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”

By: Marty Fort

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

By: Marty Fort
Double and Triple 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 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’re 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 and have a large student enrollment. 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 are struggling. Many of these have lost as much as 75% of their enrollment and they need to get back to a profitable enrollment level. Since 2008, I have worked with music schools ranging in size from zero students to over 1,500.

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 is increasing, daily, in your market. You’ve already had one teacher leave, 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 41 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, Asia, and South America 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 studios
- 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 THE MASS HALL OF FAME MEMBERS

For almost 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 Allegro School of Music in Tucson, Arizona who won our very first school of the year award, increase their gross profits by $160,000 in just under 18 months! Since that time they've grown from 90, over 900 students and two locations.

Here I am, presenting MASS members Josh Brown and Jeff McKee of the Allegro School of Music in Tucson, Arizona, with a check for $1,000.00 as part of their “Music Academy Success Music School of the Year Award!”

As part of their prize, I flew out to their school and worked on their business for two days and also gave them a great prize package worth over $10,000.00.
I flew to Western Springs (Chicago), Illinois to present Jeremy and Gwen Michor, the owners of Music Makers of Western Springs, with the “MASS School of the Year Award.” I also gave them over $10,000 in cash and prizes.

A lot of important community leaders turned out including:

(Pictured left to right) Mic Cagney, Director of Western Springs Senior Center, Jim Horvath, Village of Western Springs Trustee, Jeremy Michor, Gwen Michor, Tracy Alden, Director of Recreation in Western Springs, Marty Scott, Director of Community Development in Western Springs.

About the MASS program Jeremy says:

“I am thankful to be part of your program and, as we have continued to dive into it, our numbers have continuously grown. One example is our July billing this year increasing $12,000 compared to last year’s period!”
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 to document his amazing story of going from ZERO students to over 400 in just ten months! He now has over 1,600 students and two 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 450 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.

![Image of Jim Skelton receiving his award](image)

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 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 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 is the culmination of years of running in my music schools:

Columbia Arts Academy (CAA)  

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

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

The CAA combined with our second location, the Lexington School of Music, has an active enrollment of over 1,200 students grossing over ONE AND A HALF MILLION DOLLARS PER YEAR and is the largest private music school in the state of South Carolina. My net income from my schools is well over six figures, offering only music lessons. We do not make revenue from other programs. That’s NET profit, NOT gross!

Instead of Teaching Music Lessons, I Now Use My Ability to Teach to Show Academy Owners Music Business Systems To Improve Profits, Reduce Stress, and Change Their Lives with More Income and Advanced Music Academy 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 me 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 1,200 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

If you have 300 students and you’re making less than $50,000 a year, you need to make some serious changes. Every music academy owner needs to earn at least $100,000 a year in NET profit, before taxes, or it's just not worth doing.

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.

But don’t take my word for it, listen to long time MASS member Ryan Cullen, Director of THREE top performing schools in the New Orleans area now with over 1,000 students, discussing what the MASS program has done for him...
“We were already a successful school with three locations and over 800 students before becoming introduced to the MASS system. One of the universal problems in the private music teaching business is year round student retention – this especially frustrated us every summer! Up until this year, every summer we would always shy away from marketing and just expect a huge loss. This year, after following Marty’s approach and detailed lesson plans for running a successful “year round” school of music, our summer gross profit increased by $31,675.87 – up 14.8% from last June-August. Whether you have a large school with hundreds of students or are an independent teacher – these methods work and have been invaluable to us. Thanks Marty!”

Ryan P. Cullen
Louisiana Academy of Performing Arts
Mandeville, Louisiana

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 that 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.

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, and that’s where music academy owners start selling themselves short.

Being a seasoned music teacher, you know that, ideally, music students take lessons for four years and, during that time, they do 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.

I have become very successful at showing my clients there is a real capacity to my business. In other words, if they love taking guitar with Jack, and they take off for the summer, their spot with Jack will be gone when they return.

This has been a COMPLETE game changer in my retention rates, one that has allowed me to grow my schools year after year. Remember, I started out like a lot of you, with just 30 students. However, by using these NEW progressive systems your enrollment will continue to grow.

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 operated a small piano studio for several years, and while I enjoyed teaching my students, it was never very profitable. I wondered what I was doing wrong and wished I could talk with other people in the same situation. So, when I found out about Marty Fort and his Music Academy Success program, I was thrilled! When I started the program, I really never dreamed that my studio would be doing so well and growing like crazy. Who would have believed that a SUMMER month would be our biggest month ever?

