended our seminars are using it to save hours of collection time each month. This piece of information can reduce your collections by 90%. This alone could be worth attending the seminar. If you don't have to chase people for money each month you can focus more time on registering students and making your programs better. The system we recommend even links to QuickBooks so you can automatically update your accounts each month.

The company I recommend will be on location at the event so you can get a demonstration of the system on the spot and even get set up to use to right away if you take a copy of your business license and banking information.

One other great thing is that the system is dirt cheap to use. For just 35 cents per transaction it will automatically debit a students bank account for the tuition they owe each month and deposit it into your studio bank account. No asking for money, no chasing, no late fees and you don't even have to go to the bank anymore to wait in line deposit checks! You can even use this system to automatically collect on bounced paper checks. Imagine never having to call someone to ask them to replace a bad check again.

We will tell you exactly how to present it to your students so they will switch to the auto collection system quickly and painlessly. We will give you 3 standard letters you can fill in with your studio information that have helped studios across the country explain the switch to students that are proven to get results with minimal resistance.

## **6. Being The Dominant Studio In Your Area**

When we started our studio in 1995 we had, well – nothing. We started with \$50 of photocopied flyers that we handed out to 3,000 houses. I still remember cutting the papers in the gas station parking lot at 5:00 in the morning. (We wanted to hand out the flyers first thing in the morning before people were awake.) We didn't even have a building. We started by renting rooms in the evening from a local school. But... it's not how you start, it's how you end up.

Now we are the dominant studio in our area. We didn't have a rich uncle that gave us a bunch of money for an advertising campaign, we just took it one step at a time. In 1996 I read a book that talked about how to dominate your local market. This book was written by a guy that started a local chain of fast food restaurants and then built it to a very strong regional chain. He had to compete with all the established big boys but he was able to beat them at their own game. That book put us on the path from being a new kid on the block to being number one in students and revenue in our area.

Our market is pretty competitive. A lot of studios we are up against have been around 20 or 30 years longer than we have. We have been around way shorter than most but we're still the biggest and our fees are higher than most other places.

We will talk about how any studio can dominate the market, if that is what you want. You can't do this in a year, but you can use this strategy to become and stay the dominant studio in 3 - 4 years.

## **7. What To Do When Competition Comes To Town**

Competition will happen. It is part of the pros and cons of a free market economy. Anyone can open a business anywhere they want. That is why we're all in business. You may have seen a wave of competitors hit your area lately. I will tell you why this has happened and what the future trends of competition in the studio industry will be.

Interest in music instruction is on fire because of the shows and movies, but a lot of teachers decided to jump on the band wagon and open their own studios too. I've seen it happen in our area and I've seen

it in areas across North America; you may have felt the pinch from increased competition too. It's even worse if your competitors just try to copy all of the programs you offer at a lower price. I will show you how to market effectively even if you have intense competition. One of my top studio coaching clients is in an intensely competitive area in Southern California. She started with me in 2002 and has grown from 400 students and one location to over 3,700 students in 3 locations despite having some of the fiercest competitors around.

Music teaching studios are facing an entirely different type of competition. Because of the Internet, Google and Craigslist, any private teacher can compete online with you for students. I will talk about how this trend could affect the industry in the future and how to position your studio to make it in the long term.

The key to dealing with competition is to find ways to make your students and your studio "immune" to competition. There are definite things to do and know. Either learn to beat the competition or get ready to take a beating from them. We will talk about the steps to take as soon as you find out about a competitor.

If you are ever worried about raising fees because of what your competition is doing you will want to pay very close attention to this section.

## 9. Discussions with Other Motivated Studio Owners

How would you like to have a room full of studio owners tell you their best ideas that they have used in their years of running a studio? How would you like to have a panel of other studio owners working to help you solve your biggest problems, and give you input and ideas from their years of experience?  
How

At this seminar you will not only get my best ideas but you will get ideas from other studio owners all across the country. I have never promised to know everything. I believe that no one of us is smarter than all of us. You can compare notes on what is working and what isn't. You can benefit from other peoples experiences instead playing a guessing game. A lot of my ongoing coaching members have already registered to re-attend this summer's seminar. Being able to talk to a studio owner that used 3 or 4 ideas this past fall to get 143 new students could be very worth your while.

