



Your Many Advantages with the Musikgarten License!

Access to the Musikgarten Brand

Parent Advertising via Google and social media: The Musikgarten Teacher Locator has always been a top-viewed page on our website, but now we have made it more popular! Musikgarten is doing active, paid advertising through Google Ads and social media, building Musikgarten brand awareness among parents that leads them to the Teacher Locator and to your studio.

Musikgarten Coaching Live (MCL): Have you attended a coaching session? If not, please consider! Discuss marketing ideas, parent education and various other topics with a skilled Musikgarten representative and other teachers around the country. You can attend on a computer, smart phone or tablet! [Click](#) for session information.

Musikgarten Teacher Locator: Prominently placed on the Musikgarten website home page, this is where parents find you!

Music Keys: If you teach or wish to teach Music Keys, you no longer need a separate Music Keys License. These materials are covered under your Musikgarten License and your regular Licensee discounts will apply to family materials. **NOTE:** All other requirements for purchasing and using the Music Keys materials still apply. Teacher must have training in Cycle of Seasons or Music Keys and supply Musikgarten with a signature from the participating school administrator/director/owner approving the program. Contact Musikgarten for form.

Musikgarten Teacher Extranet: Log in for instant access to:

- **Business Manual and Worksheets** – NEWLY reformatted with additional information. Think through your business projected profit or touch on all the marketing avenues available. Everything you need to help you get up and running!
- **Full Class videos** – Videos of full Musikgarten classes featuring Dr. Lorna Heyge, Musikgarten Teacher Trainers and some highly experienced Musikgarten teachers.
- **Musikgarten Coaching Sessions** – access recordings of Coaching sessions from marketing topics to curriculum help.
- **Memes** – Sharable Memes for use on all social media.
- **Interview Videos from Parents and Teachers** - These colorful and lively videos are available for teachers to use. Highlight them on your websites, social media or Enews to attract new parents.
- **Professional Photography** - You can use these photos to update flyers, your website, social media, or spice up your ads or brochures.
- **Logos and graphics** - The Musikgarten logo in full color or black and all of the Musikgarten silhouettes can be downloaded, saved and used for all of your marketing needs. These can also be emailed to you in a ZIP file free upon request.
- **Program flyers** – Attractive one-page flyers that you can print yourself are a perfect way to advertise your classes. There is a flyer for each level, *Family Music for Babies* through *Music Makers: At the Keyboard*, and each flyer features a color photograph. They are Microsoft Word documents and can be easily edited to personalize your message, add your studio information, or incorporate your own pictures.
- **Parent education e-mails** – Parent education is the key to keeping your current families and growing your studio. These easy-to-customize e-mails can be sent to each family to provide

tidbits on the growth of their child from class to class, and won't overwhelm them with too much information. Send weekly for maximum results.

- **Parent Communiqués** – These parent education pieces will help you lead your families through each level of the Musikgarten curriculum as they transition from *Family Music* to *Cycles* to *Music Makers*.
- **Audio Downloads for prospective families** – The music speaks for itself. Use these tracks to show parents the high quality music you will be using in your classes.
- **Product catalog and online ordering** – We love talking to our teachers, but we know that you all have busy lives. This gives you the option to place your orders online at your convenience.
- **Author's notes** – These parent education pieces will help you lead your *Family Music for Toddler* families to the next level, *Cycle of Seasons*. These quarterly messages delve deep into the neurology of music. There are four quarterly sets, one for each unit of *Toddlers*.
- **Lesson Help Newsletters** – These newsletters, written by long time Musikgarten teacher Ellen Johansen, walk you through week by week for the *Family Music for Toddlers* and *Music Makers: at the Keyboard Years 1-3* material.

Musikgarten Teacher Facebook Page: This is a closed group page for only Musikgarten Licensees. Ask questions, share ideas and stories, and join in conversation with the Musikgarten community.

In the Musikgarten Blog: The Musikgarten blog is written for teachers with topics ranging from practical marketing ideas to specific curricula help: <https://www.musikgarten.org/teacherblog/>.

In the Musikgarten Enews: Stay up to date on everything Musikgarten with this weekly newsletter. How else will you know about upcoming webinars, workshops, sales, new products, or blog topics?

Musikgarten Teacher Websites: Provided by Helios Webhosting this is an affordable and easy-to-manage website that you choose to personalize as much as you wish. The editing is EASY, and only **\$14.95 a month!** Check out the possibilities by going to <http://www.makingmusik.com/mgtemplate>.

Professionally-produced brochures with space allowed for your contact information: 25 for \$5, 50 for \$9.75, 500 for \$50 (plus \$10 shipping). Specify: General, Babies, Toddlers, Cycles, Home/World, or Keyboard.

Neuroscience - Musikgarten Delivers: Partnering with Parents: These 4-color informative pamphlets address how Musikgarten classes benefit children in ways that go far beyond what is touted in the popular press. Subtitled *The Neurology of Music* and written by noted brain science educator, Dr. Dee Coulter, these parent-education pieces explain how Musikgarten classes teach children to: relax and be calm; control impulses; share and take turns; sit still and listen; get ready to read; and to fall in love with music. The entire collection is divided into 3 sets of 4 pamphlets, and can be purchased for \$10.00. One set for \$5.00.

Discounted prices for all materials and events for licensed Musikgarten Teachers

Banner: One of the perks of having a license is free use of our 3'x6' heavy gauge vinyl banner! Our white banner with full color logo is free for loan, or can be purchased new for \$44.95.

Opportunity to audit previously completed training sessions.

Yard Sign: Promote your studio! Our 18" x 24" yard signs are a great way to spread awareness of your studio and get new families. Purchase 1 for \$22, 2 for \$38, or 3 for \$52

Musikgarten Car Window Sticker: An easy and inexpensive way to promote Musikgarten, 3 for \$1.00.

Postcards: Our brightly colored postcards display different messages for your community families. Choose "Registration," "Music Brings Kids To Life," "Open House," "Congratulations," or our general postcard with the Musikgarten logo. Purchase 10 for \$1.75 or 50 for \$7.50.

Promotional DVD – Features commentary by Lorna Heyge, Dee Coulter, Musikgarten Parents, and Musikgarten Teacher Trainers. Footage of children and parents in Babies through Keyboard combined with the sound of the wonderfully imaginative and beautiful recordings that have become synonymous with Musikgarten. This DVD is designed especially to help you recruit new families. Cost is \$3.00.

T-shirts: White T-shirts prominently displaying the Musikgarten logo on the front, in sizes from Child XS to Adult XL. Consider displaying your own program name or logo on the back! T-shirts are \$8.50 each.

Help Line: Call us at 1-800-216-6864 and the phone will always be answered by a competent staff person willing to answer all your questions, take your order and give encouragement. No phone tree that you have to find your way through.