

MUSIC ACADEMY SUCCESS

The Owner of One of the World's Largest and Most Successful Music Schools Reveals:

“The 16 Keys that will Unlock the Hidden Profits In Your Music School”



Marty Fort speaks to a sold out room of 200 music school owners at the annual Music Academy Success® Conference in Dallas, Texas.

By: Marty Fort

Music Academy Success® is the largest and most established international business coaching organization that is just for music studio owners. We have worked with music schools in the U.S., Canada, South America, Asia, Africa, Europe, Australia and the Middle East. Our program has been proven to help music school owners:

Double and Triple Their Enrollment

Stop Losing Students During the Summer

Operate Year Round Instead Of On A Semester System

Solve The Customer Service Problem Of Make-Up Lessons

Give you the Latest in Online Marketing Including NEW Facebook and Google Strategies not Found in Other Coaching Programs.

Keep Teachers From Putting Your School Out Of Business

Improve Student RETENTION and Get Your Students to Stay Longer

and much, much more!

Are you ready to be honest about your situation?

If you've requested this free report, you most likely did so for one or more of the top six reasons that music academy owners contact me:

1. You're already a successful music academy owner who is determined to stay ahead of the competition and are always looking for new ways to be one step ahead of everybody else.

2. You are losing sleep at night over your enrollment numbers. Either your enrollment numbers are down, or they are not as high as you'd like them to be. I work with music schools that are already successful, with hundreds of students. These school owners know they can continue to grow IF they find the missing pieces. I also work with music schools and solo music teachers who have small studios in their home. Their numbers are smaller, but their situation is the same: They need more students! Whether big music school or small, many of the applicants we see have lost as much as 25 - 50% of their enrollment. They need to get back to a profitable enrollment level and quickly. For well over ten years I have worked with music schools ranging in size from five students to over 3,000. No matter what your situation is, we have experience working with it.

3. If you have to take one more call from a disgruntled parent, nickel and diming you over a missed lesson by requesting a make-up, even though your music academy policies are crystal clear, you're going to explode!

4. Local competition in your town is increasing daily. You've succumbed to a very common problem in our industry. One of your most trusted teachers has left your school, taken students and is trying to compete against you.

5. You are stressed out and tired. The teachers are driving you nuts, the clients are driving you nuts, and you've said to yourself more than once, "There must be a better way to do this!"

6. You're just not making enough money. As a business owner you know you could be earning more net profit if you could improve student enrollment, and/or student retention. Or maybe you've got debt, your bank account is never what it should be, and you've thought about doing something else.

If any of the above sounds like you, I've created a PROVEN, one-of-a-kind system. This is the NEW WAY to operate a stress-free, progressive, and profitable music academy that can and will change your life in 12 months or less!

If your school could use a flood of new students, read this right now!

If you know, in your heart, that you can make more money, I've got the music academy SECRETS to your success! Read on....

Dear Friend and Music Academy Owner:

Are You Frustrated By The Lack of Profit You Are Taking Home And Are You Ready To Do Something About It?

Hi, I'm Marty Fort and I've worked with music academy owners all over the world. From 44 U.S. states, including New York, New Jersey, Minnesota, California, Arizona, Washington, Colorado, Ohio, North Carolina, Wisconsin, Michigan, Oregon, Texas, Florida, Georgia, Illinois, Indiana, Virginia, Washington, DC, Oklahoma, Pennsylvania, Louisiana, Alabama, Tennessee, Nevada, to Canada, Europe, all over the world, to help them create a consistent and predictable system of enrolling all the students they need in their schools. Academies in major cities, such as Los Angeles and Dallas, use this system. Mid-



size towns, like Tucson and Orlando, do so successfully. Smaller towns, such as Loveland, Colorado and Rogers, Minnesota, also use it. This system works in any area, regardless of the size of your market. Just like many of you, I have university degrees in music. I received a master's degree in classical guitar, toured Europe as a chamber music performer, lived in Los Angeles as an aspiring songwriter, even toured the southeast United States in a Judas Priest tribute band! I have been in the music teaching and performance industry for over 25 years.

(Pictured above left are my wife, Valerie, and our two dogs, Lucky and Mozzy. My school gives over \$18,000 per year to our local animal shelter and has given over \$100,000 total, since we started donating to them years ago.)

I even became a music professor for six years at the University of South Carolina Upstate until my music academy took off. Basically, like you, I had an extensive performing background, and then something happened . . . I hit the age of 30. It was time to start making some money and become successful in a business that would give me the lifestyle I wanted.

When I started my music academy I naively thought, since the instruction was good, that word of mouth would make me a success. I'd need a few flyers around town, a website, maybe a small ad in the phone book. I mean, how hard could it be?

After two years with no more than 50 students, I quickly learned **HOW HARD IT IS TO BECOME SUCCESSFUL IN THE MUSIC ACADEMY BUSINESS!**

Something had to change! I was getting married, and I needed money—now!

I was making every advertising mistake in the book:

- I lost \$2,000 to a local newspaper
- I lost \$1,400 to another media source
- I had credit card debt
- I had a commercial lease hanging over my head
- My reputation was at stake!

NOBODY THOUGHT I WOULD SUCCEED.

The first step I took was this:

I Became A Serious Student of Marketing and Business.

I have received marketing awards in international competitions at some of the largest entrepreneur conferences. I was also featured recently on an audio CD talking about the success of my music academy and the marketing systems that I use. The CD went out to 25,000 small business owners worldwide. The great thing about Music Academy Success® is that we only talk about YOU, the music academy owner, and all the details unique to the industry that create success for music studio owners just like you.

- No dance studios.
- No gymnastics studio.
- No theatre groups.
- Music schools and teachers (many of them teaching in their homes) only.

Now, some of our clients offer those services and if you do, too, that's fine. Just please be aware that we don't discuss them in this program.

LET ME INTRODUCE YOU TO SOME OF THE MASS HALL OF FAME MEMBERS!

For over 10 years, I've been coaching music school owners all over the world. Every year at our annual conference we have a "MASS School of the Year Contest". The finalists present a presentation live at the event and the attendees vote on the winner.

You'll see that our winners come from the West, the East, small towns, big towns, but they are all massively successful!

I helped one of my clients, the Lawrenceville-Suwanee School of Music in Suwanee, Georgia, who won our 2020 School of the Year award, grow from 25 students to over 750 students and two locations.



About the MASS program, Valencia and Ozzy Giles say:

"What we love about MASS is its ability to give clear, and precise information; that if applied will bring you success. Marty has the heart of a teacher. It is easy to join a group that's just giving you loads of information. However, Marty explains in detail, gives you examples, and schedules conference phone calls, exciting conferences, and recommends qualified sources to help if he can't.

Owning a business is hard work, but having Marty, his team, and the many other studio owners to converse with is a plus. I trust this organization. I know the members care and are willing to help each other. Investing in this program has already paid us back in full. Thank you to Marty, his team, and the MASS members. We love you all."

I flew to Lafayette, Louisiana to present Tim Benson, the owner of the Music Academy of Acadiana, with the “MASS School of the Year Award.” I also gave him a check for \$1,000 and prizes.



A lot of important community leaders turned out including the Mayor of Lafayette, Louisiana, Joey Durel.

About the MASS program, Tim says:

“My experience with MASS has been amazing! We are up 300 students! Being in the MASS program has been the best thing I could have done to improve our music school. Being a MASS member has literally saved me YEARS of trial-and-error trying to figure out how to correctly manage and organize many of the daily issues in our business and the marketing knowledge I have gained is second to none! I personally can’t thank Marty enough for his wisdom, guidance, and motivation to help our school become the absolute best that it can be!”

At one of our conferences we had a TIE for the MASS School of the Year Winner and I flew to Houston, Texas, and Lafayette, Louisiana, to present awards.



Our first Co-MASS School of the Year winner, Zejlko Pavlovic, Director of the Vivaldi Academy of Music in Houston, Texas, was featured in the Houston Chronicle. On the cover of the business section they reported on his amazing story of going from ZERO students to over 400 in just ten months! He now has over 3,000 students and three locations.

He was also featured on the front page of the business section of the Houston Chronicle newspaper, one of the largest newspapers in the country and on the Learning Channel.

About the program Zejlko says: "Since joining MASS, from the day we opened our doors, Vivaldi Music Academy has grown to a phenomenal 400 students in just 10 months! MASS has helped us tremendously in how to organize our business, promote and market the business, and retain students. Our success is a testament to Marty's guidance on helping you achieve your goals. From detailed insight on day-to-day business dealings to bringing the "big picture" into focus, MASS gives you the tools you need to bring your vision to reality. We couldn't have done it without Marty!"

I really enjoyed heading up to NYC and Long Island to award Dr. Talonda Thomas, Director of the New York Musicians Center to give her the school of the year award. She has gone from 35 to over 500 students! She did so in quick order and doubled her enrollment in just 90 days using the MASS system. She was also recognized for her achievement by Nassau County Legislator Steve Rhodes and town of Hempstead Councilwoman Erin King Sweeney. They both presented her with certificates of achievement acknowledging her leadership and success in the Music Academy industry.



The following year I headed up to Michigan to award Mr. John Dewey, Director of the Okemos Music Academy with the school of the year award.



John doubled his enrollment from 150 - over 330 students using the Music Academy Success System! He was also featured in the Lansing State Journal newspaper as well as channel WILK 10 NBC, WLNS 6 CBS and WSYM 47 FOX.

He was also recognized for his achievement by the Governor of Michigan and other state representatives along with Okemos government officials including Governor Rick Snyder, state Representative Samir Sing and state Senator, Curtis Hertel Jr. They presented him with certificates of achievement acknowledging his leadership and success in the Music Academy industry at the Michigan state capital.

Featured in this photo Christine Zarkovich Manager, Business Development Lansing Regional Chamber of Commerce and Milton Scales, Meridian Township trustee and other well-wishers, family and friends.

And the following year I had a great visit in the South / Midwest when I presented Mr. Jim Skelton, Director of the Conway Institute Of Music, Conway, Arkansas with his school of the Year Award.



Jim has doubled his enrollment from 80 to over 300 students using the Music Academy Success® System!

He was also recognized for his achievement by the Governor of Arkansas Asa Hutchinson and other state & Conway officials including Senator Jason Rapert (pictured above) and Conway Mayor Bart Castleberry. Senator Rapert presented him with an official citation of achievement from the Arkansas Senate that will go in the permanent record of the state house.

As a music owner, you're probably saying "wow, that's a long track record" and you're exactly right.

For over ten years, I have coached hundreds of music school owners and solo teachers to build the business of their dreams, and we're just getting started! So when you're considering a business coach for your schools ask yourself:

- Do they have a long, proven track record like I do?
- Do they have tons of happy students with tangible results?
- How is their reputation on Google? Be sure to check out our 50+ five star Google reviews. We been given positive review, after positive review which is not easy for a business coaching program to get.

I am proud to say, that one of the reasons our program continues to grow and grow, is that no one matches our performance record in terms of happy clients and successful case studies. So, here's the BIG question?

Are YOU ready to become the "MASS Music School of the Year?"