We have doubled our student enrollment in the last year, and tripled our net profits in the same time frame. This is proof that MASS works, and it is worth every penny. Our net profit in June was 300% of what it was the previous year! Marty gave me clear, simple guidelines to make my studio as successful and profitable as I want it to be.

Just a few of the benefits have included:
• Creative ways to work with unique students and families.
• Designing a distinctive personality for my studio.
• Effective marketing tactics that work for ME.
• Access to an amazing network of other successful studio owners throughout the country. I have appreciated that, anytime I have questions or concerns, Marty’s time-tested, outside-the-box advice is accessible via the membership site. We not only kept most of our students for the summer, but grew! I love having the marketing examples provided by Marty and all the other studio owners.

They saved me hours that I might have spent designing my own marketing materials. THANK YOU!

Karen Suedmeier
Loveland Academy of Music
Loveland, Colorado
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 got a substantial number of students DIRECTLY from Facebook this year as the way Facebook operates has changed.

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, done for you, with step-by-step instructions so 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.

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, I also share my techniques for using Twitter, e-mail, online directories, and the latest in online marketing.

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.

If you're ready to be on the cutting edge of music student marketing, doing damage to your competition, and saving thousands in marketing dollars this year, go ahead and apply to be a MASS member NOW!

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 have you ever really thought you could have 500 plus students and have to deal with the complaint volume regarding make-up classes from parents on a daily basis?

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 $25.00)

**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 know as I do that, 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 awhile.

*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 1,200 students, you can imagine the volume of these calls that come in daily.

The bottom line was that I had to do something and 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.

A few years ago I came up with the MASS make-up lesson system.

The system is amazing!
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 Music Academy Success program and invest in our knowledge about the SAFEST course in transitioning your clients to electronic payments, we will help you to do so in a way that will help you to NOT lose clients or hurt your business.

This is a serious matter that requires serious help and we are specialists in this area.

**Key #8: Your Tuition Prices Are Just Too Low And You’re 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, $8.00 per client (10%). At the time I started the MASS program we had 500 clients. We now have over 1,200.
Because of the value my clients see in my business, how many clients do you think I lost?

Ten? Twenty? 28? A massive stampede of 50?

**The answer is NONE.**

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

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 can double your net income.

One of the 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 been hit very hard by the housing meltdown and high unemployment. 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 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 academy has consistently realized a net profit of over $100,000 per year.

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 of ALL music academy web sites is to be #1 in the organic search result.

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

2. Guitar Lessons in Columbia SC
3. Piano Lessons in Columbia SC
4. Voice Lessons in Columbia SC
5. Drum Lessons in Columbia SC
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 BOTH LOCATIONS!

What does that spell?

COMPLETE Google domination.

Not only for one offering, but for all FIVE of the instruments that they/we teach at BOTH 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 make you number one on Google.

I will also give you our webinar #1 called:

**Optimizing your web site 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 web site once they get there.

I will give you the already DONE FOR YOU scripts to add to your web site to 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 **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!

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. So, what are you waiting for?

*Don't believe it?*


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 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 have 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.

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 to open up shop across the street and when they go, no contract 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 and feeling they are underpaid. I don’t care how “airtight” your anti-competition clause is, you will lose a substantial amount of business when this happens.

In fact, if you are currently using an anti-competition contract with your teachers, you’ve got an even bigger problem coming with your local employment security commission and the IRS.
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 contract.

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 IRS ruling that shows, if treated properly, the IRS agrees, under the right circumstances, that music teachers are independent contractors.

I’ve written a section called “Keeping Teachers from Putting You out of Business” which will give you the brief, but profound, secret you can start to use today to ensure that once you get a minimum of 1,000 students they will stay with you.

You Have To Realize That Having A School of Great Music Teachers is Never 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. They went bankrupt, had tax liens filed, the owners got divorced, and there were severe consequences.

In the MASS program, I don’t talk about making bumper stickers, or billboards, or street bandit signs or anything like that. I teach the business systems that make life-changing differences for the owners of these music academies.

You have to change your mindset and understand you need a cutting edge, progressive marketing system with the newest marketing tools, such as Facebook and Google updates, so that you can 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.

For years many of you trained to become a great musician. You took private lessons with teachers, had master classes with renowned artists, and spent hours and hours daily in the practice “woodshed” working on your technique (playing chops).

Beefing up your “Marketing Chops” is paramount to enrolling over 1,000 students and selling over a million dollars annually in music lesson tuition.

There are many different levels of musicians. There are musicians 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 short cut, 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 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 the secret system that I created and has been embraced by music school owners just like you around the world, to help them enroll hundreds and hundreds 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.

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 this is that the coaches bring out the best in them.

