

HOW TO GET YOUR MESSAGE THROUGH TO MUSIC EDUCATORS

SPECIAL REPORT

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Helping Businesses Effectively Reach Music Educators

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Background Survey

We recently conducted a survey of over 2,000 Music Businesses asking each business to tell us their “single greatest problem in marketing or advertising to music educators.”

Wow! I was personally amazed at the similarity of responses. We may sell different items to different segments of the music market, but the marketing needs are the same:

The number #1 problem mentioned was “our message is not being read”

- Followed closely by “how do we get teachers to consider what we are offering” and
- “how can we reach the decision makers”

The main “problem” actually points to the exact solution we want to share in this special report.

INTRODUCTION TO THE PROBLEM

The promotions or messages being sent by the music education industry blend together after a while because the “Buy Me” messages are all too similar!

So you wonder why your message isn’t being read? It’s just one of 100 other “ad-type” messages that face the music teacher on any one day.

When is the last time you received an offer of “help” in your email or in-box? Na-da! Nope! None! As a music teacher, I can’t remember any music business contacting me with help for one of my daily problems. I do recall getting catalogs and brochures about this new festival, that new instrument model or newly published music titles.

Can you imagine how every music teacher in this country feels? Absolutely bombarded with messages that DO NOT appear to benefit them. Their mailboxes and emails are filled with “Here I am, Buy Me” messages. Rather than, “Here I am, Let me help you” messages.

INTRODUCTION TO THE SOLUTION

SO HOW DO WE GET OUR MESSAGE THROUGH TO MUSIC EDUCATORS?

We make our message identify and solve their problems.

Your message will be pounced on by a hungry mind if it helps solve a problem for the teacher. It could be lack of time, lack of money, lack of expertise or understanding, information overload, etc.

Teachers do read and respond to **relevant** messages that help solve their problems. Messages that mirror their “inner dialogue” about their job and their needs. It’s simply human nature.

Those “solutions” or “problem solving” messages can take many forms.

Teachers like to read **Guides, Tip Sheets, How to’s, Time-Savers, Money-Savers**, etc. all designed to solve one or more daily problems or help them find the information they need. They

even keep these pieces for future reference.

Did your last advertising piece do that? If not, it was probably put in “File 13” fairly fast!

This report identifies these problems and provides the solutions & tools you can IMMEDIATELY use.

Read on....to see how your business can benefit by joining this “give and you shall receive” type marketing technique. It will increase your sales, memberships, admissions and long-term customer relationships!

Let’s aim these questions at ourselves and find some answers!!

1. What Benefit Does Your Message Offer or What Problem Does It Solve?

2. Who Are You Targeting and is Your Message Relevant to Them?

3. What is Your Method of Reaching Them? Are You Unique or One of the Crowd?

1. What Benefit Does Your Message Offer or What Problem Does It Solve?

Do you think of your company’s mission as a “music problem solver?” Probably not. But it’s time to start!

Our company, MWI, has helped promote several thousand music businesses since 1991 in our various marketing programs. During that time, I’ve personally viewed hundreds of brochures, flyers, catalogs, postcards, CDs, music samples -- promoting every possible music product, service or membership.

Most all advertising pieces used today DO NOT solve problems; they are “identity” or “vanity” pieces. It’s from us, about us.

This means the piece states what you are offering in terms of YOUR NEEDS, not your prospect or customer’s needs. Large headlines that state “features” rather than “benefits” are very common. This is old-school thinking. The new model says: **What problem can we solve for the music teacher reading our message today?**

By identifying and providing the solution to a problem in your area of expertise, you set the stage to make the sale and get your message read...and acted upon!

Example: One of my favorite examples of this is a company that sells hand drills. They tried for years to boost sales by sending direct mail pieces to prospects telling about the features of their various drills - all the sizes, shapes and fantastic design of the drill. Sales stayed flat.

What they forgot was that the “buyer” didn’t want a drill, they wanted the “hole!”

They didn’t identify the PROBLEM through the buyer’s eyes, but through their own! The buyer wanted a solution to a problem. By changing their tactics and providing more instruction and help in cre-

ating the holes with designs, templates, “how to” booklets, etc. - they doubled their sales that year.

The same holds true in music education marketing.

