

Ideal Customer Avatars and Ad Copy (excerpt)

Organization: Kalamazoo Music School

Year: Fall of 2023 (post-Covid)

Customer Avatar #1: "Artsy Mamas"

Characteristics/Emotions:

- Either creative themselves, or deeply connected to the arts via their kids.
- They are invested in their kids' opportunities and enrichment.
- Passionate
- Engaged, Invested
- Caring
- Intelligent
- Entrepreneurial or creative
- Related to "stage mom," but nicer and more chill.
- Vibrant
- Approachable

School Clues They Will Love:

- Low pressure, positive, supportive environment
- Finding connections and collaboration in our school's community.
- Bright colors, live plants and fun, comfy couches to hang out with other parents and chat.
- Friendly, warm, communication style.
- Cool, accomplished teachers who really make their child feel cherished.
- Free tea and coffee
- Displays of kid's photos
- Young, "fresh," teachers
- Welcome gift
- Easy, self-led enrollment process, with access to a knowledgeable, friendly person as needed.
- Opportunities for their child to shine and develop with positive support is very important.

Main Facebook Ad Copy:

Build Them up This Year

Our kids have been through so much these last couple years, and PARENTS, we've got you!

Your kid is talented, passionate, and in need of the perfect musical opportunity to bring out their best.

Our new holistic Performing Artists program will do just that, October through June of this coming school year.

With a cohort of their peers, your child will:

- 🎵 develop skill on their instrument/voice in private lessons
- 🎵 learn how to play with others as a band
- 🎵 refine their performance skills
- 🎵 grow in knowledge of themselves
- 🎵 take their musical creativity to the next level

How did we develop this program?

As professional singers, songwriters, musicians, and performers, we designed the program to be what we really needed as creative, musical children. We needed so much more than just private lessons to find ourselves and realize our potential.

If they're like us, they need:

- ♥ a musical mentor to validate and nurture their unique talents
- ♥ practical training to develop into a high-level performer
- ♥ their "people" to belong to, who value them for the beautiful original they are
- ♥ a safe space to share their innermost world through the creative process
- ♥ an invitation and pathway into becoming a leader

This program would have changed our lives! Now it's here for our kids to get:

- ★ the specific musical and performing skills they need (vs settling for generic musical opportunities)
- ★ the express pass to finding out who they are as a creative person (vs floundering directionless for years)
- ★ the mental and emotional supports that sensitive, artistic people need (vs being overwhelmed by vulnerability and hiding)
- ★ increased self-worth early on to share their gifts with confidence (vs feeling "different" and unequipped to develop their ideas)

🎵 Watch them blossom into skilled and courageous performers of beautiful artistic expression! 🎵

Enrollment closes when the spots are filled and they are very limited - only 5 openings per grade from 5th to 12th grade, and 10 openings each from Pre-k to 4th grade and they're going quickly!

Complete the enrollment form below to learn more and secure their spot! You won't be charged or enrolled until we make sure they meet the placement criteria and confirm your schedule.

Secure their spot now!