

Kalamazoo Music School Email Marketing Campaign

Focus: New Program Launch/Fall Enrollment

Email #1

Subject: **Parents of creatives...this is for you.**

Body:

Hello Sarah!

We're so proud to launch our new holistic musical education program for kids this fall.

There's nothing like it anywhere in Southwest Michigan!

Check out what we've created for your kiddo [here](#).

And, just for new (or returning students, snag our Back-to-School promo code via the link to save.

Spaces are extremely limited in our launch year, so make sure to secure your spot today.

This is a unique opportunity your family won't want to miss!

Take a look [here](#).

All my best,

Ashley Daneman

Owner, Kalamazoo Music School

Email #2

Subject: **Our #1 most asked question**

Body:

Hi Sarah,

The #1 question we are asked most often is:

"What time are the music lessons?"

Yep, I know. That's it. Our top question. Followed by, *"How much does it cost?"*

We know you're busy and you need the details to make a decision. Here they are:

You can take private lessons in voice, piano, guitar, drums, bass, and/or ukulele:

- Sundays between 1pm - 6pm
- Mondays, Tuesdays, Wednesdays, + Thursdays between 3pm - 8pm

You can take lessons in 30, 45, or 60 minute increments online or in-person at our downtown location.

The cost for our program is all-inclusive so you pay the same amount every month with ***no surprises.***

Tuition for private lessons starts at \$136.50/month for 30 minute lessons and includes:

- weekly private lessons
- three performances in a proper theater (w/ professionally recorded video + free admission)
- a practice binder to stay focused + track progress
- professional photography at our annual photo shoot
- special events to inspire creativity + build friendships
- access to rewards, prizes + encouragement all year long through our KMS Practice Challenge

We're happy to offer this incredible value to you through our unique program! And NOW is the time to act because you can save \$50 using the code "BACKTOSCHOOL" through the end of the month.

If you're serious about pursuing your passions this fall or making your kids' dreams come true, please know that our available openings are filling up very quickly. We want to get everyone in who needs music lessons this year, so complete the enrollment form now to save your spot!

[Click Here to Enroll Now](#)

Looking forward to adding a highlight to your weekly schedule!

Ashley
Owner, Kalamazoo Music School

P.S. Did you know that we have a "peace-of-mind promise?" As experts in music education, we've built the BEST program we know how to, with the goal of transforming the lives of as many young people as possible. But, if, after the first month, your child is not connecting with

the program or feeling like it's a good fit, you can withdraw with no further charges. We want you to be happy with your choice!

Email #3

Subject: Why most kids quit music lessons

Body:

Hello Sarah,

If you think back, it's easy to see that the life accomplishments you are the most proud of were not easy ones.

But in the moment, with the long journey ahead of us, we can get stuck in the "hard" and quit.

Lots of young music students quit well before they've seen what they can do. I see this regularly as a music school owner. I, myself, quit several times as a kid before pursuing a career in music and earning my masters degree at Manhattan School of Music. Music students quit their goals because they don't understand the following:

Learning to play an instrument is a long-term, progressive challenge, just like anything else worth doing. That's one reason making music is so precious to the player and so cherished by others.

Through our new holistic Performing Artists program, your child has the opportunity for a more supportive, consistent path than most budding young musicians ever get. If they REALLY want to play, they're ultimately going to need more than a private lesson and we're here to provide that to them.

Here's how we do this:

1. MINDSET

- Teach kids a growth mindset around failure and normalize the ups and downs of the journey. Just because they don't feel like practicing doesn't mean they should quit - it just means they're in a "dip" and they need to tolerate the discomfort until they've reached the reward on the other side.
- Educate parents that music is a core subject with educational importance on par with math and it needs to be treated as such alongside other homework.

2. PEOPLE

- Connect young musicians with their peers who are also on the journey. Give them the skills

and the space to enjoy playing together weekly for natural, intrinsic motivation.

- Appoint experienced mentors who can validate and nurture their talents while leading them in developing their unique creativity year after year.

3. EXPERIENCES

- Teach young players creativity, emotional intelligence, and performance skills so all of their hard work learning their instrument isn't limited by self-doubt or a lack of experiential know-how.

- Provide the right mix of social and performance opportunities that cement their friendships, their identity as a musician, and their confidence to share what they can do with the world.

Check out our carefully crafted Performing Artists program [here](#). We are SO proud to offer this to your family.

And, just for new (or returning) students, snag our Back-to-School promo code via the link to save - even if you're just interested in private lessons this year.

I'm here for any questions you have. Spaces are very limited, so secure your spot tonight!

All my best,

Ashley Daneman

Owner, Kalamazoo Music School

Email #4

Subject: **Meet your dream team**

Body:

Hi Sarah,

Since you spend the majority of your time with your private lesson teacher at Kalamazoo Music School, we had a high bar for who we brought on our team to serve you this year.

Many music schools will hire based on degree qualifications and call it good. But we've found that advanced music degrees and prestigious resumes don't necessarily correlate with being a great teacher for our students. Rest assured, our faculty members are well-qualified through a range of various diplomas and professional musical experiences. BUT, they also meet deeper criteria, because we're teaching more than music.

We asked your Dream Team what music has meant to them in their lives and here are some of

their answers:

"Music has been a way to escape. It has greatly been a way for me to process my emotions, spirituality, and life. It fills my soul to play music with other people."

"Music is the language of the soul; transforming emotional communication into the stuff of great life-changing art. It is the only thing that always inspires and enhances my best experiences."

"It has formed communities, created a space for emotional expression, healed, encouraged, and opened up countless opportunities to learn and grow as a human."

"Music has been a lifeline when I needed it most. It has opened the door to thought, collaboration, unexplainable emotion, and a constant healthy challenge."

"I have suffered a lot through anxiety and depression and it was the only place I felt comfortable to be proud of who I was and create something honest and true to myself."

"Music helped me create a personal identity and gave me a community no matter where I go."

[Click Here to Study Music With These Beautiful Humans!](#)

Each teacher has their own unique style of teaching, which is perfect, because you have your own best way of learning. They will tailor lessons to your interests regarding goals and genre, but musicianship and technique are also covered alongside our signature curriculum on creativity, performance, and personal growth.

We cannot wait to pair you with the right teacher! It will be the highlight of your week...

[Click To Enroll Now >>>](#)

Ashley

Owner, Kalamazoo Music School

P.S. You can still save \$50 using the code "BACKTOSCHOOL" before August 31st!

Email #5

Subject: Enrollments close this Friday - don't miss out

Body:

Hi Sarah!

Enrollments close this Friday, September 23rd for our one-of-a-kind Performing Artist program.

There are only a few spaces left and we want to make sure you get the time that works best for you!

[Click Here to Enroll Now](#)

Here to help,

Ashley
Owner, Kalamazoo Music School

P.S. Students will perform in their first big show of the year in just two months at the Jolliffe Theatre in the Epic Center downtown. You'll be surprised at what they can learn in 8 weeks! Get your child on board for this momentous occasion.

[Click here to get set up for a great year!](#)

Email #6

Subject: **LAST CHANCE to secure your child's place this fall**

Body:

Hi Sarah!

We just have a short time left before enrollments close for our Performing Artist program and our fall private lessons. Our program is guaranteed to delight both you and your child and bring a whole new level of creativity into their life!

[Click Here to Enroll Now](#)

Enrollments close this Friday. If you have any questions, just reply to this email and we can take care of you.

See you in class!

Ashley

P.S. Once enrollments close we will not be opening again until January. Ensure your child gains all the benefits of our holistic music program this fall by clicking [**here**](#) to enroll now.