The **elementary choir director** wants their singers to be able to read music. If your **sight-singing method** is promoted with “tips” and “techniques” they can immediately use, your method will be strongly considered when it comes time to purchase.

The teacher purchasing a **fundraising** program wants to know “how to” administer it, will it be easy, what can I expect, what are the pitfalls, etc. They want tips to make the program easier. Fundraising is NOT usually a welcomed task, but is a valuable necessity to get needed resources for music activities. When you offer fundraising “tips”, you set your company apart from the crowd!

The director purchasing **new music for their ensemble** wants to know specifics about the piece and helpful tips on how to program. List ranges, list companion pieces that program well with that piece, compare prices with your competitors, provide program notes, etc. Give them reasons to buy from you over your competitor.

The director purchasing **new risers** for their choir wants to know about handling, storage, best care tips, safety, price comparisons, etc. A “guide” to riser/platform purchase really saves the director time and effort. And if you provide this, you are much more apt to get the sale.

The director purchasing **apparel** wants to know tips about care, sizing, alterations, storage, returns, etc. Not just price and the latest designs in a catalog especially in the initial contact.

Help solve their problems and you have that sales message working for you!

Try Using Some Of These Formats to Increase Your Company’s Name Recognition & Sales

What happens is, this “informational approach” sells your products/services or memberships far better than any other method! Try some of these approaches:

1. Tips Sheet or “Top Ten” List
2. Guide, Booklet, etc.
3. How To (fix a certain problem)
4. Things to Avoid (or Most Common Mistakes)
5. Things to Watch Out For
6. Time-Savers when using Our Product
7. Offer an Enticement (a legal bribe!) to get the desired action. This “free item” encourages them to call you, to visit your web site, to respond in a certain manner. An “enticement” can be an Informational Guide, Tips Sheet, Free Newsletter or an actual free product sample item.
8. Know what’s working for you. Include a **Tracking Code** on your piece that must be included in their response back to you. Say, “Mention _____ for your FREE GUIDE”, etc. Or ask for a specific code if you are running more than one marketing program at a time. Make sure all print ads have a tracking code and that you or your phone reps ask for this. Make sure every flyer, postcard, etc. has a means of tracking the response. You’ll be amazed at how much money you’ll save by tracking what **really** works vs. what doesn’t!
9. Ad Piece Design - When designing your ad piece, state the MAJOR BENEFIT TO THE USER right in your headline. Even pose it as a question....then supply the answer as your solution.

We recommend you design your next promotional piece as a “tips sheet.” Steal from David Letterman - have a “TOP TEN LIST” and list your Benefits to the music educators that way.

One other advantage is that “informational marketing” can be printed inexpensively. Often one or two color, glossy or matte finish paper. You can send a postcard “tip” rather than a full-fledged Guide.

Why should someone that has never heard of you or bought anything from you give you the time of day? Give them a **reason** by helping them first, then asking for an order down the road a bit.

KEY: By using this method, you lead the teacher toward a “Help Me Now and I’ll Remember You” attitude toward your company. This builds customer trust, your credibility and a relationship PRIOR to asking for the order. And relationships are what music businesses are all about!

2. Who Are You Targeting and Is Your Message Relevant to Them?

In taking the initial message to your target audience, you need to know exactly who they are and “where they live.”

If you do not have a large database or simply want to buy the best, most relevant names, here are three MUSIC MAILING LIST sources I recommend:

1. I use MARKET DATA RETRIEVAL (MDR) - they are a Dun & Bradstreet Company and maintain the largest, annually updated educational mailing list available. They have K-12 and Collegiate Lists. Visit their web site at : www.schooldata.com.

They have Music Lists that can be purchased online, downloaded and immediately used, once you register with them. As of this writing, you can select names by state or region or the entire US, by music title -- Band Director, Orchestra Director, Music Teacher, Choir Director, General Music Teacher, Supervisor, etc. You can also segment by school size, budget, past purchasing, home schooling, private/parochial - every segment imaginable!

I have used them for several projects and they are easy to work with. Their web site is fantastic to pin-point exact music educators you want to reach.

If you order “Music Teachers By Name”, your cost is \$62/1000 Names or 6.2¢ per name.