The MASS program, uses the culmination of knowledge that I've gathered running my three music schools for almost twenty years.

Columbia Arts Academy®(CAA)
(www.ColumbiaArtsAcademy.com).



Lexington School of Music (LSM)
(www.LexingtonSchoolofMusic.com)



and the **Irmo Music Academy (IMA)**
(www.irmomusicacademy.com)



The Columbia Arts Academy® combined with our second location, the Lexington School of Music and third location, the Irmo Music Academy has an active enrollment of over 1,500 students grossing almost two million dollars annually. It is the largest private music school in the state of South Carolina.

Instead of teaching music lessons, I now use my ability as an educator to mentor music academy owners. In the MASS program I focus on sharing my business systems to help them improve profits and reduce stress. The goal is to change their lives with increased income and advanced business operational systems. If you're serious about becoming the largest music school in your state, be sure to read this entire report. You've had years of lessons on your primary music instrument as a student, yourself. Surely, you can dedicate just one hour to learning how to transform your business to be number one at what you do. The best part is that the lessons in this report are FREE!

The first step is that you must become familiar with "The 16 Keys That Will Unlock The Hidden Profits In Your Music School."

Key #1: Understand That You Can Grow Your School to 300, 400, 500, 1,000 Students and Beyond.

There are plenty of documented successful schools in the U.S. that have 500, 600, even 1,500 students per location. With that I don't mean 300 per location and three schools. I mean ONE location with 500, 600, or 1,500 students generating six figure profits!

So ask yourself this: *Why don't you?*

I'm here to tell you that you have the potential to double and triple your size IF you're willing to make bold and progressive changes in your business.

The comment I hear over and over again from academy owners who do not have as many students as they need, is:

"Our teachers are great, everybody loves our recitals, the word of mouth will spread."

Here's the thing... I know your teachers are great. I know that people give standing ovations at your recitals. I also know that, at the pace you're going, you are still not getting enough referrals to grow your business to over 1,000 students.

What to do about it:

You must have at least 20 marketing sources that are bringing new students into your academy each month.

One of the marketing systems that I teach in the MASS program cost me \$129.53. But it made a net profit of \$46,360.00! I have the marketing material and results to prove it, and they are INCLUDED for you in the MASS program.

Do you have that kind of return on investment in your business with your marketing campaigns?

If not, I can make it happen for you.

I'VE ALREADY DONE THE WORK. I WILL SHOW YOU STEP-BY-STEP HOW TO DO THIS!

My job is to help **YOU** succeed and achieve the financial goals that **YOU WANT**.

And this is only ONE of TWENTY marketing tools that I use each and every DAY to get MORE students. They've allowed me to grow to over 1,500 students, grossing over one and a half million dollars per year in tuition. The MASS program is full of proven, time- tested systems for a variety of money making business strategies to make you the NUMBER ONE MUSIC ACADEMY IN YOUR MARKET!

Key #2: You Have To Get A Better Grip On Your Money Math

Have you ever felt that numbers, accounting, finances, etc. are not your strong suit?

Many musicians do, so you are not alone. But you can't continue to run your business without getting a grip on the numbers and your key business metrics.

What to do about it:

You have to get a better understanding of Money Math.

To help you see the possibilities in the MASS program *I have included FIVE budgets of **Money Math*** (the math that matters!). By studying these five budgets you'll get a greater understanding of what you need to do to start pocketing the serious cash from your music academy.

BUT I DON'T STOP THERE!

I get all of the following from my company:

- Salary
- Dividends each month
- Retirement account deposits

If you are not getting all three, then, by reading over the five Music Academy Success® budgets, you will be on your way to true financial reward for all of the hours and stress you are currently putting into your business.

Key #3: You Have To Stop Losing So Many Students Each Month.

I'm happy to report that MASS members are experiencing:

- Higher enrollments
- Improved student retention
- Greater net profits

... and much more success in their businesses.

I recently talked to some studio owners who needed my help. They gave me the following statistics:

Brazil: Enrollment down 25%, from 400 to 300 students.

Illinois: Enrollment down over 25% with three locations and enrollment down at each.

Nevada: Enrollment down 66%!

Texas: Business was doing okay, however, despite reading every business book he could find and attending seminars, his enrollment was just stuck and he could not take it to the next level on his own.

What to do about it:

You have to have at least 19 retention systems in place each month to retain students longer.

I use NINETEEN things to retain clients every single month to get them to continue their lessons.

Do you want to save the music?

Do you really want to make an impact in your students' lives?

You know, as well as I do, the longer they take lessons, the better they will become as musicians.

The majority of you are not doing anything at all to retain your students for a longer period of time. Nothing! To increase your enrollment, you have to implement a retention system, and the more complicated and sophisticated, the better.

Key #4: You Can Make A Lot Of Money During the Summer

This is one of the big items that you can only get in the Music Academy Success® program. We have a unique and powerful system for helping you to make money during the summer. It does not involve summer camps or other commonly used summer profit techniques. My schools gross over \$400,000 each summer in music lesson tuition. We are not a ghost town like the majority of music schools during the summer. If your summers are lean financially, I can fix that for you. I have helped hundreds of music school owners make millions in tuition while others are broke during the summer. There is a better way!

What you need to do about it: *You have to stop thinking like a dance studio.*

There are two major problems with operating like a dance studio:

1. Dance schools largely operate group dance classes instead of private lessons. They will offer some private lessons, but the basic dance school format is:

- Fall Semester
- Nutcracker
- Spring Semester
- Spring Dance Recital
- Summer Break or Summer Semester

Successful music schools with 500, 1,000, 1,500, or more music students may offer some group music classes as part of their program (we do as well) but the MAJORITY of their profit is made from PRIVATE LESSONS.

In other words, our economic model is the EXACT OPPOSITE of dance schools. But we just get lumped into “arts businesses,” such as drama, gymnastics, and dance. That’s where music academy owners start selling themselves short.

Being a seasoned music teacher, you know that music students should not have huge gaps in their training. Taking off three months for summer vacations is a huge step back for most students. To stop this from happening:

A. You have to change your mindset and understand that private music lessons have a real capacity. Your clients basically view your teachers as people who are desperate for their business, willing to bend over backwards for them, lucky to have a job, etc.

The reality is that a lot of your teachers are in high demand. But if your clients do not understand there is capacity in your business you will lose students as fast as you gain them. Or even worse, faster than you gain them.

This mindset shift has been a COMPLETE game changer for improving my retention rates. One that has allowed me to grow my schools to over 1,500 students. Remember, I started out like a lot of you, with just 30 students in my home.

Also driving to student's homes for lessons. Commuting to various studios weekly just to make ends meet.

By using these NEW progressive systems your enrollment will continue to grow. Our system works for solo teachers, small studios and very big music schools. Our case studies for over ten years prove it.

B. Realize that you should not lose ANY students during the summer.

As a side note, we do not just "charge them for the lessons they can attend," allowing them to pay for six lessons and not twelve, while holding their spot. That's WAY TOO BIG a loss to the school and the teacher.

I've tested two proven systems over the years that have allowed me to have great profits during the summer. Keep in mind, we gross over \$400,000 on average during the summer. This is the only program where you'll learn how to do this the Music Academy Success® way.

Compare this to most music schools in the U.S. that are losing, on average, 40-50% of their students each summer. If you run an international business and your country does not have a big summer holiday for school children, you can apply this system to any major holiday in your area.

I knew that to give my music students the best education, they needed to be enrolled year round. To be honest I knew it was business suicide to keep operating like a dance or karate studio.

I couldn't continue losing huge numbers of students each summer.

The MASS program will show you how to make this summer your most profitable to date. We do it with no summer camps, no mini summer semester, no "pay only for what you attend" classes.

Don't take my word for it, listen to these success stories from some of our MASS members:

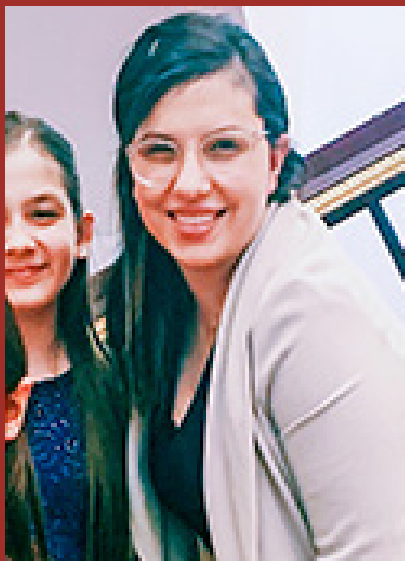


“I know it’s a cliché but there’s really no other way to say it: MASS has motivated, guided, inspired, and supported my journey to make my dream come true. When I started teaching neighbors and friends, I was 13 years old. I continued to teach for the next 30 years, always thinking in the back of my mind - is this it? Someday I’d like to have my own music school with lots of students and teachers.

If you have the dream to own your own music school - a successful music school - MASS is the only way to do it. You will make friends, colleagues, peers and feel supported, heard, and encouraged every step of the way. MASS changed my life, my 5 children’s lives, and the lives of every single student and teacher at The Kitchener Academy of Music. I’ve never been so grateful to anyone as I am to Marty Fort and MASS.”

Kandice Kreutner

The Kitchener Academy of Music
Kitchener, Ontario



I am so thrilled with my purchase of MASS for my private piano business, LV Music Academy in New York City. In just the first few days, I have gotten more helpful information and practical tips than I have from any other music business program I have ever taken.

I have gotten so many fresh creative ideas for student retention and growing my clients. I cannot thank you enough and am so looking forward to continuing to learn through MASS and to continue to see all of the many benefits it has for my students and my business.

Lydia Velichkovski

LV Music Academy
New York, New York

Key #5: Learn How Facebook Marketing Has Changed the Game For Getting New Students AND Taking Up More Space On Google.

For years, I HATED Facebook. I thought it was worthless in terms of getting students.

But I'm here to tell you that I enrolled a substantial number of students DIRECTLY from Facebook this year. The way Facebook operates has changed dramatically. They continue to roll out new tools and in MASS we cover them all.

I do so at a SMALL fraction of the cost of traditional marketing methods that I've relied on in the past.

After years of testing and research I have CRACKED THE CODE on how to get music students AT WILL from Facebook marketing -- for cheap -- and I share everything I know with Music Academy Success® members.

You cannot find this information online and, I believe, you cannot find out my specific method for Facebook marketing in any other program. The reason being that I used a specific selective criteria and system to pull a high number of new music students to my schools from Facebook and I do not use true Facebook ads.

If you join the program, I'll hand the information over to you on a silver platter. It's all done for you, with step-by-step instructions. It's designed so that you can start to get new music students from Facebook in as little as 24 hours!

You can waste a lot of money by guessing and just trying this on your own. Be responsible with your hard earned money and follow a proven method that's being used by music school owners just like you.

Not only is Facebook now, finally, a great tool for getting new students, you can also use it to take up more space on page one of Google. That means you're taking space AWAY from your competition, and that's a very good thing. This one tool in your marketing arsenal could recoup your investment in the MASS program.

