

From Karen Suite in Winfield, IL (Kuite Music Studio):

1. Karen has a booth at the preschool where she teaches with a colorful poster of activities from current classes, and/or previous summers. Examples are: photos of the teepee for AmerIndian and children in a drumming circle; pictures of children wearing crowns; pictures of children wearing flower leis and dancing the Ping Pong Samba. This allows her to connect the pictures to the classes she teaches. She urges parents to sample her summer classes! Have materials on hand to show to parents!
2. Karen hosts a parent ed class for home studio parents and examines the importance of music and movement classroom, concept of music literacy, and what it will do for children in the long run and research available that supports this.
3. Personally talks with parents of very musical 3's and 4's in her preschool classes and targets them telling them how musical child is, can keep a beat, sing on pitch, move in rhythm and personally invites them to attend her summer camps!

From Teresa Kelly, Musical Notables Studio of Sachse, Texas:

1. She participates in the 4 of July and Christmas parades and hands out brochures/postcards with a coupon for free class! (asks current families to walk in the parade!)
2. Volunteers to teach a "musical" story hour at your local library in the winter or spring. All of the libraries activities are advertised in the Parks and Rec booklet, so her name & business got free advertising! At the story hour, have a drawing for a pair of rhythm sticks.
- 3 Give postcards with coupon for free class to your current families and ask them to give to a friend.
4. Car magnets and/or yard signs
5. Have an "Instrument Zoo" in a booth at local children's events/fairs. Instruments that are durable on a mat for children to explore while you talk with parents; have brochures & business cards to pass out.
6. At the beginning of her spring piano recital, she plays the Musikgarten DVD!

One other idea used at The Music Factory in Springfield, IL:

We have a Dancing, Drumming and Drawing Camp that is offered in the summer. Two sections: one for Music Makers ages: 5-7, and one for Preschool ages: 3-5. Camps were held from 9:30 AM-Noon, one day a week for 6 weeks (offered on two different days). They would meet concurrently as we had two rooms, so one group would do Art/Crafts for 45 minutes while the other group had Music for 45 minutes. We joined together for snacks (juice boxes and animal crackers, set out on vinyl tablecloths!) and then allowed some "free" time with Legos, blocks, bean bag toss, instrument exploration, etc, while the respective Art and Music teachers would re-set for the next group. Hired an Art Teacher to do that portion of the class, and hired a teen helper as well to be with each group to help with potty trips and serving/cleaning up snacks! Fabulous response for the past 10-12 years!!

That's all for now!

Lianne Brewer