2. MTD Marketing - Mike Danforth’s company maintains a very reputable database. Mike’s primary media are Card Decks to Band/Orchestra and Choir Directors. His updating is very complete. I have used Mike’s card decks and the follow-up response is excellent. Check out his mailing list services at his web site: www.mtdmarketing.com.

If you order “Music Teachers By Name”, your cost is also \$62/1000 Names or 6.2¢ per name.

3. Tri-Media Online.com/mic - Tri-Media maintains the largest Church and Christian Mailing List and Card Deck I’m aware of. Check out their Music Info Cards out at: www.trimediaonline.com/mic.

Feel free to mention MUSIC WORKSHOPS INTERNATIONAL or that Sally Russell referred you when contacting any of these sources. (And no, I don't get any kick-back!)

Identify Their Music Area(s) & Be Relevant to Them!

I see a lot of businesses use a sort of “shot gun” or sloppy approach with their marketing pieces -- sending a promotional piece hoping the music teacher **actually** teaches that specific subject.

While it is true that many music educators cover multiple music areas (music theory, choir, band, appreciation, general music, etc.), it is still best to identify the **MAIN MUSIC INTEREST** of those you send or email your message to so that you are the most **RELEVANT** to them.

- Do this at your web site with an “opt in form” - set up a “main music area” field
- Send an email survey
- Send a postcard once a year to update your company records on their “teaching status.”

In our promotions at MWI, we always build our teacher lists with the “Music Area” field as important as the teacher’s name and address/email address.

Why send a promotion to a choir director about band uniforms? A uniform company would never do this on purpose...but lists change, get outdated or teachers change jobs & teaching responsibilities. Keep your list up-to-date with annual updating (or more often.) This will make your mailing piece or email that much more relevant and save wasted effort.

Do you know your customers or prospects “HOT BUTTONS”?

What words, phrases or problems immediately get the attention of your customers? What are THEY looking for? What do THEY think they need?

How do you find this out? There’s only one way. You must ask.

If you are new to marketing or are a veteran that wants a fresh understanding of your music market, you need to **ask** your prospects/customers what they want every year at least. It’s a simple marketing concept....ask people what they want, then provide it!

I’ve just found a great new online marketing tool called the **ASK DATABASE** - www.askdatabase.com. It allows you to set up a special web page just to take all of those survey responses. It organizes all responses, shows the most frequently used phrases (hot buttons), and will even send an autoresponse email to those that respond, if you like. Really takes the guesswork out of doing surveys.

So use the ASK DATABASE or just send a short email to your list and ASK THEM what they need or want. Most will love to tell you! You can’t do this every month...but you can do it now. I suggest you focus your question on something like: “What is your single greatest problem with _____?” and stand back and listen to their responses!

This is exactly what we did to help generate this SPECIAL REPORT. We asked you to tell us what your greatest marketing challenge was...and you told us. Now, we’re offering some ideas to help you solve those problems.

I couldn't say it better than **Sara Smith of American Guild of English Handbell Ringers (AGEHR)** - www.agehr.org. She responded to us and said: *"For us it is a matter of what comes first, the chicken or the egg. In other words, are we truly offering what the music educators need and value, **BEFORE** we ask them to join our organization."*

She hit the nail on the head! Build "value" and help your customers first before asking for the sale. This will ensure your message gets read!

3. What is Your Method of Reaching Music Educators? **Are You Unique or One of the Crowd?**

We all know the main media methods used today: Direct Mail, E-mail, Website, Magazine/Card Deck Ads, Directories--both online and offline, Conventions/Trade Shows. But are you using these in a "unique" way so that you stand out from the crowded marketplace?

Here are some tips to get your message through to the main decision makers and acted upon:

DIRECT MAIL

The most effective direct mail piece is.....(drum roll, please).....

The humble **POSTCARD**. Why?

- The postcard gets read more often. There is no envelope to open or discard before reading.
- The postcard is inexpensive to send - 23¢ First Class Mail US (less if you use bulk mail)
- The postcard is inexpensive to produce - black ink, 2-sided, on color #110 Index stock -3¢ each on average.
- The address label can be imprinted right on the postcard with the right printer, taking less time to prepare.
- The postcard acts as a "mini-billboard" announcing your message or offer.
- It's often kept or posted at teacher's desk as a constant reminder.
- The postcard gets IMMEDIATE ACTION - If your goal is to get them to "Visit Our Website", "Call us for Discount", "Send us an Email to Get Our FREE GUIDE"...this is the ticket!