If you're reading this and your website is not appearing on page one on Google, you cannot afford to wait. Making this ONE change and getting your website to page one can bring you hundreds of students. It is not an option; you MUST do this! (More on that later in the report.)

Page one of Google has 10 organic website links (you can learn more about what an organic link is inside the program). It is now possible to take up more than one space by optimizing your Facebook page to rank on page one of Google.

Here's an example for the keywords, "Music Lessons In Columbia SC":

You'll see that not only is our website www.columbiaartsacademy.com ranking on page one, but our Facebook business page is too.

The screenshot shows a Google search for 'music lessons' in Columbia, SC. The search bar at the top indicates 'Norton SafeSearch' and 'Not licensed'. The search results are divided into two columns. The left column features three local business listings: Columbia Arts Academy (4.9 stars, 7 reviews, Music School, Rosewood Dr), Carolina Music Academy (No reviews, Music School, Clemson Avenue), and Freeway Music Downtown, LLC (1 review, Music Instructor, Calendar Court, Closed today). Below these is a 'More music lessons' link. The right column shows organic search results: 'Free Music Lessons' from rocktothefuturephilly.org, 'Piano Lessons Columbia SC' from michaelbies.com, and 'Beginning Instruments' from cmcb.org. A 'See your ad here' link is also present.

We're getting 100 students each year from our website for our Columbia location. If you're not getting 100 students or more PER location, your school is getting left behind.

I've created a special report JUST for MASS members on how to get students from Facebook and to, also, get their Facebook business page to rank on page one of Google. It is my belief that you just cannot get this in any other program on the market!

If you're interested in the newest marketing trends to stay ahead MASS is for you. I share my techniques for using Twitter, e-mail, online directories, and the latest in digital marketing trends.

I realize that most music teachers and schools are broke or have a limited budget when they join MASS. *That's why I created the new member "Quick Start Guide"* to hold you by the hand and show you marketing you can do for free with no cost at all. All new members also get an orientation call with my Executive Assistant to guide them through the materials to help them be *successful and fast*.

Are you ready to be on the cutting edge of music student marketing?, Doing damage to your competition, and saving thousands in marketing dollars this year? Then go ahead and apply to be a MASS member NOW! Just visit this link and apply online:

musicacademysuccess.com/apply

Key #6: If You Get One More Hostile Request for A Make-up Lesson, Even Though Your Policies Are CRYSTAL Clear, You're Going To Explode!

What to do about it:

You Have to Abandon The "Old Ways" of Running A Music Academy.

If you are letting clients have two make-up lessons every six months with 24 hours advance notice, you already know this antiquated system is not working. If you have one hundred students, the complaints may be manageable. But when you have 500 plus students (and MASS will get you there!) the volume or requests is just too much.

In 2007, I was running a profitable music academy, based on a very old traditional model.

I'll tell you a true story. An actual call that I got from a disgruntled parent went, verbatim, like this:

Parent: "Hi, it's Jane, Sarah's Mom, and we can't make it today [the appointment was at 6 p.m. and she was calling me at 2 p.m.]. Soccer has been really busy and the coach only gives us the schedule a day in advance."

Marty: "Jane, I'm sorry to hear that. Let me look at the schedule and let's see if we can find a day and time that's better for Sarah. How about if we switch her to Wednesdays at 4:00 p.m.?"

Parent: "Oh that's great Marty. Thanks for helping out. That will be much better."

Marty: "Ok, we'll see you next Wednesday!"

Parent: "But what about the make-up for today?"

Marty: "We're happy to make-up lessons if we get 24 hours notice or in case of illness, but her lesson is in four hours."

Parent: "Well then, you **OBVIOUSLY DON'T WANT MY BUSINESS DO YOU!**"

Marty: Silence (stunned that someone was freaking out over \$30.00)

Parent: "I mean who do these people think they are? They're not doctors and lawyers!"

Marty: "Jane, we explain to all students during registration that we ask for 24 hours notice to cancel lessons."

Parent: "Well this is just completely unacceptable, I'm coming down there and I'm withdrawing her today!"

(At this point, the last thing I wanted was this raving parent showing up in my lobby, so I had to find a way out.)

Marty: "Jane, there's no need to come down here, I am going to delete your account and I'm also going to go the extra mile and refund the rest of your tuition for this month."

Parent: "Thank you. Good bye!"

Incidents like this were not isolated, and *they were only increasing*.

Even though I had an office manager answering the phone for me, the e-mail or call would come often, "Mrs. Jones called and she's really upset about not getting a make-up. She wants you to call her back."

I had to come to terms with the fact that make-up lessons were a problem that were not being adequately addressed. As an appointment-based business, all we sell are appointments.

There were two very different sides to this.

You and I realize for the teacher it means a loss of income.

But the client, rational or irrational, sees it as "they are not getting what they paid for."

I had one situation where the student's mother passed away.

She wanted a make-up and literally said to me "Marty, I couldn't give you 24 hours notice for when my mother would die."

But at that point, the teachers working under me knew they were guaranteed to get paid if a student did not show. So I had to pay the teacher for the no-show and then in good faith with the client, I had to pay the teacher again to teach the actual lesson.

I couldn't keep loyal teachers if I asked them to bend the rules every once in a while.

I NEVER ask a teacher to bend the rules, and they are loyal to me as a result.

I create systems and keep to them. They know at all times where they stand with me.

But, these were the situations that I was running into over and over, day in and day out. Now that I have over 1,500 students, you can imagine the volume of these calls that come in daily.

The bottom line was that *I had to do something*. So I began to think outside the box.

I had to find a way to get my phone to stop ringing with these situations and to make the students happy at the same time.

After much trial and error I perfected the proprietary MASS make-up lesson system. This transformed my business and my life. The confrontation over make-ups came to an end. It has stopped the make-up complaints for hundreds of music school owners. It will do the same for you and it's easy to implement.

This system allows my schools to:

1. **Never do private make-ups** (unless the teacher misses and a sub cannot be found).
2. **Accommodate unlimited make-up requests for the client at any time all year long.**
3. **Allows us to always say “yes” to make-up requests and has ended this customer service nightmare.**
4. **Greatly improve our retention.**
5. **Keep students over the summer (more on this later).**

Can you operate a studio with traditional make-up lesson policies? Sure. But expect stress, angry confrontations, possible bad word of mouth, and an unhappy office staff. Also, be ready to issue refunds for clients who leave.

Key #7: Students Are Not Paying On Time, Or At All

What to do about it:

Stop accepting cash and checks, now!

“Did you bring your check this week?”

I can ensure that you will NEVER have to say that to a client ever again!

If you are currently letting clients pay you with cash or checks, then you don't have a choice; you are CRIPPLING your own business by not being brave enough to get with the times!

A lot of music academy owners FEAR they will run off potential students by not accepting their cash and check payments. I'm here to tell you that I've been burned by the same types of clients as you have.

I strongly believe, if you don't require electronic payments from every single student, **then you do not have a business.**

I will show you how to change your mindset in many areas. One of the biggest is in how you allow your students to view you as a business.

YOU WILL GET MORE STUDENTS AS A RESULT OF REQUIRING ELECTRONIC PAYMENTS. NOT LESS!

Will you lose some? **Yes, but you do not want them anyway.**

They are basically telling you that they have money problems, lesson commitment issues, etc. Who knows?

In other words, you'd better get with the times!

I will show you everything you need to know: How to get your clients to not resist these payments, how to train your staff, and more.

*****CAUTION*****

There is a RIGHT way to implement electronic payments with your clients and a WRONG way.

There IS a danger of running your students off by implementing this incorrectly. I have had reports from prospective members who tried to be cheap and try it 'on their own' by reading this report and then requiring electronic payments in their schools. They lost students as a result, and they were not happy.

IF you join the program and invest in our knowledge, we'll show you the SAFEST course to transition your clients to electronic payments. We will help you to do so in a way that will ensure that you do not lose any clients. MASS has an A-Z guide on how to implement this and get your students on board.

This is a serious matter that requires professional guidance. We are specialists in helping music schools to make this transition.

Key #8: Your Tuition Prices Are Just Too Low And You Are Terrified To Raise Rates

What to do about it:

Study the concept of PRICE ELASTICITY.

Raise your rates either every year by 5% or every other year by 10%, but keep your academy NEW!

From day one, I have always priced my rates high, near the top of the rates in my local market.

I do periodic tuition increases and here's the data from a past rate increase:

I raised rates on 500 clients. At the time I started the MASS program we had 500 clients in one location. We now have over 1,500 in three.

Because of the value my clients see in my business, how many students do you think I lost? Ten? Twenty? Twenty-eight? A massive stampede of fifty?

The answer is NONE.

My net profit increase because of this one rate hike was \$48,000.

As you can see, we've also grown by hundreds of students. Even if you don't join the other music schools around the world that are enjoying MASSive success, that one piece of advice could double your net income.

One of our MASS members in Arizona implemented the same rate hike on 225 students. He was very afraid of a mass exodus at his music academy as Arizona has had various economic challenges. By using my system, he was able to raise rates on this clients, and he lost only ONE client! His rate increase was \$8.00 per student (from \$96.00 per month to \$104.00). His increase in net profit was \$21,600.

I will show YOU how to do the same!

“MASS has changed the way we think about running our business and has had a direct effect on increasing our revenues and net profit over the past two years. The more MASS principles we apply, the more money we make - it's that simple. Marty makes sure we get a constant feed of new and relevant information through our regular one-to-one phone and group calls, emails, and member's only forum. We have loved the new friendships we have made at conferences ~ Like minded, small business owners with a passion for music and the arts. We share so many wonderful and funny stories, along with great and innovative ideas . . . it is GREAT!



We had a \$15,279 increase in tuition in June compared to the previous year! I would highly recommend Marty's MASS marketing system to anyone who is struggling to gain more students, or even to those studio owners who are looking to grow their school so it's even bigger.

Thank you, Marty and the MASS system for keeping us motivated and ahead of the curve when it comes to running our music academy.”

Maurice & Raquel J Kelley
Franklin Brentwood Arts Academy
Franklin, Tennessee

Key #9: Your Website Is Not Ranking High Enough On Google

What to do about it:

Become a serious student of Search Engine Optimization.

Using the MASS search engine optimization systems taught in the program, my schools generate almost two million dollars annually.

