

How to Start (or Grow) a Rock Band Program In Your Music Lesson Studio

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Offering a rock band program, or any group ensemble program that facilitates students interacting and making music together can seem intimidating if it is not something you currently offer at your studio. This guide is meant to provide a simple, easy to implement program that will cost little more than a few extra hours per month, and return significant profit margins. The benefits to adding a dynamic group program can include:

- Practical application of skills for students
- Create a sense of community amongst students and families
- Increased engagement with students
- Clearer goal-setting for students and instructors
- Higher retention rates among band students compared to private lesson-only students
- Happier instructors working with motivated, excited students
- Compete with franchised music school with rock band programs
- Additional revenue source with little additional cost

Assess your existing resources:

Depending on your situation and the outcome you hope for with your rock band program, you may decide you need additional resources or assets to run or build your program. The list below outlines what I consider to be the bare minimum to run the rock band program detailed later in this guide.

- A room large enough to accommodate multiple people (roughly 200 sq. ft. or larger).
- Music stands
- Drum set (electronic or acoustic)
- Guitar/Bass amps
- Keyboard (if you anticipate piano players)
- PA System, microphones, and mic stands
- Cables for instruments and microphones
- An enthusiastic, capable instructor to facilitate and coordinate rehearsals
- Excited students!

Once per Month Rock Band Program Outline

Concept:

Students work on learning the “song of the month” in their weekly private lessons, then play that song with other students at the end of the month. This can simply be a once-per-month program, enhanced to include performances, or expanded to include more frequent rehearsals as demand grows.

Facilitator:

Identify a motivated instructor interested in facilitating the end of month rehearsal, and selecting the “song of the month.” The facilitator can also coordinate with private instructors to inform them of the song of the month, promote the program, take registration from participants, etc., or some of those tasks could be done by administrators.

Important note: private lesson instructors should be encouraged to teach all of their students the song of the month, regardless of each student’s interest in participating.

Timeline:**Week 1:**

- Choose Rehearsal Date/Time
- Choose Song of the Month
- Announce details to private lesson instructors
- Announce details to students and families

Week 2:

- Continue to promote the program amongst students and families
- Begin taking registrations
- Check in with private lesson instructors to identify potential participants

Week 3:

- Continue to promote the program amongst students and families
- Continue taking registrations

Week 4:

- “Last Call” for registration
- Facilitate Rehearsal
- Post-Rehearsal: assess interest amongst participants in next month’s program
- Optional: take suggestions for next Song of the Month

Modifications with growth:

- Add a performance. Every 3-4 months host a live performance in which the bands can perform the songs they’ve worked on over the previous months.
- Increase rehearsal frequency. As demand grows, keep the one song per month format, but add weekly rehearsals. Increase program costs accordingly, and factor in additional coordination time for the facilitator to clearly communicate weekly expectations and goals (to students and private instructors) for participants. For example: Week 1 be ready to work on the Intro and Verse 1 of the Song of the Month. Week 2 be prepared to work on the Chorus. Etc.

Song Ideas for Beginner Level Rock Band Program:

- “Seven Nation Army” - The White Stripes
- “Blitzkrieg Bop” - The Ramones

- “Lonely Boy” - The Black Keys
- “Get Off of My Cloud” - The Rolling Stones
- “Beverly Hills” - Weezer
- “Twist and Shout” - The Beatles
- “Brain Stew” - Green Day