Postcard idea: Send a series of TIPS via postcard. Send one postcard with one Tip each week for 4 weeks, each offering a helpful tip to solve a problem. Mention or "soft sell" your product by the 3rd and 4th postcard. Your message **will** be noticed and sales will increase. This is a very "underused" technique.

Postcards are also excellent follow-ups. When a customer makes their first purchase from you, that's not the end of the relationship...but the beginning. Keep customers "in the loop" with monthly postcards. **Music Jokes** always get attention - send a monthly joke....and announce your newest product, new issue or membership benefit. Use novelty or uniqueness to break through.

E-MAIL

We all have two problems using e-mail with music educators.

1. Will spam filters and legislation kill our chance to reach teachers via email?

The “opt-in” or “permission” email list is the absolute best way and will soon be a requirement.

This means developing a list of prospects and customers that have “requested” to be on our list. This can be done with a simple email newsletter to your entire list that adheres to the “**4 Golden Rules**” of responsible email as announced by the Direct Marketing Association (DMA):

- Use honest subject lines
- Use accurate headers (this means use legal “from” addresses)
- Show your company’s physical address and/or phone number on the email
- Provide **Opt-out** (unsubscribe) instructions when people want to be removed. And **make sure** they ARE removed by the next time you email. There are many automated email systems that will maintain and do this for you when your list gets large (check out www.aweber.com.)

Don’t use emails without the awareness or approval of the addressee and be wary of purchasing email lists unless from a trusted source. I know of no commercial source for music education emails.

2. How do we get targeted educator email addresses in the first place?

Security is a prime issue in schools, as it should be. Email lists of music teachers are not readily available so you must build your own. Your own list is much more powerful than any list you could buy.

Here’s what we do at MWI - these techniques can work for you.

- We have developed a large list from asking teachers to sign-in on computers we have at our Convention booth at various music events. This is quite effective.
- We also have response forms in our Guides and Mailings that ask the teacher for the email address as they request more information.
- In addition, we send postcard mailings that call for an “email response” - this helps build and keep our list updated.

If you are starting with no list or a very small list, try this:

1. Put an opt-in box in a very predominant position on your web site. Use a POP-UP if you desire - but with all of the Pop-Up Blockers out there, it may be ineffective. Feedback or Guestbook Forms are OK to get email addresses, but their “uniqueness” has worn off and most people don’t bother to fill them out anymore.

2. The Key to Getting Lots of Targeted Mails - Offer an “enticement” (free report, free newsletter, tips sheet, etc.) for those that opt-in at your site.

3. Send a postcard to your mailing list asking them to send you an email for a “free report, tips sheet, etc.”. Build your list from there. Always give them another option to call for the info, for example. When they call, ask for their email address so that you can send the free report.
4. Put an EMAIL ADDRESS field on **ALL** contact forms, order forms, etc. in your relationship with the customer or prospect.
5. Create an online newsletter - often called e-zine. Encourage your newsletter list to forward it on to others they think would be interested. Include “how to subscribe” info at the end of your newsletter (along with how to unsubscribe!) You’ll gain lots of new prospects this way.

DMA Just Announced Some Findings About Emails In General

1. Consumers want to simplify their email existence and spam is their #1 concern.
2. The home address is the primary address. We’ve seen this as teachers sign in with us at music conventions. Most list the home email address as preferred. This is also a better bet when teachers change schools.
3. Male vs. Female response to email is very different. Men are crankier about the concept as a whole and really require a “prior business relationship” to accept the email. Women, as the primary shoppers in general, love offers and discounts.
4. What everyone wants in email, DMA reports? Coupons!

Magazine & Card Deck Print Ads

These are the traditional print ad methods. If you aren’t already using these resources or are not members, we recommend you join and gain the benefit of the contacts and exposure.