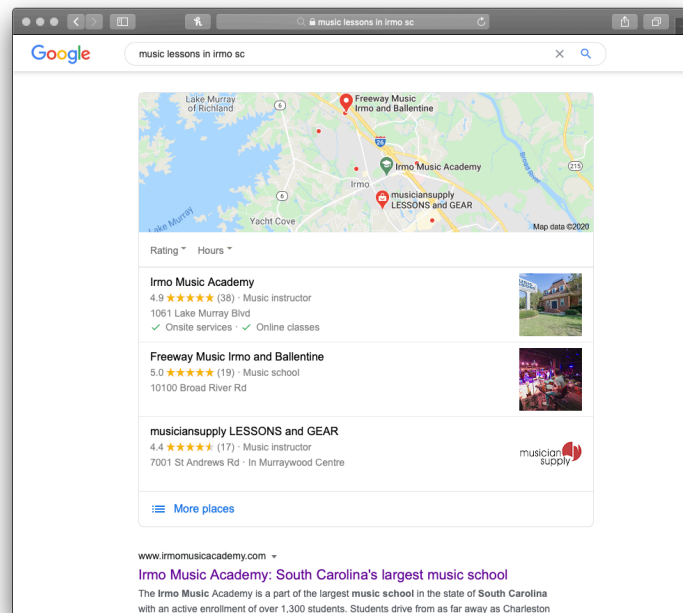
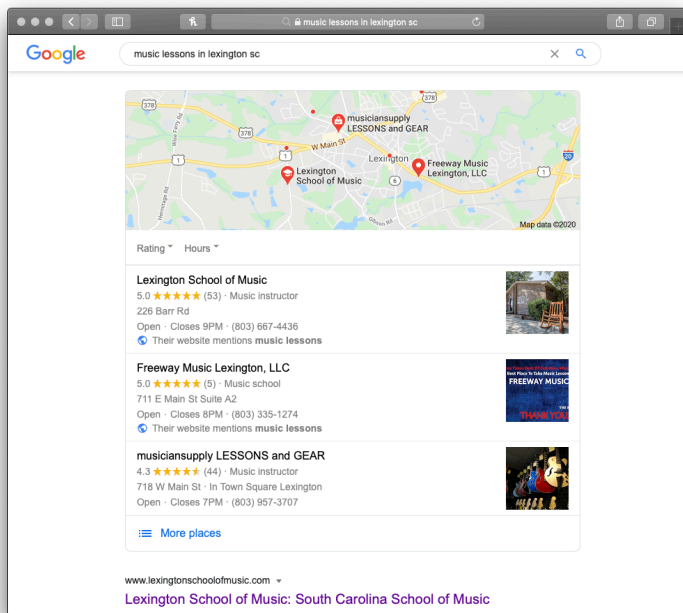
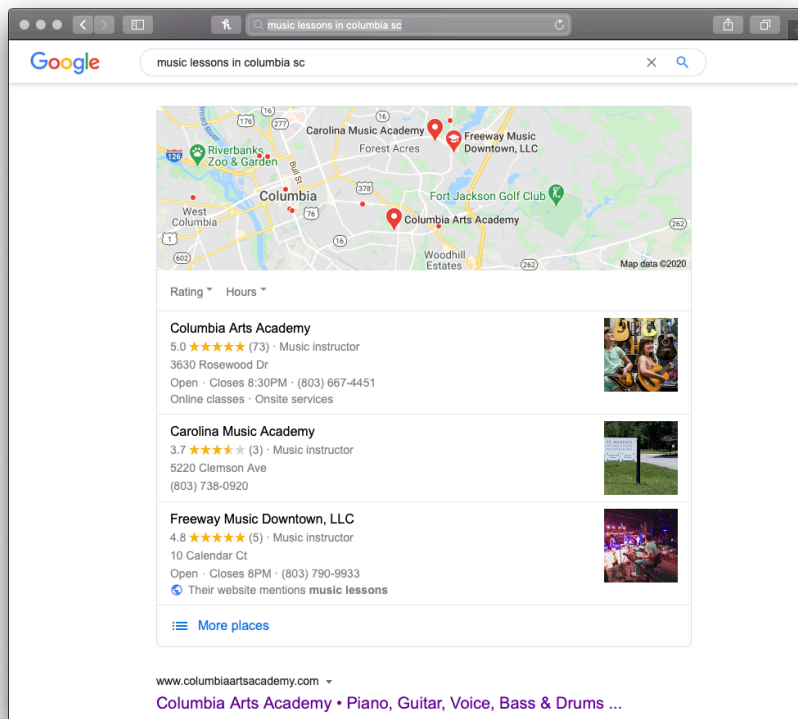
Our success comes primarily from “organic” Google search listings. The organic Google search results are the top 10 links that come up on page one of Google. They are the most heavily viewed. The goal for ALL music academy web sites is to rank #1 in the organic search on Google.

To back up that claim, right now, please go to your computer and search for the following on Google:

1. Music Lessons in Columbia SC (www.ColumbiaArtsAcademy.com)
 2. Guitar Lessons in Columbia SC
 3. Piano Lessons in Columbia SC
 4. Voice Lessons in Columbia SC
 5. Drum Lessons in Columbia SC
6. Music Lessons in Lexington SC (www.LexingtonSchoolofMusic.com)
 7. Guitar Lessons in Lexington SC
 8. Piano Lessons in Lexington SC
 9. Voice Lessons in Lexington, SC
 10. Drum Lessons in Lexington SC

Or, look at the following screen shot on the following page:

Search term results for "Music lessons In Columbia SC":



My music school is NUMBER ONE IN GOOGLE ORGANIC SEARCHES FOR EVERY INSTRUMENT WE TEACH, AT ALL THREE LOCATIONS.

What does that spell?

COMPLETE Google domination.

Not only for one offering, but for all FIVE of the instruments that we promote at all three locations.

If you are struggling with how to get your website to rank higher in the multiple cities you serve, the Music Academy Success® program *is the answer you have been looking for.*

To teach you how to do this, I will give you FORTY-ONE pages of specific STEP-BY-STEP instructions to help your website rank number one on Google. If computers are not your thing, you can give this to the computer person in your life. They can take it the rest of the way, or we can help you find one that can. *I will also give you our webinar #1 entitled:*

**Optimizing your website for Google, Yahoo, Bing
and all of the major search engines
AND how to convert students once they get there!**

Getting ranked on Google is only half of the battle, however. You have to be able to CONVERT prospective students to your website once they get there. I will give you the already DONE FOR YOU techniques and online marketing strategies to help you start converting more students today!



I'm only half-way through but I do want to mention that all of these tools to help you grow your business come with our 12 Month 100% Money Back Guarantee!

If you are unhappy with your purchase for any reason, simply return the manuals, CD's and books before 12 months from the purchase date and we will refund 100% of your money.

No questions asked. The monthly membership fees for Gold, Gold +, Diamond, and Titanium are non-refundable.

Don't believe it?

Go to the Better Business Bureau website (bbb.com) and search for Music Academy Success®.

You will not find ONE customer complaint.

We are extremely proud of our pristine customer service record.

Key #10: Your Teachers Are Driving You Crazy!

What to do about it:

You have to become better at hiring teachers. Right now, you are just winging the Human Resource (HR) process.

Believe me, I know how it goes:

Your teachers show up late for lessons.

They want to take off way too many dates for their “gigs.”

They don’t dress nicely enough and, the bottom line is, they don’t keep students long enough. I STRUGGLED with this for years!

But I have created THE system to STOP the hassles of dealing with the teachers at your music academy.

The MASS members enjoy not one but TWO chapters dedicated to *HIRING THE RIGHT TEACHERS and KEEPING TEACHERS AND CUSTOMERS FROM PUTTING YOU OUT OF BUSINESS!*

Key #11: You Suspect Some Of Your Teachers Are Going To Open Up Their Own Studios. (Or Some Already Have)

What to do about it:

Realize that anti-competition contracts are worthless and dangerous to your finances.

Not only that, but as you read this, many of the teachers that “your” clients love are plotting against you. Sorry it’s true. They are looking to open up shop, some across the street from your school. And when they go, *very few contracts will stop the parents from taking THEIR children out of YOUR school and to your NEW COMPETITION.*

Some of the teachers you love will be with you forever. But you can count on a predictable percentage being jealous of your success. Many will feel they are underpaid. And I don’t care how “airtight” your anti-competition clause is, you will lose a substantial amount of business when this happens. For over ten years, I’ve seen this happen to way too many music school owners. I don’t want it to happen to you and I can show you the solution. There IS a way to stop this and protect your student base from poachers.

In fact, if you are currently using certain anti-competition contracts with your teachers, you could have got an even bigger problem coming with your local employment security commission and the IRS. This is serious stuff.

“MASS gives you the tools and techniques, along with proven concepts and strategies that cover every aspect of operating and marketing a successful music studio. Our enrollment has increased 175% and our income has increased over 300% in the first year of MASS. Joining the MASS team is the best business decision I have ever made. Marty’s personal attention and guidance are first class! Thank you, Marty!”

Jim Skelton,
Director, Conway Institute of Music,
Conway, Arkansas



Key #12: If You Get Audited By The IRS Or Local Employment Security Commission, Your Teachers Might Become Employees, Leaving You With A BIG Matching FICA Bill!

What to do about it: *Change how you are controlling your teachers and get a copy of the IRS ruling that says teachers can be contractors IF they are treated properly.*

This Is One of The Most Challenging Times In Modern History to Operate A Small Business.

If you read the papers, then you know that the government is cracking down on independent contractor status. They want all teachers to be employees so that the employer will pay matching FICA, which means more expenses for you to the tune of thousands of dollars per year. Not to mention increases to your worker’s comp insurance, more forms to file, and more liability.

If you get audited (and many of you reading this will) they will ask for a copy of your independent contractor agreement.

As a MASS member, I will show you ways to help minimize the risk that your teachers will be re-classified. I’ll also give you a copy of an important IRS ruling. It shows that the IRS agrees (under the right circumstances and treatment) that music teachers can be classified as independent contractors.

I’ve written a section called “Keeping Teachers from Putting You out of Business”. This chapter will give you the brief (but profound) secret to ensure your students will stay with your school should a teacher try and take them.

You Have To Realize That Having A School of Great Music Teachers is Not Enough.

How many times have you been to a great restaurant that really knocked your socks off? The food was great, service was great, ambience was great, etc. You return, months later, to find the doors closed. If serving great food was all that it took to make money in the restaurant business, then thousands of restaurants **would still be open**. But they are not. Many went bankrupt, some had tax liens filed. Some got divorced. When a business closes there are severe consequences. The same goes for music schools. I've seen way too many close their doors due to mismanagement and lack of marketing. The music lesson business is not an easy one. Don't let anyone tell you that it is.

In the MASS program we don't talk about 'fluff' or 'theory'. This is the music school University of 'business truths'. Real world lessons for musicians running a school in...the real world. I don't talk about 'marketing lite' such as making bumper stickers, or billboards. I'm not a fan of street bandit signs or anything like that. That's for small-time players. I teach business and marketing systems that make life-changing differences for those who join the program.

It's all about mindset. If you're going to have the school of your dreams, you need a cutting edge, progressive marketing system. You need the newest marketing tools such as the latest Facebook and Google updates. It's also the only way to stay ahead of the competition.

You know you need to get better at marketing to get new students. ***You knew that before you started reading this. Most musicians are great at playing music, but they are terrible at marketing.***

You may already have marketing experience and **are disappointed by the results you have been getting.**

There are two things you need to do to accomplish this:

1. You need to improve your "Marketing Chops" (write that term down or highlight it).
2. You need to learn the secrets behind "The POND Theory" (write that term down or highlight it).

Let's talk about "Marketing Chops" first.

Many of you trained for years to become a great musician. You took private lessons with the best teachers and had master classes with renowned artists. Like me, you spent hours and hours daily in the practice "woodshed" working on your technique (playing chops).