Quite a few members in our group are already successful and make incomes of over \$100,000 per year. A couple of studio owners attending last year confided to me that they had made a profit of over \$200,000 last year. As successful as they already were, they came to find out how to make things work even better.

Having a group of people brainstorming ideas can be a very powerful thing. This networking alone could be worth the cost of attending. One of my favorite quotes is "there's nothing more powerful than an idea whose time has come". This session could give you that idea.

### **WARNING!**

**If you're the kind of person that likes to sit in the back row with their arms crossed, be cynical about everything and not participate or contribute, this seminar is not for you.**

**Stop reading now, because you're not the kind of person we want there. Life's too short to waste your time and mine.**

**If you are open to new ideas and you are interested in discussing ways to continuously improve your studio with others, then you'll be in the right place.**

**I will share my ideas that work, but I still don't think I know everything. I'm always trying to learn how to do things better and I only want to associate with people who feel the same way.**

## 10. The Inside Story On Combining Dance and Music Programs

At our studio we teach both dance and music programs. We will explain exactly why we do this and how it can be a huge advantage.

Since our first seminar in July 2000, I have personally helped over 180 studios add music programs to their dance studio or dance programs to their music studio. Adding an additional complimentary program, such as music or dance, can be the biggest key to being highly profitable. It lets you leverage the strength and credibility of your existing student base. We will talk about how to add a new program to your studio and you can talk to studio owners that did it over the last 3 years and learn from their

experience. Being able to “plug in” a new program to your existing student base without increasing your studio space or overhead can easily add thousands per year in profit to your studio. I have 3 studio owners that I have helped do this within the last 2 years that are making over \$40,000 per year in extra profit from this one strategy alone.

We will give you the tools you need to do this properly. Think about it. If you add a program that takes in an extra \$10,000 profit to your studio per year and you run it for the next 10 years that’s \$100,000. Being able to retire 5-7 years earlier because you socked away an extra \$100,000 might be a good reason to attend this seminar.

## **11. Customized Web Based Studio Scheduling, Collection and Management Software**

One of the questions I get asked the most is: what studio software should I use? We have demoed all kinds of programs and spent over \$25,000 in programming custom software before finding our current program. It is a fully web based system that gives us management and marketing data, integrates with the recommended automatic collection program and has the capability to do online registration. I’ll show you how we use the software and how you can try it out free to see if it can work for you.

So we’ll cover that and more.

So how much? The 2 day seminar is \$1,497.00. You can take one additional person such as a spouse or business associate with you at no additional charge. That might sound like a lot for a 2 day seminar but when you consider what you are getting it’s a steal.

First of all you get what you pay for.

You will get multiple, thousands of dollars of business advice and education specifically tailored to running a studio. Both of us have university degrees in business as well as arts backgrounds. Val and I have both already spent 4 years learning general business concepts. You do not have to waste any time in school learning what is helpful for your teaching studio. We have already done that part for you.

Since 2001 I have spent an average of over \$15,000 each year on my own business education.

I hope I don’t sound like I think I know everything – I most definitely do not. I want to share what is working for us with other like minded studio owners, but I believe I can, and still need to, always be learning and growing. If you feel that way, we want to meet you.

In December 2003 Val and I paid \$4,495 to attend a 2 day seminar on business and marketing. This seminar was just on general business, but we were able to get new ideas that made it well worth the price.

**If you add up the cost we paid to run ads, test them and refine them, and the cost we paid to attend seminars, hire consultants and buy books and courses to learn how to market and make our advertising work, our marketing system alone represents an investment of over**



**\$500,000 over the last 14 years.**

*You're getting to learn what we learned for dirt cheap.*

The information you will learn is how and why we make a profit of over \$400,000 per year. Some of our previous attendees have used this information to increase their incomes by \$30,000 - \$50,000 per year.