Here are a few of the main music organizations that have excellent magazines targeting various segments of the music education field:

Print Ads

- ACDA** - American Choral Directors Association - *“The Choral Journal”* - www.acdaonline.com
- MENC** - National Association of Music Educators - *“Music Educators Journal”* - www.menc.org
- MTNA** - Music Teachers National Association - *“American Music Teacher”* - www.mtna.org
- IAJE** - Intl Association of Jazz Educators - *“IAJE Journal”* - www.iaje.com
- NAMM** - International Music Products Association - www.namm.com
- THE INSTRUMENTALIST** - (for Band/Orchestra Directors) - www.instrumentalistmagazine.com
- STATE MUSIC MAGAZINES** - the MENC, ACDA and MTNA state organizations offer excellent, low cost ads that are ideal if you are a state/regional business. Check the national organization’s website for state information.

Card Decks Targeting Music Directors

- MTD Marketing** - Band/Orchestra and Choir Decks - www.mtdmarketing.com
- Tri-Media Marketing** - Church Musicians (Music Info Cards) - www.trimediaonline.com/mic

Try this: Have you considered co-oping an ad with another related music business? Share the page or ad space and the cost. This works especially well if your product relates to but is not in direct competition to the other party. Example: Instrumental Manufacturer with Software Developer or Apparel Company with Accessory Company, Festival with Tour, Publisher with Software,

Curriculum with Classroom Method. In the corporate world, this type of promotion is referred to as a **“Joint Venture or JV.”**

Do you need partners to start a Joint Venture? We have help for you in two ways:

1. At MWI, we are offering a unique way to have your business promoted jointly at far lower cost in many of the magazines when you become a member of our web site, ALL THINGS MUSICAL ONLINE - www.allthingsmusical.com. If interested in this **COMBO AD PROGRAM** (Combination Online & Print Ad), email us at allthingsmusical@aol.com with “Combo Ad” in the subject line and we’ll send you the details. A PDF outline will soon be up on our business website - www.allthingsmusical.biz under Special Promos.
2. Our new Music Newsletter, *Reaching Music Educators*, will have a regular section where you can post the “needs” or “resources” you wish to share with other music businesses. We call the section **“Music Business Alliance.”** There is real power in working together!

Music Conventions & Trade Shows

Can you spend less than \$1,000 and have a good impact at a Music Education Convention?

It is very difficult to spend less than \$1,000 when you exhibit. Add booth fee, booth furniture/services, shipping, travel, hotel, meals and all the rest! I’d say a minimum of \$2,000 to exhibit at most medium-sized conventions with a single booth.

But I say you **can** spend less than \$1,000 to have an impact at any music convention.

1. Just stay home and **place an ad in the Convention Program.** It’s a great targeted audience especially if you are a regional/local business. Most ads are fairly inexpensive, even for a full page. That will accomplish getting your message in front of them. Unfortunately, your message is only viewed for those 2-3 days. Carry-over from a program ad is very short-lived, but can be effective with a strong, benefit-laden message that offers helpful information to make you stand out from the crowd.

If you do exhibit, protect your investment by sending out Pre-conference postcards or emails directing teachers to your booth. Many organizations have pre-registration lists. Be sure and offer that “TIPS SHEET or GUIDE” you have developed as an incentive to stop by your booth & “sign in.”

**But we have a better solution to get your promotional piece distributed at a convention.
Use our PACKET INSERT PROGRAM (PIP)**

The most expensive way to promote at a convention to stand at your own booth and pass out the literature yourself. Because your business is specialized, you will only get perhaps 10% of the attendees to stop by. At some shows with 2,000 attendees, distribution of 200 fliers is about normal. Is the cost worth that? Possibly, if you sell a high ticket item, like a tour or festival. At MWI, we know that not all music companies can or would want to attend every Music Convention, but would still like to see their materials distributed at various shows at low cost.

Since 1993, we have created and distributed **over 50,000 Music Resource Packets** every year at conventions where we exhibit. In addition, we have developed a relationship with other music organizations that help distribute for us where we can’t attend.

If you want to stay within a budget of \$500 for example, you can have almost 1,500 fliers or brochures distributed at conventions you DO NOT ATTEND through our Packet Program.

**Teachers want Resources...real, helpful items that solve their problems.
A packet full of helpful tips and ideas will not get tossed!**

To promote you most effectively, we target our “Resource Packets” to specific music areas - Instrumental (Band/Orch/Piano/Guitar) and Choral & Elementary Music Packets. We can place your insert (flyer, brochure, CD, etc.) in packets you choose. Make sure that insert is a “problem solver!”