Beefing up your "Marketing Chops" just as you did you "Musical Chops" is paramount to enrolling over 1,000 students. It's a must if you want to sell over a million dollars in tuition annually. There are many different levels of musicians. There are some who play poorly. Some who play pretty well. And some who are simply amazing. It's the same with business owners in regards to their "Marketing Chops."

If you compare how much time you spent studying your instrument, compared to how much time you've studied the "art" (and there IS an art!) of marketing, I can guarantee you that you've spent way more time working on your musical chops.

So, since we can agree that you must fine tune your marketing chops, you have two choices:

A. You can try to figure it out own your own.

B. You can take a shortcut, by learning everything I know for less than the cost of a spinet piano or electric guitar.

Are you busy?

Of course you are. With our 12 Month No-Risk 100% Money Back Guarantee, you get to check out and learn everything I know with no risk. If you don't think the information is right for you, just send the materials back, and we will refund every penny.

It's important to note that we are ***the only music school coaching program*** on the market that offers a **ONE-YEAR money back guarantee**. What are you waiting for?

When you come on board with Music Academy Success ®, the first thing we're going to do is introduce you to "The POND Theory."

The POND Theory is a secret marketing system that I created. It has been embraced by music school owners just like you around the world. With this unique system they have collectively enrolled thousands and thousands of music students.

In the MASS system, once you join you can get to work right away by learning how to implement this powerful (and, for me, seven figure revenue producing marketing system) and ESSENTIAL marketing tool.

Key #13: You've Got To Stop Working 60+ Hours A Week

Believe me, I know how it goes as I've been through every step of this journey.

At one point I taught every lesson in my home.

I answered all, of the calls and emails.

I did all of the cleaning and paperwork.

And I was just burnt out. I could not continue with the same schedule and stress that I was experiencing.

What to do about it:

The first step is get professional business coaching, just as you had professional music training to become the musician you are today. The "Business Coaching" industry is booming with TV shows such as:

The Profit (on CNBC)

Hotel Impossible

Bar Rescue

Tabatha's Salon Take Over

Kitchen Nightmare with Gordon Ramsey

Restaurant Stakeout

Every NFL team (and every major sports team) has not one, but numerous coaches for their players. These are millionaire athletes who work with sports coaches, daily. The reason they do so is that their coaches take their performance to a higher level. A level that they could not achieve on their own.

As your business coach, I will take your performance to a higher level.

That's my job. I've made a ten plus year career out of doing just that. And remember you get to try out my coaching and system with zero risk to you for one full year No other program on the market offers that our No-Risk 100% Money Back DOUBLE Guarantee!

Still don't believe in the power of business coaching?

Listen to some more success stories from our MASS members...

"We celebrated our 2 year business anniversary and the following week, we surpassed 100 students! And now, we are around the 110-115 neighborhood. My next goal is to enroll 1/day. Back in March/April, we lost 25% of our students. But when, we reopened for in-person lessons back in July, we ended up gaining more than what we had pre-Covid. We have also added 5 more teachers and 2 more rooms since then. Thanks Marty and Mass Staff for the support!"

Nick Doak, Owner,
West Chester Music Academy
West Chester, PA

"This is my first gratitude post since I joined the MASS program. I am not used to sharing my successes or achievements, but after all we have been through, I have started appreciating even the smallest victories and achievements. July has been very rewarding compared to last year. We enrolled 25 students and had only 7 withdraws! It has been the best month I've had throughout my journey. Not only did we return to pre-Covid numbers after re-opening on June 8th, we beat the total! 76 more students compared to last July. All of this would not have happened without Marty and the best mentoring program. Thank you MASS!"

Patrycja Glowik, Owner,
Westmont Music Academy
Westmont, IL

"I opened Guilderland Music Academy in September of 2017. In February of 2018, we had 90 students. February 2019, we had 242. February 2020, 486! And we are opening our second location, Scotia Music Academy, in March. I know we'll slow down at some point... but MASSive growth feels so good."

Bryan Cady, Owner,
Guilderland Music Academy
Albany, NY

Key #14: Your Office Staff Is Late, Lazy, Lucky To Have A Job And Is Just Not Converting Enough Students On The Phone.

What to do about it:

Use a Mystery Shopper service for your academy.

Your office staff is not signing up all the students they should. You know it and I know it. Sometimes they're in a good mood, sometimes they get lucky. But there is not enough consistency in your telephone sales to convert the prospective students who call your business.

ARE YOU CURRENTLY MYSTERY SHOPPING YOUR STAFF TO MAKE SURE YOU ARE GETTING EVERY STUDENT WHO CALLS TO SIGN UP? I AM. I COULDN'T LIVE WITHOUT IT. I'LL SHOW YOU HOW TO DO THE SAME.

You'll also be interested to know that many of our members participate in our "Members Only" office staff training program. I participate in every call, as does my office team. Our members get to come 'inside' our schools every month and hear "everything" we do to be successful. You are welcome to participate, as well, in this optional service and get your music academy mystery shopped every month.

I've also created audio you can give to your current office staff and new employees called "Closing the Sale."

The audio goes over my entire process for converting students on the phone. You'll also hear our Assistant Director talk about her experiences in the trenches.

Just the other day, as part of new office team member's training, I had her go into a practice room, listen to it and e-mail me what she learned.

IT SAVED ME AN HOUR OF TRAINING TIME!

I've already made your training materials for you!

IN THE MASS PROGRAM I COVER BUSINESS, MONEY MAKING, AND MUSIC TEACHING SYSTEMS.

I am not interested in working with anyone who does not have a burning desire to improve their income. Simply put, I only want to work with music studio owners who are ready to make more money. For a lot of musicians 'money' is a dirty word. They only want to run their schools for 'the art'. I can't work with people who have that mindset. If this is you, please STOP reading this; throw the report in the trash. MASS is not the program for you!

But, if you are interested in learning from a music school owner with over 1,500 students grossing over one and a half million dollars per year in tuition than this IS the place for you. We welcome eager, success driven entrepreneurs who want to better themselves and their business. One of the first steps is, the music school owner has to be willing to say "I deserve to make more MONEY in my music school!". I'm on your side. I know you deserve it. And I'm here to show you the quickest way to accomplish your goals.

From New York, MASS Member, Brannon Hungness, Director of the Rochester Academy of Music & Arts, says about his MASS experience:



"At the Rochester Academy of Music & Arts, joining MASS has changed the way we do business . . . Especially in the summer!

After being in business for five years, it's natural to worry that your success may plateau. However, thanks to the MASS program, my worries have been alleviated. Since joining MASS, our Academy has shown consistent growth, to the point where this has been, by far, our most successful year yet. I am surprised and delighted to say we are officially at our all-time high.

That's a hefty 30% more than we had at the same time last year. It seems that not only have a higher percentage of students stayed enrolled during the summer, we have continued to receive many new sign ups!

MASS removes so much of the uncertainty surrounding our business simply by helping us formulate a battle plan. Our continued success is a testament to the achievements of the MASS program.

Not only has MASS given us our best summer ever, it has allowed us to put everything in place leading into the fall. So we have every reason to be excited. With MASS on our side, I know we will continue to grow!

Thanks, Marty!"

**Brannon Hungness, Director,
Rochester Academy of Music & Arts
Rochester, New York**

Key #15: Your Recitals Have To Become Fun Again

I've heard this from many studio owners. Their music recitals are just stressful, dreaded events. The students perform poorly, the parents are disgruntled, and will complain to the Director at the recital or on Monday morning, filling voice mail with messages with things like, "This is Mr. Jones. I need to speak with the Director about Jane's performance at the recital on Saturday. Please have the Director call me back at 888-7777."

I've tackled this problem head on and I have the solution for you.

The MASS program recognizes that business owners process information in a variety of ways. Some of you enjoying reading, most of you prefer listening to audio, and any of you can learn from a video.

I've made three webinars that you will have access to for 90 days on the MASS membership site for free.

The third webinar is called "Operating Stress Free Recitals."

Here's what this system has done for me:

- 1. I do not attend the majority of my academy's recitals anymore (by choice). With over 1,200 students I can't be expected to! My office staff runs them for me.**
- 2. People LOVE our recitals. They get great reviews, the parents are happy, and the teachers are happy.**
- 3. I've made this into a repeatable system that occurs every six months and I'm going to share it ALL with you!**

MASS took my music school from 0 students to over 4,000! We achieved success very quickly with the program. MASS has helped us tremendously in how to organize our business, promote and market the business and retain students. Our success is a testament to Marty's guidance on helping you achieve your goals. From detailed insight on day to day business dealings to bringing the "big picture" into focus, MASS gives you the tools you need to bring your vision to a reality. We couldn't have done it without Marty!

Zeljko Pavlovic
VIVALDI MUSIC ACADEMY
HOUSTON, TEXAS



We've been with MASS since 2017, and have not looked back! We started in 2017 with 4 students, and as of today (end of 2021) we are sitting at almost 550 students, and growth is still steady.

We'd recommend MASS to anyone looking to grow their teaching business, as well as offer a better product to their students!



James Zeck
LETHBRIDGE MUSIC ACADEMY
LETHBRIDGE, AB, CAN

I had been running a music school for over 10 years before I discovered MASS. Things were great for the first several years but then our student numbers began to decline. No matter what I did, year after year we lost more students than we gained. I was teaching 6 days a week until late at night and I couldn't see any way out. Joining MASS opened up my mind to new ideas and better (much better) ways to run my music school. And I am finally getting more time for my wife and 2 sons. Thank you MASS! Thank you, Marty! My life is forever changed.

James Franczek
ACADEMY OF MUSIC
OAKVILLE, ONTARIO, CAN



Key #16: You're Terrible at Time Management

What to do about it:

Make some serious lifestyle changes so that you are getting more done or else your academy will never improve.

You've got a list of 20 things to do to improve your music academy and you have every intention of getting to them tomorrow. But as cliché as it sounds, for you, tomorrow never comes.

I have consulted with Robyn Pearce, one of the world's top experts from New Zealand.



She has worked with everyone from stay-at-home moms to senior executives at million dollar corporations.

Robyn shows music academy owners, just like you, how to stop being a slave to their business. To manage their time so their profit is maximized and their personal life full.

If you just CANNOT GET IT ALL DONE, you need the audio CD training program Robyn and I recorded called:

What We Can Learn About Productivity From Successful Business Owners: Five Time-Mastery Secrets That Will Change Your Life!

BONUS Key #17: You've Said To Yourself More Than Once "There's got to be a better way!"

I'm happy to tell you, there is!

LET'S TALK ABOUT WHY I CREATED THE MUSIC ACADEMY SUCCESS® PROGRAM. AS WELL AS THE CONCEPTS WE COVER IN A VERY DIFFERENT FASHION THAN OTHER COACHING COMPANIES.

Since there are already many educational marketing resources out there for music teachers and academy owners, you may be asking yourself why I felt the need to create this program. The reason I founded MASS is because there are core concepts I operate in a very different way than other music schools.

Here is a list of the subjects we cover in a unique way that you cannot find in other programs.

1. Summer Retention

Dance schools by and large shut down for the summer. A lot of music schools do small eight week summer terms or, worse, only charge students for the lessons they attend. On average, we gross over \$400,000 in the summer months of June, July, and August. If you're ready to do the same, then apply to become a member now!