\$1,497 seems like a cheap price to give yourself even a \$5,000 or \$10,000 or much higher "raise" each year, or to know how to spend less hours working but make the same profit or more from you studio. Once you learn the principles and ideas you can use them forever – not just 1 year.

You are getting 163 specific business strategies for less than \$10 per tip. Some of these ideas have cost Val and I thousands of dollars to learn. These ideas combined have been worth more than a million dollars to us.

If you look at other industries, it's not uncommon for 2 or 3 day business training events to cost \$2,000 or \$3,000 dollars. I just saw a brochure for a realtor training seminar that is \$2,495 for 2 days, a seminar for karate school owners that is \$2,700 and a 2 day seminar for people in the carpet cleaning business that is \$1,995.

At one time we were considering franchising our studio. We know our system works and it worked 3 times in a row. If we did, we would have to deal with lawyers, accountants, bankers and fly all over the place looking at areas and meeting prospective franchisees. We decided we didn't want all that hassle, but we did want to share our ideas and work with people that wanted to make their studios more successful. If we did franchise our studio we would essentially be sharing the exact same information we discuss over the two days but at a much higher fee.

So instead of a \$25,000 franchise fee, you can learn all the same information and systems for just a fraction of that price.

Think of things another way: Think of how much money and time you have you have spent to learn the skills to teach to others now. You've probably never added it up. Think of all the classes you took as a kid. Now consider the things you did as a teenager. Maybe summers camps, trips or extra programs. If you took a college or degree program add that in. Then add in any specialized workshops or master classes. Now add in any equipment, music and supplies. Don't be surprised if you've spent at least \$30,000 plus hundreds or thousands of hours just learning your art. If you did a 4 year degree program just multiply that figure by 3 or 4 times.

Now add this figure up.

Since you opened your studio business, how much money and time have you spent getting specific knowledge and skills to make your business run better and be more profitable?

How many courses have you taken? How many books have you bought and read? How many marketing and advertising consultants (consultants - not salespeople trying to sell you ads) have you paid for their advice?

Sadly, for most studio owners the answer is usually minimal, maybe \$500 - and that's a high guess. A lot of times it's zero.

**A lot of studio owners have never invested *any* real time or money in learning the business and marketing skills that can make them successful.**

**And people wonder why 80% of businesses fail.**

Spending a huge amount of time and money to learn your teaching skills but refusing to spend time and money learning specific business skills doesn't make sense but a lot of people operate that way.

Spending thousands of dollars to start up a studio but not spending any money on information about running the business profitably and efficiently is like building a state of the art race car, and then refusing to spend any money to fill the tank to get it moving and keep it running.

**No decent teacher would say that being “self taught” is a good idea.**

All of us are running teaching studios today because we know that people can't learn music or dance from a book or from a DVD. The best way to learn something is from someone who is already doing it. As teachers we all accept that as common knowledge. But here's the irony. A lot of business people will think that they can be “self taught” when it comes to their business. They think they can figure stuff out by trial and error and do just fine.

**Just “working harder” will not solve all your business problems.**

**You have to know exactly *what* to work hard at.**

The place that your business is at right now is a result of what you know and what you do. If you want to increase that level of success you must learn different things and do different things. We have better business results than most other studios because we have spent more time learning ideas and applying ideas. And we always want to learn more. This information has made all the difference in the world for Val, myself, and hundreds of other studio owners and it can make a huge difference for you if you learn it and put it into action.

Our seminar is not cheap, but it is worth every penny. You should be confident that if you are attending our seminar you will be getting more than your money's worth.