As your business coach, I will bring out the best in you. That’s my job and you get to try out my coaching and system with no risk to you for one year with our 100% money back guarantee. No other program on the market offers that.

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

*One of our members, Jeff McKee, co-owner of the Allegro School of Music in Tucson, Arizona, writes...*
“My business partner and I operated our music studio for ten years and nothing had significantly changed since the second year.

We were working long hours every day, marketing inconsistently, and when the phones actually DID ring we were either teaching or too tired from teaching and dealing with client issues to return the calls. We had tried everything imaginable and read a shelf full of books offering suggestions.

The great thing about Marty is that he gave us specifics: names, phone numbers, and a very precise to-do list that addressed and improved every facet of our studio and gave quick, tangible results.

He helped transform our studio from two guys who had created labor intensive jobs for themselves into a thriving business that operates even in our absence.

In fact, when my daughter was born I didn’t step foot into the office for a month and, instead of losing money, we actually grew!

Within three months of following Marty’s advice we were full and needed more teaching space.

• In two years we increased our enrollment by 500% from 90 students to over 500! We now have over 900 students in two locations.

• We have made a gross profit of over $1.5 million per year since joining MASS. That’s up from $85,000 per year before we became members.

• We’ve cut our teaching hours in half (down to fifteen hours per week), virtually eliminated the stress, and expanded again (from five teaching studios to nine)! Now we have more time to devote to improving the school and are watching contentedly as our services continue to improve and parents and students are more and more satisfied.”

Jeff McKee, Co-owner,
Allegro School of Music
Tucson, Arizona
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, and I show member companies how they can get this done for cheap.*

Not only can you learn about the power mystery shopping services can bring to your sales process, you’ll be interested to know that many of our MASS members participate in our “Members Only” monthly office staff training program. I participate in every monthly call, as does my office team. Our members get to come ‘inside’ our school 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 a CD you can give to your current office staff and new employees called “Closing the Sale.”

The CD 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 this CD and e-mail me what she learned.

**IT SAVED ME AN HOUR OF TRAINING TIME!**

*I’ve already made your training materials for you!*

*I cover business, money making, and music teaching systems in the MASS program.*

I am not interested in academic or conservatory snobs who are on a messianic mission to show the world Chopin etudes. Personally, I like Chopin's music, but I cannot stand D.M.A. candidates who are not focused on the business side of their academy.

If this is you, please STOP reading this; throw it in the trash, as MASS ain’t the place for you!
But, if you are interested in learning from leading business experts, a music school owner with over 1,200 students grossing over one and a half million dollars per year in tuition and a net income of six figures, than this IS the place for you. We welcome eager, success driven entrepreneurs who want to better themselves and their business.

Canadian MASS member, James Franczek, Director of the Academy of Music Oakville, Ontario, Canada says:

“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. I was advertising in a variety of places, including the newspaper and yellow pages. I did have a website, but I don’t think we were getting any students from it. No matter what I did, year after year, we lost more students than we gained. I was teaching six 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 of running my music school. I don’t worry about all those make-up lessons. I don’t worry about whether the students are going to pay or not. Plus, I am finally getting more time for my wife and our two sons.

I would like to thank Marty for helping me realize that:

1) I can succeed and run a profitable music studio.

2) I am not alone in my quest for success.

3) I don’t have to be stuck in my teaching studio every night until 11:00 p.m. wishing I could see my kids.

Thank you MASS! Thank you, Marty! My life is forever changed.”

James Franczek,
Director of the Academy of Music,
Oakville, Ontario, Canada
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 any more. 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!

Guitar teacher and Director of the GTR Music Studio in Moscow, Idaho, Michelle Karel-Ward says about her MASS experience:
“I opened my music studio in 1993, just before completing my masters in guitar performance. Knowing now what I didn’t know then, I’m amazed that I did as well as I did for as long as I did. Then, in 2001, things changed and I found myself struggling to keep ahead.

I searched for a solution and invested time and money in other online marketing courses and communities, but they also lacked the specific direction I needed and, too often, they focused heavily on developing a positive mindset over specific tasks and strategies needed for building a business like mine.

So when I received my first MASS mailer in late 2011 I was skeptical. I’d encountered other “step-by-step, done for you” systems and blueprints that never quite delivered, so I dismissed it.

So, what made me decide to try the MASS program? Getting a second and third mailing over the next year during which time my enrollment numbers had remained stagnant and were starting to decline. The brochure spoke to me as a music studio owner, not a dance and music studio owner. Marty assured me that if I implemented his strategies, I would start seeing the results I’d always wanted. His no nonsense direct manner won me over - enough for me to give it a shot.