For Current Packet Schedule, visit **www.allthingsmusical.biz** then go to **Packets** then **Conventions**. All you do is reserve space with us, send your inserts & fee and we take care of complete distribution to your target market and provide any follow-up data.

As a side note, I strongly encourage you to provide an insert that HELPS the educator, not simply a glossy brochure that states your product features. Those simply aren’t as effective as a resource.

As our “ALL THINGS MUSICAL” booth appeals to all convention attendees, we have great traffic! We are more of an “information or resource booth” not specifically selling any one item. Our goal is to help the teacher find the info they need...and help you find teachers needing your services. Kind of like a “matchmaker!”

Over the years, we’ve had a few packet program customers say they didn’t get a good response from our promotion of their literature or insert. Had they attended the convention and passed those same fliers out themselves, would they have gotten any better response?

The promotional piece or message is still KEY. I strongly encourage you to only create “problem solving” or informational pieces to sell for you. No matter who distributes the literature....the power is in your message.

KEY: People are receptive to free, helpful information, but often suspicious of “sales literature.” No one wants to be sold...yet everyone wants to learn more to make their job easier. Use this “informational route” to increase your sales or memberships!

Here’s what **Suzy Musolino, Accent On The Arts, www.accentonthearts.com** had to say:

“Sally, I think the greatest problem is the Music Educators are bombarded by so many companies that they don't even look at half the mail they receive or they pick up so much information at the clinics that it gets tossed aside. So I think what you have done with your [Guide] book that you mail and pass out is really great; by giving the M. Ed. all the information they would need in one resource! Thanks for being there to help small companies like myself reach so many potential clients.”

Directories & Resource Guides - Print and Online

GOAL OF ADVERTISING IN A DIRECTORY - Keep your company name and message in front of your target music educators as often and long as you can.

To “get your message through” often means keeping your message and information handy and available to the educator at all times. Cluttered desks, papers to grade, reeds, drill designs, concert programs....you’ve seen teachers desks! I remember how mine looked at the end of the day!

**How can you make it easy for a teacher to find you when they need you?
At the office, a shared desk at school, at the computer or at home**

Directories or the time-honored "Yellow Pages" approach, just plain work.

Some teachers search via the computer. Some prefer print guides. Get listed in them all!

Pardon our "commercial break" for a moment...but this is what we do!

In the Music Education field, there is only ONE "Music Education Yellow Pages" - it's our Resource Guide, **ALL THINGS MUSICAL**. Since 1996, our annual guides are freely distributed and used by over 100,000 music educators every year. That's almost every band, orchestra, choir and classroom music teacher in the US. Are you listed? If not, get listed now - see below.

Your name, complete contact information and/or display ad are kept front of interested educators for the entire year.

Our directory is powerful because it **only** lists music businesses/organizations that wish to reach music educators. It's not filled with fluff or companies that have only marginal interest in helping teachers. This makes it more valuable to the educator and they know **ONLY** the companies most interested in helping them are listed.

Yes, there is a fee to be listed - \$100 per Listing. That's \$.001 of a cent per teacher! You won't find a better bargain for your ad dollars.

ALL THINGS MUSICAL PRINT and ONLINE EDITIONS

ALL THINGS MUSICAL is available in print (2004 Edition is our current edition) and online at **www.allthingsmusical.com**. Our "Searchable Database" of over 4,000 music businesses is used by several thousand unique music educators and musicians every month...and the numbers are rapidly growing.

Learn how to join **ALL THINGS MUSICAL ONLINE** right now - visit **www.allthingsmusical.com** and click on the banner that says "how to be listed" or go right to **www.allthingsmusical.biz** (that's B-I-Z) for our business services site and sign up. We can have your listing up within 24 hours.

NEW ADDITION for 2005 (deadline May 30, 2004) - the "EBOOK EDITION" of **All Things Musical**. This electronic version of the Print Edition can be digitally downloaded from our site and remain on the teacher's computer desktop for instant access. The EBOOK will also have "live web links" right from the listings and many AUDIO FILES. This will increase the impact and exposure of your information to nearly 20,000 more educators and musicians! Stay tuned for more details!