I've seen the same ads in magazines for workshops and seminars that you have. There are 2 day seminars and workshops that say they will talk about teaching techniques and talk about making your business better for only \$495 or \$595 per person. What is the difference with those workshops and our seminars? Well our 2 day seminar is *all* about the business side of running your studio. There are much better teachers out there than Val and myself. There are people with doctorate degrees that hold workshops at universities on how to improve as a teacher. If you need help being a better teacher, I would suggest taking a seminar just about teaching. But remember, just being a good teacher does not guarantee that you will be successful at running a teaching business. If you want a seminar about making

your business run better and making more profit, that's the only focus of our seminar.

If you are considering going to another cheaper seminar or workshop instead,

## **Here are 7 questions you should ask before deciding to attend our seminar or any other seminar on improving your business**

### **1. Is the person giving the seminar doing the things they teach right now and making a 6 figure income running a studio without being a slave to it?**

There are a lot of people that give information about running a studio business. The problem is that a lot of the people giving advice are not actually running a studio every day right now. And a lot of those people are not what I would call successful. They may be good teachers, or well known but that doesn't mean that they know how to make money running a studio. Val and I both have business degrees in addition to having an arts and teaching background. We understand what it takes to run a business and especially what it takes to run a studio business properly.

On our seminar website you will see me interviewed on National TV about our business success. By the way – the TV station found me and approached me for that interview. I did not contact them first. One of the people I was selected over was even on *Oprah* before. When I agreed to the interview, they put me through a rigorous pre-interview process just to make sure I was a credible source of information. Based on my pre-interview responses the associate producer thought my advice was worth listening to.

Val and I don't have to actually be at our studios if we don't want to, we work mainly from home but we do actively run them day to day. I've seen people that pass themselves off as authorities on studio management that haven't actually run a studio in 15 years. Running a studio now is a lot different that it was when Reagan was in the White House.

Is the person speaking practicing what they preach? I saw a teaching/studio business workshop that was held in 2009 and the studio owner that was speaking about "online marketing" had his studio website under construction for the whole month of September following the seminar. Ouch. I bet he didn't cover that part of his marketing plan in his PowerPoint presentation. That same seminar was also recommending expensive pay-per-click Internet advertising, which is unnecessary if you know some key strategies that I teach at my event.

Be careful who you get your advice from. Some workshops that combine teaching techniques and business advice use speakers that aren't even in the studio business. They will be a guest lecturer on general business topics who is been paid to give a talk on marketing, for example. I'm not saying that all their advice is bad, but it is general advice, not advice tailored to running a studio business after years of business success.

It makes sense to learn from someone that is getting results every day from actually doing the same things they are trying to teach you to do.

### **2. Will the seminar not only tell you how to run a successful studio but will they show you not 1 but 3 studios that each make over \$100,000 profit each year?**

The problem with a lot of classroom instruction is that it is just theory. I found school pretty boring, because it was mainly just theory. In the seminar you will see first hand how we are set up and I'll explain why everything works the way it does. You can ask anything, and we will tell you. We are never going to go into your market area and compete so it doesn't hurt us to share all our inside information. We won't just talk about how to buy a building. I'll show you the 3 buildings that we own. We bought 2 of them and built one of them from scratch. I'll tell you exactly how we financed them and did the deals.

If you are ever in a position to build your own building I will tell you one strategy we used that anyone can copy that saved us over \$200,000 in construction costs. One of the studio owners from New Jersey that heard me discuss this idea was kicking himself because he just finished his building a year before coming to our event.

### **3. What are the results of the people that have attended the seminar in the past?**

A lot of seminars and work shops might be enjoyable and informative, but: Where's the beef? What have people that attended the seminar done with the information? Where is the proof that things work? If you just want fun and warm fuzzy feelings, a lot of seminars can do that. If you want results, find out what others have done with the information they learned and copy them. I have several documented cases of studio owners that are making an extra \$30,000 - \$50,000 per year as a direct result of using what they learned from this seminar. I'm sure you will agree that is a very, very good return on the money they paid to attend the seminar.

