

Acquiring Students and Keeping Them

Do you have a singing studio or are you interested in starting one?
Like to know what is involved in establishing a successful Studio?

How to Get Students

Marketing Campaign

Know your goal e.g. you require 50 students by 12 months, and have a plan to achieve it. The plan is your *marketing strategy*.

Advertising

Is the exposure you get that you pay for. *Effective* advertising, that is advertising that gets results is a good way to get an influx of students quickly. It is only effective for the time you are advertising and the enquiries usually stop once the advertising has finished.

e.g. Yellow Pages Advertising, Newspaper classified ads

Promotions

Most promotions do not always cost money, instead they take time. The results are not instant but they do help the branding process. Branding is getting your name to the public and making the broader community aware of you.

e.g. newspaper and magazine articles, expos, sponsorships

How to Keep Students

The following points will contribute to keeping your students:

- **Excellent teaching.** When all is said and done, the student, and parent if one is involved will want to see vocal improvement. Professional development is crucial. Keep updating your skills and be open to learning and applying new techniques and ideas from the experts. For example ANATS (Australian National Association of Teachers of Singing) holds conferences and seminars to assist singing teachers. They have workshops, seminars and the like, held by the best singing educators in the world
- **Recognise the students goal and work towards it.** Without a goal the student will lose interest and may not stay long enough to achieve their full potential. You will get a feel for what the student wants to get out of the singing by asking them. You will then need to work towards achieving this. e.g. at the LHSS we have fully equipped studios with microphones for those who need to learn to use the mic and PA System. We hold a large industry standard concert at the end of each year and smaller non-threatening ones at the Studio throughout the year. These give the student opportunities to perform, learn harmonies, and develop confidence.
- **Operate in a professional manner.** Just as you expect other service providers such as doctors, accountants and shop keepers to be professional in their **approach, attitude and service**, so must you. Have policies and systems in place and documented for the students so they know what to expect, and they will also know what you expect of them. Have a clean, **organised, uncluttered** and an **undisturbed environment** for your students. Allocate a room or rooms to be exclusively used as the Studio or Studios. To portray a professional image, only have furniture, wall hangings, equipment and the such that are related to the job. Do not answer the phone or allow for interruptions while teaching. These will reflect your attitude towards your craft.



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