After 14 months of being a MASS member here’s what I know: for the first time, since I started my studio, my enrollment has gone UP. We actually GAINED more new students during the summer than we’d lost in previous summers when the universities and elementary schools let out. In addition to many other benefits, we have an effective (and affordable) marketing strategy for reaching new students online and through our website, signage and print advertising that continues to produce amazing results every month.

The MASS system, materials, ongoing coaching and active membership is worth its weight in gold - literally. Not only has it helped me avoid costly mistakes, it’s saved me time, confusion, and frustration. I’m learning to be a successful and happy business owner, as well as a teacher and musician. After one year I’m excited to attend my first live conference where I’ll have the pleasure of personally thanking Marty and other MASS members who have helped me finally take my studio to a whole new level.

Michelle Karel-Ward,
Director, GTR Music Studio,
Moscow, Idaho
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!

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
I’m happy to tell you, there is!

WHY MASS WAS CREATED AND THE TOPICS THAT I BELIEVE ARE ONLY COVERED BY MASS!

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 fashion from other studios, and coaching programs that I thought needed to be addressed to allow other music studio owners to achieve their maximum potential.

Here’s a list of subjects we cover that, I believe, are only covered in the unique MASS program:

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, and stress was taking a toll that a lot of studio owners encounter. 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 Music Academy Success® Make-up Lesson System and it's been tested worldwide for a decade, with outstanding results. It will virtually eliminate client confrontation, improve retention and profits, keep your office staff happy with high morale, and most importantly, keep your phone from ringing with messages from disgruntled parents waiting for a response about when they're getting their make-up.

3. Electronic Lead Generation and Follow Up
On our web site, we convert hundreds of students using our automatic, electronic lead generation. As a MASS member, you will learn how to start building your lists, convert clients, follow up with potential leads and enroll more students ONLINE for as little as $9.95 per month (or less, to your website hosting company if you use services such as GoDaddy.com for $5.95 per month, etc).

This even works in other countries!
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. Not only is it a learning disadvantage to take a break in lessons, but terms of four, or even nine, months, are just too short and you need to stress to your students the benefit of year round lessons.

5. Promoting a Culture of Referrals
Since the market of music teaching studios is increasing, you need the MASS system for promoting referrals.

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 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 examines this issue and helps you to hire the right teachers, as well as keeping the wrong ones out.

9. Direct Mail Without Losing Your Shirt
We make direct mail as simple as possible, providing the dates to mail and the aggressive formats you need to use to dominate your market. As a MASS member you are welcome to copy the direct mail formats included in the manual.

10. A Different Business Model
We encourage our members to have one profitable location, initially, with no more than five core instruments and at least $50.00 net profit per student (or more, a lot more!) Many studios make the mistake of having three locations with a total of 500 students. 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.

My belief is, if you do not know how to net six figures annually in one location, why in the world would you open a second? If you have a second or third location that’s struggling, we’re the right program for you. I’m here to help you get the first one right and then move on to others.

11. The only Music Academy Coaching Program with a Decade of Experience that is Operated by an Internationally Recognized Business Expert and Former University Professor with a Master’s Degree in Music and over 25 years of Experience Teaching Music Lessons
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 to find out 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 an international time management expert. On this call,
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.

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 of not only the organic listings, but also the Google local business results. This one webinar can be worth the entire investment in MASS alone.

5. The three top secret business books that have made the greatest impact on my business and life to short cut your success. You will not find these in any other music school coaching program.

These are a MUST read for all MASS members.

6. Three months of free Gold level membership which includes monthly group calls and access to the MASS membership site.

After the three free months, the majority of our members continue to get coaching from us so they can continue to ask me questions, learn from other studio owners, get the MASS newsletter, audio CDs of group calls mailed to their home, e-mails from me each month, and access to the MASS membership site with the audio archive of past calls.
MORE DETAILS ABOUT THE GOLD 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 and learn from other MASS members, nationwide, who are doing the same.

B. MASS MEMBERSHIP SITE

At the membership site, you can visit the Gold member areas and listen to the past call archive, check out the MASS Resource Directory, network with other members on the MASS forum, and get regular articles on how to improve your business.

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 across the nation 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 39 U.S. states, Canada, and abroad.

7. The MASS Newsletter Sent to your Home for 90 days.

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.

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!

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 #33: Get A Great Accountant and Attorney and Don’t Be Cheap!
    12. Blueprint #34: When Is the Right Time To Stop Teaching?

9. Three Advanced MASS Webinars:

A. 15 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 newspaper 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!