2. Make-Up Lessons

Even though I ran a profitable studio, I wasn't happy due to the daily, and I mean daily, customer service issue of make-up lessons. Believe me, we told the clients about our policies both in writing and verbally. We even mailed them follow-up letters, etc. But the number of irate customers who were losing it over make-up lessons was too much to take. The stress was taking its toll. I would have rather run another business, than to keep operating a music studio with the traditional make-up lesson policies we had in place. I have created the proprietary Music Academy Success® Make-up Lesson System.

It's been used worldwide by hundreds of schools for more than a decade with outstanding results. It will virtually eliminate client confrontation, improve retention, increase profits and keep your office staff happy with high morale. Most importantly it will keep your phone from ringing with messages from disgruntled parents. You won't have to respond to them about when they're getting their make-up. Our system takes care of it for you!

3. Electronic Lead Generation and Follow Up

On our website, we convert hundreds of students using our automatic, electronic lead generation. In the program you will learn how to start building your marketing lists. We'll show you how to convert students, follow up with potential leads and enroll more students ONLINE for as little as \$6.00 per month.

4. A Program for Year Round Schools

If you are operating on the dance studio model of semesters, I think that's one of the biggest areas you need to re-examine. Terms of four, or even nine months of music lessons are just too short. The gaps in lessons are a step back for the student. All music schools need to stress to their students the benefit of *year-round lessons*. MASS is a leading expert in this area. We can help you to transition your school smoothly from semesters to year round operations. We'll show you how to minimize teacher and client pushback. This one change can totally transform your business and finances.

5. Promoting a Culture of Referrals

Competition is increasing for all of us. Improving your referral system is one of the quickest and cheapest ways to grow your music school.

6. Former Student Marketing with the Secret Student Glue

We go after former clients through strong offers tied to either free registrations or retail bonuses and our "secret student glue system." "Former students" is a market that needs to be addressed as a part of your yearly marketing plan.

7. Understanding the Money Math

A lot of studios get great results with improved profits, but have no clue where the money is going and how to keep it in their pocket. In the MASS manual, we will examine the money math you need to understand in order to be financially successful.

8. Why University Trained Teachers aren't always the Best Fit for you

Some of our best teachers don't have a degree at all. MASS will help you learn how to hire the right teachers. It will also help you keep the wrong ones out.

9. Direct Mail Without Losing Your Shirt

We make direct mail as simple as possible. Our program provides the dates to mail and the aggressive formats you need to use to dominate your market. As a MASS member you are welcome and encouraged to copy the direct mail formats included in the manual.

10. A Different Business Model

We encourage our members to focus on making one location profitable first. If you have multiple locations and some are struggling, we have a system to fix the underperformers. Many studios make the mistake of having multiple locations but with small numbers in each. It would be much more profitable to have one location with at least 500 students, and then create another location that strives for the same. If you suspect you've over expanded, or that one of your locations is having a hard time making ends meet, MASS can help. I'm here to help you get the first one right and then move on to fix the others.

11. The Only Music Academy Coaching Program with a Over A Decade of Experience that is Operated by an Internationally Recognized Business Expert & Former University Professor, with a Master's Degree in Music & over 30 Years of Experience Teaching Music.

I am the only coach on the market who covers business systems, marketing systems, and music teaching systems. If quality lessons are important to you, I am the business mentor who can help you learn more about both areas: teaching and business.

Here is a sample of the topics that are covered in the Music Academy Success® Program:

1. The Music Academy Success® Manual

This manual is 234 pages, and includes the core material you need to operate a successful music studio. The information is laid out in "MASS Blueprints" that guide you step-by-step on how to implement these systems into your business. At the end of each blueprint, you are given an assignment to keep your work focused and organized. These assignments are a great way to track your progress in the program. The core material gives you EVERY marketing strategy that I use to market my business.

The first 16 Blueprints give you 152 pages of done-for-you marketing examples that you can start to use to get more students right now!

These examples are DONE FOR YOU! ***You do not need to create your own!***

As a MASS member you are welcome to copy these marketing pieces for your own use. I've already made these systems for you and you can quickly put them to work to get more students, now!

2. Four MASS Audio CDs

These four educational CDs cover the topics:

- How to Close The Sale

This CD features me interviewing my office manager. It explains exactly what we do to close the sale with students.

- Improving Your Telephone Sales (Secrets to Getting Students to Register)

This CD features a secret national phone and mystery shop expert who has worked with music school owners, just like you, for many years. On this CD, you'll get to hear two music studios receive anonymous mystery shopper calls and improve their delivery and conversion of students on the phone.

- What We Can Learn About Productivity From Successful Business Owners. Five Time Mastery Secrets That Will Change Your Life

This CD features my interview with international time management expert Robyn Pearce.



Marty is the smartest, most innovative coaching, leader, and entrepreneur I've ever had the honor of working with. His ideas have yielded me hundreds of thousands of new revenue yearly.

It is critical that you take every chance you can to work with Marty whether it be his seminars or coaching. I continue to work with him and am thankful for his unending insights and support.

Alex Nottingham, J.D., M.B.A.

FOUNDER & CEO
ALL-STAR DENTAL ACADEMY

We had the biggest revenue in 10 years of MFAA operations during the slowest summer month for our industry. Words cannot express how extremely grateful we are to be part of the MASS Program. I couldn't fit in one page all the improvements that MASS has made not only for my school but also for me as a person.

Marty is a business genius, and I wish I had a coach like him 10 years ago.

Alesya Burgio

MIAMI FINE ARTS ACADEMY
MIAMI, FLORIDA



Before I joined MASS, I felt stuck. My school of music had experienced modest growth. I was in charge of the office, marketing and managing teachers yet not seeing the results I wanted. I was working myself to death. In 2016 when I joined MASS, we had 280 students. Here we are, 5 years later and we have over 700 students, two office staff, a new 4,000 sq ft building and we are considering a second location. MASSive growth comes from being part of the MASS program! Thanks, Marty Fort for helping me reach my dream!

Russ Porter

ROCKWALL SCHOOL OF MUSIC
ROCKWALL, TEXAS



She answers several MASS members questions about time management. She helps them to balance their business, their personal life, and make more economic uses of their time.

• An Advanced MASS Audio CD on “Summer Retention” How to Stop Losing Income During Summer Vacation!

In this interview, I train my office staff members on how to execute the summer retention system. This is another DONE FOR YOU educational tool. You can just hand the audio CD to your staff, and they'll be prepared to give you your best summer profits yet!

3. A book containing transcriptions of the audio CDs, and a glossary of all of the marketing examples used in the system.

At 110 pages, in addition to the 234 pages that make up the Basic Manual, you'll have plenty to do when you invest in this course. That's a total of 344 pages of done-for-you information. One compliment we get over and over, is how thorough and detailed the system is.

4. A webinar on how to improve your Google ranking.

My business, the Columbia Arts Academy, is #1 for the search term, “Music Lesson in Columbia SC.” I invite you to go to Google right now and do that search. While you're there, please also Google:

Music Lessons in Columbia SC
Guitar Lessons in Columbia SC
Voice Lessons in Columbia SC
Drum Lessons in Columbia SC
Piano Lessons in Columbia SC

In the MASS webinar I'll show you, step-by-step, the secrets I've used to optimize my website for total Google domination. Not only for the organic listings, but also the Google local business results.

5. The three top secret business books that have made the greatest impact on my business and life to shortcut your success. You will not find these in any other music school coaching program. *These are a MUST read for all MASS members.*

6. A Six Month Free Trial of Gold Plus Membership which includes monthly group calls and access to the MASS membership site.

After the six month free month trial, the majority of our members continue to get coaching from us so they can continue to ask me questions. They also learn from other studio owners, get the MASS newsletter, audio CDs of group calls mailed to their home and e-mails from me each month.

MORE DETAILS ABOUT THE GOLD PLUS LEVEL MEMBERSHIP:

A. MONTHLY GROUP CALLS:

The group calls are one of our members' favorite aspects of the program. You can call in and ask me questions. It's also important to learn from the other MASS members from around the world who are doing the same.

B. MASS MEMBERSHIP SITE

At the membership site, you can visit the member areas and listen to the audio archive. It has over 150 special topic calls. You'll also want to check out the MASS Resource Directory and network with other members on the MASS online communication group. The newsletter archive has ten years of articles on how to improve your business with done for you tools.

C. "RIDE ALONG PROGRAM"

MASS members receive the latest marketing examples from my "Million Dollar Music Schools" by riding along with me each month, learning new:

Marketing examples
Business operations changes
Important legal updates for our industry
The latest ways to get and keep students

How can you afford to NOT get the inside track, each and every month, on a top performing music school so that you can 'Ride Along' and do the same for your school? Our members love this feature, as they're able to get the latest tips and examples from me and then use them for their business without having to create their own. It saves them time and money from losing out on "guess work" about how to stay ahead.

D. BEING PART OF AN ELITE GROUP OF WINNERS!

The MASS program is full of studio owners around the world who are earning record salaries and really breaking ground in the music teaching industry. You don't have to be on an island anymore. Join a community of music school owners who are breaking enrollment records at schools in 44 U.S. states, Canada, and abroad.

7. The MASS Newsletter Sent to your Home for 6 Months.

Chock full of the latest and most current ways to stay ahead, including Google SEO changes, social media marketing, the latest in technology, and everything you need to beat your competition.

In any and every industry there is never a shortage of advisors, teachers, coaches, and consultants but there is almost always a shortage of trustworthy ones. One litmus test is depth of relevant experience, another is current successful experience, and another is proof that they can replicate their success for a significant number of others in their field.

Marty Fort qualifies on all three counts. Marty is a smart guy and a top info marketer to the music school industry.

Dan S. Kennedy

FOUNDER OF MAGNETIC MARKETING
AUTHOR OF "NO B.S." BOOK SERIES



Well, I had my doubts, but you have given me information that I can use that I wasn't getting elsewhere or finding on my own.

It really only takes one good idea that you can implement to pay for the cost of the program and I found several things that I could put in place right off the bat.



Steve South

FRISCO SCHOOL OF MUSIC
FRISCO, TEXAS

We can't say thank you enough to Marty, his amazing staff, and of course the MASS-ERS. Because of you, we have been able to take our father's legacy to new levels.

From 250 to 700 in under 3 years with MASS our journey is just getting started. We are truly blessed to be a part of this incredible MASS family!

Francis Rios

WESTMINSTER ARTS ACADEMY
WESTMINSTER, CALIFORNIA





When I decided to retire from studio business coaching to focus 100% of my effort on my online registration software, I made an announcement that shocked more than a few people. I recommended my long-time competitor Marty Fort as the new coach they should use. There are a bunch of people running around claiming to have the answers to help your business. Some don't even actually run studios anymore. Marty is the guy who has the real experience, wisdom and ethics to really help you reach your goals.

Sam Beckford
CREATOR
STUDIO AUTO PILOT

I've been able to devote the entirety of my concentration on my son and my family (3 kids).

My staff runs the show whether I'm available or not. I work from home these days and they have been well trained.