### **4. Does the seminar give you materials to study *before* attending so you can learn the most from the 2 day experience while you are there? Or do you have to attend "cold" and waste time discussing basic fundamental information?**

When you register for the seminar you will get 2 live group coaching calls with me before attending the summer event. On these calls I will give you specific instructions on what to do right away so you can start seeing results before you even attend our live event. You can ask me specific questions and get a jump start on improving your studio right away instead of waiting until July. This way everyone in the room will be "on the same page" as far as understanding what we are talking about. This way we can get down to serious nut and bolts right away.

### **5. Does the seminar have a follow up program to assist you after you leave?**

The problem with seminars is that they are just that – seminars. People can tell you and show you what to do, but what if you need help getting started? A lot of people leave seminars, go home and nothing happens. What a waste.

Would it not be better if you could have a system to keep up to date with new ideas, stay in touch with others in the group and have your specific questions answered? After the seminar you will be given the chance to join our Mastermind group. Our Mastermind group gives you the chance to stay connected with conference calls, monthly recordings, our members only web site, and member only seminars and of course a chance to win a new car . These extra support systems help you put all the ideas into action and get your studio to the level that you want it.

This is the critical link to convert education into action and keep you on track.

This year we are giving away another car to the member of our Mastermind group that improves their studio the most. That is some pretty good motivation. The real benefit is how you can put what you have learned into action. You will get a chance to work with me personally to get the results you want at your studio.

## **6. Will the seminar guarantee that your direct competitors will not get access to the same information?**

A secret is not a secret if everyone knows it. The reason companies like McDonalds are so successful is that they have closely guarded trade secrets that none of their competitors know. If everyone had access to the same information no one would have a competitive advantage. Makes sense – right?

Once you register for our seminar you can block out 4 direct competitors from attending. Attendees also must sign a non-disclosure agreement so they will not discuss or share any ideas or materials with studio owners that are not part of our group. If you join our Mastermind group, you can potentially block out your competitors from getting the same information and strategies forever. This policy makes some people very unhappy when we turn them away, but I really believe you can't play for both teams. We only want to work with people that are serious about making their studio run as well as it can. We want to do everything possible to help our attendees be successful.

## **7. Does the seminar offer a no risk 100% money back guarantee?**

Most seminars are too afraid to “put their money where their mouth is”. They would never think of offering a money back guarantee. It's a gutsy thing to do. If you can't back up your promises with results you could be in a lot of hot water. We have always offered a money back guarantee for our seminar. If we couldn't deliver on what we promise we would have gone broke by now.

If you attend for the first day of the seminar and are not thrilled with the information you are getting by that point, you can tell us, turn in your seminar materials and handouts and we will give you a complete 100% refund of your seminar fee. It is probably one of the fairest guarantees you've ever heard. If we weren't sure we could deliver we could be taking a big chance. Based on the experiences our previous attendees have had at our previous seminars and back at their studios using our ideas I'm not too worried making this bold guarantee. So if you've read this far you know that there's you have nothing to lose and a lot to potentially gain.

Your next step is to register and, if we are not already working with someone in your area, we will give you the information on how to join our live coaching calls and get started on seeing business improvements right away.

You can block out any 4 of your competitors from attending the seminar, and you are covered by a full 100% satisfaction money back guarantee.

If you need to think about attending, by all means think about it. I only want people who are serious about reaching their goals to attend. I don't want people to take to plunge before thinking it through, but don't think too long. If a competitor has listed you to be blocked out - that's how it is. Our policy may seem harsh but I think it's the best way to give our attendees every advantage possible.

If studio finances are tight we have some options to split up the payments to work the seminar fee into your budget.

**If you have questions you can call our office at 1-800-752-1219. I am very busy but if you are serious and have specific questions my assistant will get a message to me and I will call you back. This seminar may be a big step or even a “leap of faith” for you so I want to make sure you get all your questions answered.**

Our policy is first come first served based on the time we actually receive your registration.

We look forward to meeting you in person this summer and helping you reach your goals.

Yours truly,

Sam Beckford