End of commercial....

Bottom line, join as many online and print Music Directories as you can. Usually the cost is small compared to the year round exposure your company can get.

We have found that **ALL THINGS MUSICAL** for example, supports all other types of advertising you do -- card decks, print ads, mailings. When those items get tossed or filed away....the teacher's copy of **ATM** is still handy and ready to use.

Now Take Action to Get Your Message Read!

Action #1.

Find out what your customers want and provide it to them in the manner they wish - by mail, email, in person, etc, but ask. Don't assume you know what they want.

Action #2:

Develop a marketing message that highlights how your product solves a problem teachers have - a Tips Guide, How-to Sheet, Top 10 List, etc.

Action #3:

Give before you receive. Offer help or assistance, before asking for the order. Build up that good will. It will later pay off as your prospects will welcome your contacts, even seek you out!

Action #4:

Get your "marketing ducks in a row". Do you have a clean mailing list? If not, update it or buy one. Are you listed in every possible Music Directory that applies to your company? Like ***All Things Musical***, join as soon as you can to keep your name and information out there.

Action #5:

Keep growing in your understanding of the unique marketing opportunities we have in reaching music educators. Consider our Packet Program, use card decks, send postcards, keep the dialogue open. Utilize the info you receive in our ***Reaching Music Educators*** newsletter.

This is just the tip of the iceberg when it comes to music education marketing. We are not experts in this field...but like you, know that it's an on-going study and sharing process.

Stay Up To Date with our Online newsletter, ***Reaching Music Educators***

Our online newsletter, "**Reaching Music Educators**" (RME), provides tips, tools, schedules and unique ways to develop the most powerful means to get your message through to music educators...especially the "movers and shakers" that do most of the purchasing.

One of the best features of the newsletter is "**What's Working & What's Not**" - a sharing of "real world" music ed. marketing ideas that have been successful, along with those that just didn't work.

There is also a section called "**Music Business Alliance**" where you can share your marketing "needs" with those that have "resources". And they can share their "needs" and use some of your "resources." We all have talents and abilities we take for granted that another company could utilize and vice versa.

If you haven't signed up for RME yet, send an email to allthingsmusical@aol.com. Put "RME" in the subject line and your name & company name in body of email. You'll get the next issue.

The goal of this Special Report has been to create a dialogue where none existed before. Let us share how to promote and grow our music businesses by learning from each other.

Thanks for taking time to read this Special Report. Please share it with your colleagues.

Summary of MWI Music Business Services

Complete details may be found at www.allthingsmusical.biz

Publications

All Things Musical - Print Edition - (Music Ed. Yellow Pages) - www.allthingsmusical.biz
Annual Guide published each July - prepared April-June
Listings/Display Ads deadline - May 30, 2004 (for the 2005 Edition)
Circulation: 100,000

All Things Musical - eBook Edition - (Music Ed. Yellow Pages) - New for 2005!
Listings/Display Ads deadline - May 30, 2004 (for the 2005 Edition)
Planned Circulation: 20,000

Web Site

All Things Musical Online (ATMO) - (Music Ed. Yellow Pages) - www.allthingsmusical.com
Memberships may be started at any time - visit www.allthingsmusical.biz to sign up.
Unique Visitors per month - 3,500

Packet Insert Programs

Convention Packet Distribution - See schedule & rates at www.allthingsmusical.biz

National Mailings - Packet Distribution - Back to School (Aug-Sept) - 20,000 requested packets
End of School (April-May) - 20,000 requested packets

New! State Music Mailings - Specific co-op Packet Mailings to selected states & music areas -
January-February 2004 - See schedule & rates at www.allthingsmusical.biz

Special Promos

Combo Ads - Combination ATMO membership with Magazine Ad Placement. See details at www.allthingsmusical.biz

Online Newsletters

Reaching Music Educators - online newsletter of tools to market effectively to music educators
Sign up by sending email with "RME" in subject line to: allthingsmusical@aol.com

Music Ed-Zines - online newsletters to various music educator groups:

- Band Directors
- Orchestra Directors
- Choir Directors
- Elementary/Classroom Music Teachers
- Music Technology Educators

Educators may sign up at www.allthingsmusical.com.