The principles learned in this program enabled my business to grow to this point.

Jim Beaver

JIM BEAVER'S SCHOOL OF MUSIC
HENDERSONVILLE, NORTH CAROLINA



I used to stress about Summer student drops and having to worry about constant reschedules. I also had no idea how to get more students outside of just word-of-mouth. But now, with MASS, that's all a distant memory!



Tim Benson
MUSIC ACADEMY OF ACADIANA
LAFAYETTE, LA

8. The MASS Advanced Concepts manual.

125 pages of material only intended for serious music studio owners. With this manual, you will have in your hands almost 500 pages of material to ensure your Music Academy Success®!

The material is easy to skim through. You can jump to the sections that interest you. Or you can read it front to back quickly with our real business world language and format.

Here are the topics that are covered in the Advanced MASS manual:

1. Blueprint #23: Registering Students (Advanced Manual Only)
 2. Blueprint #24: Make-up Lessons
 3. Blueprint #25: Summer Vacation Retention
 4. Blueprint #26: Hiring Office Staff
 5. Blueprint #27: Training Office Staff
6. Blueprint #28: Selecting the Right Teachers and Keeping the Wrong Ones Out!
7. Blueprint #29: Keeping Teachers and Customers from Putting You Out of Business
 8. Blueprint #30: Retaining Students (Webinar #2)
 9. Blueprint #31: Stress Free Recitals (Webinar #3)
 10. Blueprint #32: Understanding the Money Math
11. Blueprint #34: When Is the Right Time To Stop Teaching?

9. Three Advanced MASS Webinars:

A. 19 Ways to Retain Students (An invaluable resource which will decrease the number of students who are quitting music lessons with you).

B. Stress Free Recitals (If you're not happy with your school's recitals, check out these progressive tips that will make your recitals stress free!).

C. How to become #1 on Google, Bing, Yahoo, and all of the other major search engines.

10. A CDR with DONE-FOR-YOU Word and PDF marketing documents that you can use in your studio. All you have to do is type in your changes and hit print!

If you hired a graphic artist or did these marketing pieces yourself it would cost you a lot of time and money. I have personally invested \$10,000 in creating these marketing pieces!

This CDR is 30 Megabytes of DONE-FOR-YOU MATERIALS.

Documents on the CDR include:

ALL of our direct mail templates for our annual and seasonal campaigns

Actual print ads that work!

A joint venture ad for a local non-competing business

Employment Application

Independent Contractor Application

**30 Page Operations Manual and Employee Hand Book that
you can edit for your business and staff**

FIVE MONTHS of actual newsletter templates that will save you HOURS of design time!

11. Over 150 Digital Audio Trainings

Made searchable online by topic, including:

From Solo Teacher To Large Academy

Why Music Schools Fail!

What It Takes To Make Six Figures

Dealing With CRAZY Clients!

How to Hire the Right People

And many, many more!

12. The MASS Video University

Video courses with Marty Fort on each blueprint. Topics include:

Quickest Ways To Grow Your School

Shortcut to Retention

Former Student Marketing

Email Marketing

Follow Up

And more!

13. All MASS Digital Newsletters

Made searchable online by topic and date.

14. The very best in digital, hard copy, and in person trainings!

This is the first summer ever that I am not freaking out because of summer dropouts! For every student taking a break, I am quickly replacing them with students I have gained through MASS style marketing. And boy does it feel good!

Denise Thompson
CROSBY MUSIC ACADEMY
CROSBY, TEXAS



Our enrollment when we started with MASS was under 300. Since then we have more than doubled that to over 600 and our way to solid 700. Marty and his team are fantastic at helping both small and large music schools grow quickly, if that's what you want. We have met so many wonderful, "like-minded" people at the yearly conferences. The principles and ideas we have learnt over the years are invaluable. So thank you Marty and the MASS system for keeping us motivated, informed and staying ahead the curve.

Raquel & Maurice Kelley
FRANKLIN BRENTWOOD ARTS ACADEMY
FRANKLIN, TENNESSEE



The Music Academy Success conference was one of the best-run conferences I've ever seen. Marty and the leadership team truly thought of everything. The group is clearly driven and enthusiastic about marketing and growth.

If you have a music school and you're looking to grow, working with Music Academy Success is a decision you will be VERY happy with.

Dave Kerpin
SERIAL ENTREPRENEUR
NY TIMES BESTSELLING AUTHOR





I started as a reluctant MASS member - was a gold member for a year without really doing much with it. After all, I'd had my studio since 2005. Could this Marty guy really know more than me? Well...In 2016 we grossed 86K. 2017 (only going full MASS in September of that year) saw an increase to 127K. Closed the books on 2018 grossing 281K!

As many say, MASS works! Its methods, and maybe even more importantly, its people are what helped me have this killer year. Forever grateful!

Bryan Cady

GUILDERLAND MUSIC ACADEMY
ALBANY, NEW YORK

Marty Fort and his Music Academy Success community and tools have helped hundreds of schools and academy's like yours improve their marketing and advertising efforts. Marty is an avid student of direct response, he's an owner of an academy that makes him uniquely qualified to help you transform your business.

Marty knows how to run a business and he knows how to market. If you're looking for SPEED to improve your music academy, you'll be in good hands with Marty and his team.



Darin Spindler

CHIEF MARKETING OFFICER
MAGNETIC MARKETING



MASS gives you the tools and techniques along with proven concepts and strategies that cover every aspect of operating and marketing a successful music studio. Our enrollment has increased by 175% and our income has increased over 300% in the first year of MASS.

Joining the MASS team is the best business decision I have ever made. Marty's personal attention and guidance are first class! Thank you, Marty!

Jim Skelton

CONWAY INSTITUTE OF MUSIC
CONWAY, ARKANSAS

HOW MUCH DOES THE PROGRAM COST?



THE GOOD NEWS FOR YOU IS THAT THE MASS HOME STUDY SYSTEM IS COVERED BY THE 12 MONTH NO-RISK 100% MONEY BACK GUARANTEE!

If you are unhappy with your purchase, for any reason, simply return the manuals, CDs, and books and I will refund 100% of your money. No questions asked!

The MASS home study course is only 6 payments of \$198.00.

YOU MIGHT BE ASKING: *ISNT THAT A LOT OF MONEY? Consider this:*

1. If I can get you two new students this year, and they take lessons for 12 months, you'll make your money back.

*What are the chances that twelve months working with me, with all of the resources you need and coaching, will not yield at LEAST two students? Some of our members have had gross profit increases of over \$150,000. They know it's not how much this course costs. It is the reality that they would have **lost out on \$148,503** if they HAD NOT invested in this course!*

2. This is much less expensive than attending a business seminar.

There are hundreds of great small business seminars that would be of benefit to your music academy. You should attend them all. But to attend these let's examine the costs:

- A. Registration: \$1,000
- B. Airfare: \$500
- C. Three night hotel stay: \$475
- D. Three days of meals: \$150
- E. Time away from home and your business: \$1,500.00
- F. Hassle of traveling: You name your own price

TOTAL CASH EXPENSE: At least \$3,625

When purchasing the MASS program, you will save at LEAST \$2,437.00.

3. You do not have to WAIT to attend a seminar; you can begin this program TODAY!

Right now in your local market, other music schools have more students than you do. On the other hand, if you already the largest music school in your market, other music schools are quickly catching up to you.

You can stop their encroachment on your business TODAY if you start to use the MASS program in your business. No airplanes, no hotels, no having to hang with people at a conference table in a different industry. have made this as convenient as possible for you and we'll ship it to your home!

All you have to do is fill out your application and if you're approved for this program, you'll have these systems in your business arsenal in no more than seven business days. If you only use ONE or TWO of my systems, you'd make back your investment, not to mention a lot of money.

What would happen if you used ALL OF THEM? The sky's the limit!

Don't believe that our guarantee is for real?

1. Go to the Better Business Bureau website (bbb.com) and search for Music Academy Success.

You will not find ONE customer complaint.

2. Go to Google and search for "Music Academy Success® Refund."

You will not find ONE customer complaint. We are extremely proud of our pristine ten-year plus customer service record. So with that said, what have you got to lose?

The answer is nothing as I, Marty Fort, take 100% of the risk with this STRONG AND PROVEN guarantee.

You may be wondering, "Why do I have to be approved for this program?"

The reason is that I am very selective about who I accept into this program. I don't work with just anyone. I'm looking for low maintenance solo teachers or school owners who are ready for change, ready to get to work, and ready for success. I personally screen every application as I'm looking for quality members.

I understand you have some concerns and you'll learn that I like to get everything out in the open.

MASS's sequential system of marketing from the inside out has completely revolutionized how we acquire new students.

Easy-to-follow lists and understanding the power of student retention are essential for every music school who wants to reach their ultimate capacity. I HIGHLY recommend.

Jim Korakis
TULSA ARTS ACADEMY
TULSA, OKLAHOMA



So proud to announce I have added 115 new students this January, surpassing my personal goal of 50. In one of the most personally challenging months of my life, I woke up and decided to put everything I have into growing the school for 30 days.

I have grown the ballet school from zero to 250 students in less than 2 years, and our music side is 300 now putting us over 500 total in under 3 years. It all started with a now coffee-stained MASS blue-book, and I stand today giving complete credit to the system, the mentors and Marty.

Zoë Schommer
RBR MUZIK
IRVING, TEXAS

I joined MASS in 2014 for my private guitar teaching business, and it brought success in building my private studio to numbers that had eluded me for years. The influence of MASS inspired me to go further and start my own music school, hiring teachers covering numerous instruments, the Westlake Music Academy. We opened with 44 students from my previous business, and today we are sitting at 397. This kind of massive growth would have been impossible without MASS. Suffice it to say, it is easily the best investment I have ever made.

James Flood
JAMES FLOOD GUITAR LESSONS
CLEVELAND, OHIO





I am excited to announce Fall River Arts Academy has set a record for our largest enrollment month yet! December's numbers are in! 40 enrollments, 16 drops, that's a gain of 24.

When Andrea was at the office staff conference just over a month ago we had 197 active students, right now we're at 244. Thanks to the direction and motivation you all have given me I now have the ability to do some MASS kicking. 300 here we come!

Todd Salpietro

FALL RIVER ARTS ACADEMY
FALL RIVER, MASSACHUSETTS

We started with MASS back in 2015 with 380 students. Taking into consideration all the ups and downs for almost two years of uncertainty during the Pandemic, we are at 530 students today and counting.

For the months of September, October and November we signed 172 students. MASS not only helped us to get through this challenging time but built us stronger and more resilient to whatever comes. Thank you, Marty and your incredible team.

Vadim Koltsov

MISSISSAUGA FINE ARTS ACADEMY
MISSISSAUGA, ONTARIO, CAN



Studio space is full on Monday through Thursdays. In March of 2018 when I joined MASS we had 90 students, now, 15 months later we have 196.

We have no place to expand here as far as studios go. We plan to accelerate our growth this year with more experience at retention and marketing!