**HOW MUCH DOES THE PROGRAM COST?**

THE GOOD NEWS FOR YOU IS THAT THE MASS HOME STUDY SYSTEM IS COVERED BY THE MASS 12 MONTH 100% MONEY BACK GUARANTEE!

If you are unhappy with your purchase, for any reason, simply return the manuals, CDs, and books before 90 days and I will refund 100% of your money. No questions asked!

If after 90 days you are unhappy with your purchase and can prove, through submitting marketing examples, that you actually used the system and it did not work, simply return the system any time prior to 12 months of the purchase date and I will refund 100% of your membership package.

The MASS home study course is only three payments of $499.00

YOU MIGHT BE ASKING: **ISN'T 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 three 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, and you should attend them all. But to attend these, let’s examine the costs involved:

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 $2,128.00

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. I have made this as convenient as possible for you.

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 web site (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 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 review 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.**

So let’s address some potential concerns...

You may say, “It’s just too expensive.”

How much have you spent on your music instruments?

*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 money back guarantee.

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. Why do you think going solo 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.

Joining a community of high achieving music school owners that you’ll have 24/7 access to with our online community software will give you support, guidance and networking.

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.
• Lose fewer students in the summer.
• Have almost zero confrontation with parents regarding make-up lessons.
• More motivated teachers.
• Have happier clients.
• Improved your student retention.
• Have less stress.
• A better understanding of how to manage your time.

And much, much more. The above is just a short list that is easy to accomplish.
You may still ask, “But, really, how fast should this happen for me?”

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 must work as hard as you can to get these systems going in your business.

Just pace yourself and strive for steady growth and improvement each month.

I KNOW YOU WANT TO KNOW: “DO I GUARANTEE THIS WILL WORK?”

THE GOOD NEWS FOR YOU IS THAT THE MASS HOME STUDY SYSTEM IS COVERED BY THE MASS 12 MONTH 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 before 90 days and I will refund 100% of your money. No questions asked!

If, after 90 days, you are unhappy with your purchase and can prove, through submitting marketing examples, that you actually used the system and it did not work, simply return the manuals, CDs, and books prior to 12 months of the purchase date and I will refund 100% of your membership package.

You’re probably wondering, “Does This Work In My Part Of The Country?”

I’ve been working with music academy owners all over the world. This includes 41 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, Canada and Brazil, to help them create a consistent and predictable system of enrolling all of the students they need for their academy. Academies 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.
THE BOTTOM LINE:

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!

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

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 Gold Member 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

I look forward to working with you very soon!

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

Sincerely,
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. I know I spoke about a lot, but here’s a quick re-cap of what all Gold members receive: Almost 500 pages of done-for-you music academy 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 of New Zealand, learn how to stop hiring bad employees, 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 are way to 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 years with music academy owners. My school has been featured in a book 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. 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 info@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.

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What do you hope to gain from the program?
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What are the biggest problems you are currently encountering in your business?
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How do you pay your teachers? 1099 Contractor, W2 Employee, they pay you room rental fees, or a combination? Please explain.
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QUESTIONS OR COMMENTS:
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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.

All information provided in connection with or as a part of the System (the "Information"), including without limitation the content of the Materials, is provided for your use solely for general informational purposes. If you have any questions about a specific situation or the current law in your jurisdiction, you should always consult a licensed attorney or accountant.

MAS strictly prohibits the dissemination of the trade secrets and concepts covered in the Music Academy Success Manual. This includes reviews and copying excerpts on message boards, Internet review sites, and hosting of scanned documents or native files on peer networks.

MAS, LLC, will aggressively pursue and prosecute anyone who knowingly disseminates the content of the MAS program and manual electronically or by any other means. This includes the passing of the manual to other commercial music studio owners.

In other words, this manual is just for you the purchaser and is not to be shared with anyone and everyone for free. We monitor the Internet daily for violations of this term of use and make it clear that the information in this manual is confidential and for the private use and benefit of the purchaser only.

________________________
Printed Name

________________________
Signature

________________________
Date

FAX YOUR APPLICATION TO: 1-800-517-3617
Or you can apply online at musicacademysuccess.com/apply
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 two of the largest community music schools in the state of South Carolina, the Columbia Arts Academy (CAA) and the Lexington School of Music. The schools have an enrollment of over 1,300 students studying guitar, voice, bass, drums, and piano. Both schools combined have annual revenues of over 1.7 million dollars 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.

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.
Join music academy owners from the west coast to the east coast in over 43 U.S. states, Canada, Europe, South America, Asia, the Middle East and Africa who are on the path to Music Academy Success®!