



Five Things You Can Do This Month Before the School Year Ends

Visit Your Three Closest Middle Schools

Identify the three middle schools closest to your store. Personally visit them and ask to speak to the music educator(s). You need not spend a great amount of time at each school. Your first visit should only take about 10-15 minutes (unless the teacher gives signals of interest in talking more). If you're nervous about what to say or need talking points, **call us** and we'll help (see also next suggestion).

Complete the Educator Survey

Do not rely on mailing/faxing/emailing to get this job done. You should utilize your proximity to the schools and your visits to ask the questions in person. Don't assume you'll get the entire survey completed during the first visit (and don't approach this in cold-call robot fashion like those people in the mall). Introduce yourself as the owner of your business (this goes a long way in making them feel important), ask a few questions, give them your cell number, invite them to contact you for any help, let them know you'll be dropping off flyers & folders when school resumes, and bid them a well-earned, relaxing summer.

Attend Any Remaining Spring Concerts

If you want them to support *you*, show them you support what *they* do. Make a point of complementing them after the concert. Introduce yourself (if you have not already met them). Take it a step further by sending a handwritten note about the concert to their principal. Principals very rarely hear positive feedback about their staff. They will surely tell the director about the note. How many of your competitors are doing this?

Order Music Folders For Fall Distribution

Do not underestimate the power of the free music folder to students. Teachers appreciate them. Students love them. From an advertising perspective, you're reaching 100% of your target (unheard of with most marketing strategies). However, they need to be ordered **NOW**. Production time is currently three weeks. That increases to 4-5 in June. And if you order in July and beyond, you'll be lucky to see them in late September (it will be too late by then). Order folders now.

Thank Your Teachers

Send a *handwritten* note to the teacher thanking them for all they do. It seems that once children get out of elementary school, parents stop sending gifts and saying thank you to their kid's teachers. A heartfelt *Thank You* goes a long way to making that director feel good about what they are doing.