Mike Middleton

INDIANAPOLIS MUSIC ACADEMY
INDIANAPOLIS, INDIANA



So let's address some potential concerns... **You may say, "It's just too expensive."** My question to you is, how much have you spent on your musical instruments?

Ask yourself this. Why can you easily fork out \$1,500 for a Les Paul guitar, for example, or a piano (with no money-back guarantee) that will not increase your income, but you're hesitant to invest in a proven product that can improve your bank account and quality of life?

Again, it's important to note that we are the only music school coaching program on the market that offers a ONE-YEAR 100% Money Back DOUBLE Guarantee!. No other program offers this. Not one.

What are you waiting for?

You may ask, "What if I'm completely broke?"

No problem. Many of the blueprints in the MASS program cost NOTHING to use.

HOW MANY MAJOR SPORTS STARS ARE GOING SOLO AND LEARNING ON THEIR OWN, WITH NO COACH TO HELP BRING OUT THE BEST IN THEM?

The answer is NOT ONE. So why do you think going it alone in your business, without the guidance of a professional proven music school coach, will get you where you want to be? The answer is, it won't. If you want to expand your network, get guidance and support, then join our well-established community. If you are tired of fighting the daily business battle alone, all of our members understand the same challenges. More importantly, we show them how to overcome them.

Let's talk about additional benefits:

You'll get music students from the program (when they move to your town) and you'll also get teachers from it (when they move to your town). MASS membership has NUMEROUS advantages that you are currently missing out on.

Many people ask: "What results can I expect as a member of this program, and HOW LONG WILL IT TAKE?"

After 12 months, you should have accomplished the following:

- Increased your enrollment
- Improved your summer retention and profit
- Have almost zero confrontation with parents regarding make-up lessons
- Have more motivated teachers

- Have happier clients
- Improved your student retention
- Have less stress
- A better understanding of how to manage your time

You may still ask, "But, really, how fast should this happen for me?" My response? How fast does someone learn how to play the guitar?

A student who practices for an hour per day, versus a student who practices for four hours per day, will get very different results. You get the gist. Just pace yourself and strive for steady growth and improvement each month.

MANY OF YOU ARE STILL WONDERING: "DO I GUARANTEE THIS WILL WORK?"

AGAIN, THE GOOD NEWS FOR YOU IS THAT THE MASS HOME STUDY SYSTEM IS COVERED BY THE MASS 12 MONTH NO-RISK 100% MONEY BACK GUARANTEE!



If you are unhappy with your purchase for any reason, we will refund 100% of your membership package up to a full 12 months after the purchase date! **If you are unhappy with your purchase, for any reason, simply return the manuals, CDs, and books and I will refund 100% of your money. No questions asked!**

You're probably wondering, "Does This Work In My Part Of The World?"

I've been working with music academy owners all over the world. This includes 44 U.S. states, including New York, California, Arizona, Colorado, Ohio, North Carolina, Wisconsin, Michigan, Oregon, Texas, Florida, Georgia, Illinois, Indiana, Virginia, Washington D.C., Washington, Oklahoma, Pennsylvania, Louisiana, Alabama, Oklahoma, Tennessee, Minnesota, Nevada, four Canadian provinces, and Brazil, to help them create a consistent and predictable system of enrolling all of the students they need for their academy.

Music studios in major cities, such as Cincinnati, use this system as well as mid size towns, like Tucson, and smaller towns, like Loveland, Colorado. ***This system works in any area regardless of the size of your market.***

We are excited to announce that after signing up 10 new students on Monday we have broken the 300 mark for a total today of 304. We were at 263 on the 1'st of June.

Thank you, Marty and all my Mass family for your support.

Ted Brooks
LANCASTER MUSIC
LANCASTER, TEXAS



I am SO HAPPY to announce that as of Thursday my Academy hit 100 students! I've got my recitals booked, all events in place, interviews, and new teachers hired and on stand by. I just got a personal assistant to help me, my school is going to be featured on Philadelphia Fox News this coming Monday (students' performance and short interview), AND I just booked a hotel and airfare for the MASS Conference!

I did it - I beat my temporary weakness and getting stronger with each little step forward!

Izabela Adams
SOUTH JERSEY MUSIC ACADEMY
MAPLE SHADE, NEW JERSEY



We weathered the COVID-19 storm thanks to Marty Fort and MASS. We added musical ladder system this year and everyone loves it.

Despite occasional set backs we have gone from 12 students when we started with MASS (5 yrs ago) to 270 this year, from 5 teachers to fifteen, from 5 studio rooms to 9.

I'm so grateful for marty's mentorship. Our goal is to blow past 300 students this spring. Thanks MASS!

Vickie Crow
LOGAN MUSIC ACADEMY
NORTH LOGAN, UTAH





We have only been with MASS for a short time, but have already experienced a tremendous amount of growth, and I've seen improved efficiency in our studios. I have been impressed from the beginning with the straight-forward approach that Marty gives in his calls.

It also can't go without saying how helpful Alexis is. She responds to every question without hesitation, and she is very detailed in her delivery of answering questions. Overall, I have been pleased and impressed with my involvement with MASS.

Mitchell McGinnis
601 STUDIOS MUSIC AND ARTS ACADEMY
JACKSON, MISSISSIPPI

Thanks to the MASS, in 2021, we started with 540 clients and ended the year with 742 reaching \$1.25 Million in gross sales! I have a large support group to share ideas, ask questions, and get inspiration. I am a phone call away from Marty, the MASS owner, for any questions/issues I encounter as a business owner. The knowledge I learn each week gives me more and more confidence in everything I do.

Why do you not have a mentor with experience guiding you in the same field your business is part of? Join MASS. It's worth every minute of your time.

Camille Hastings
LEADING NOTE STUDIOS
ENCINITAS, CALIFORNIA



I'm going over my January 2019 numbers and I am ecstatic! We were hoping to crack 500 students, but we actually reached 550. I had to triple check the numbers as I couldn't believe my eyes. If I had to attribute to one thing, I would say it is me, staying focused on the goals, focused on the big picture, and taking action to make it happen. I definitely have the stuff to work and improve upon. I just want to keep growing and stay on top in my area. Thank you MASS for giving me the tools to succeed. And thank you to all of you for helping me to see "Yes It is possible to achieve MASSIVE growth"!

Larry Bigel
TAMPA FINE ARTS ACADEMY
WESLEY CHAPEL, FLORIDA

THE BOTTOM LINE:

Again, you only need TWO NEW STUDENTS to cover the cost of your investment in this system.

What are the chances that all of this information I've prepared for you and has been used by hundreds of music school owners will not work for you?

The answer is It will work for you!

What if you get 20 more music students? How about 200? How about 2,000?

You've got nothing to lose, and everything to gain, by trying this out for one year completely risk free.

IT'S EASY TO GET STARTED! HERE'S WHAT TO DO NEXT:

If you are ready to better your business and your life, fill out the following application.

You can do it online at musicacademysuccess.com/apply

Or, you can fill out the application at the end of this report and fax it to 1-800-517-3617. If you need assistance by phone call 803-917-1434 Monday - Friday 9 a.m.-5 p.m. US Eastern Standard Time.Or email office@musicacademysuccess.com

I look forward to working with you very soon!

This is going to be a life changing experience for you and your business!



Here's to YOUR Music Academy Success®,
Marty Fort, CEO
Music Academy Success® System, LLC



P.S. Remember, you only need TWO NEW STUDENTS to cover the cost of your investment in this system. What are the chances that all of this information will not do that for you?

P.P.S. Here's a quick re-cap of what all new members receive:

- Almost 500 pages of done-for-you systems and ready-to-use marketing and business examples
- Four audio CDs, three webinars, & 90 days access to the membership site.
- Free tele-coaching, the MASS newsletter and access to the MASS audio archives.
- Learning from other successful music academy owners from around the world.
- Telephone training for your staff.
- Time management training from international expert Robyn Pearce.
- A CD with over 400 megabytes of done- for-you marketing pieces.
- My employee handbook, registration forms, operations manual, and newsletters all done for you!

If you are way too busy to do all this on your own, the MASS program is your shortcut to success!

P.P.P.S. If you are concerned about my credentials, remember that I am an award-winning national marketing expert and former University professor who has worked for over 10 years with music academy owners. My school has been featured in books published by Entrepreneur press. I have a Master's degree in music, have given two performance tours of Europe and have been invited to speak at organizations ranging from major universities and technical colleges, to arts commission panels. I have moderated music industry panels with guests ranging from Matt Pinfield of MTV, to major label rock bands, like Weezer and Kirk Hammett of Metallica. I have also given presentations on marketing to crowds of over 1,000 people. This is an ESTABLISHED and PROVEN program.

P.P.P.P.S. If, after reading all of this information, you still have any questions, just call my office at 803-917-1434 or email office@MusicAcademySuccess.com.

MUSIC ACADEMY SUCCESS GOLD MEMBER APPLICATION

Your Name: _____

Music Academy Name: _____

Are you the Owner? _____

Web Site: _____

E-mail: _____

How did you hear about us? _____

Phone Number: _____ Fax Number: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

If you have an address outside of the U.S., please list your address here in the correct order for your country so that we can get your course materials to you promptly.

By submitting, signing and dating this Music Academy Success® application form, you acknowledge your acceptance of the following terms and conditions of use.

LEGAL DISCLAIMERS

MASS TERMS AND CONDITIONS OF USE

Use of the Music Academy Success®, LLC (“MAS or MASS”) system (the “System”), including without limitation the MAS Coaching Program Manual and other materials (collectively, the “Materials”), is subject to the following terms and conditions. Your use of the System or any Materials constitutes your acknowledgement of, agreement with, and assent to all such terms and conditions.

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About Marty Fort...

Marty Fort is a guitarist, music instructor, small business owner, university music professor, seminar speaker and business coach.

Marty received a B.M. in classical guitar performance from the University of North Carolina School of the Arts and a M.M. in classical guitar performance from the University of South Carolina. He has completed two European performance tours and received a research grant to spend a summer in Siena, Italy, giving chamber music concerts throughout Tuscany. In 1995 he traveled to London where he studied privately with Michael Lewin (Head of Guitar Studies at the Royal Academy of Music). He has performed in master classes for guitar professors from Yale University, the Manhattan School of Music, The University of Southern California, and the Cleveland Institute of Music.

He currently operates three of the largest community music schools in the state of South Carolina, the Columbia Arts Academy®(CAA), Lexington School of Music, and Irmo Music Academy. The schools have an enrollment of over 1,500 students studying guitar, voice, bass, drums, and piano. All three schools combined have revenues of almost two million dollars annually with just music lesson charges. Marty oversees 80 music teachers and is responsible for hiring and overseeing the teaching staff.

From 2005-2011, Marty joined the music faculty at the University of South Carolina Upstate teaching Applied Guitar. During his first year at Upstate, he tripled guitar enrollment and created new courses in Group Guitar, Guitar Ensemble, Music Business and Introduction to Audio Recording. In 2007 the USC Upstate Guitar Ensemble was featured in concert on SC ETV. He is also the author of the #1 Amazon best selling book "The Ultimate Guide to Music Lessons

His business coaching methods have led small business owners to have documented increased gross profits of up to 100% in as little as twelve months.

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