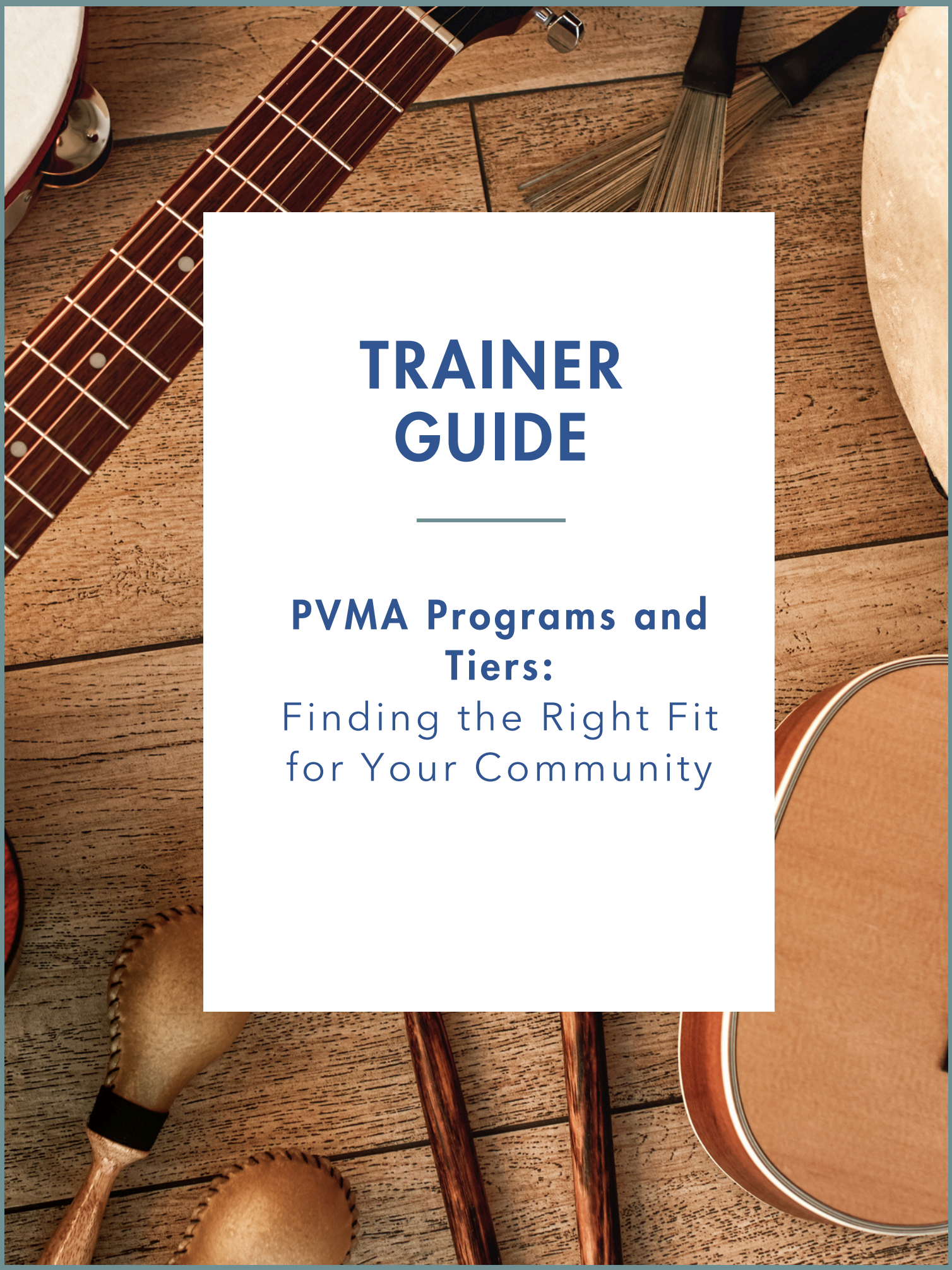
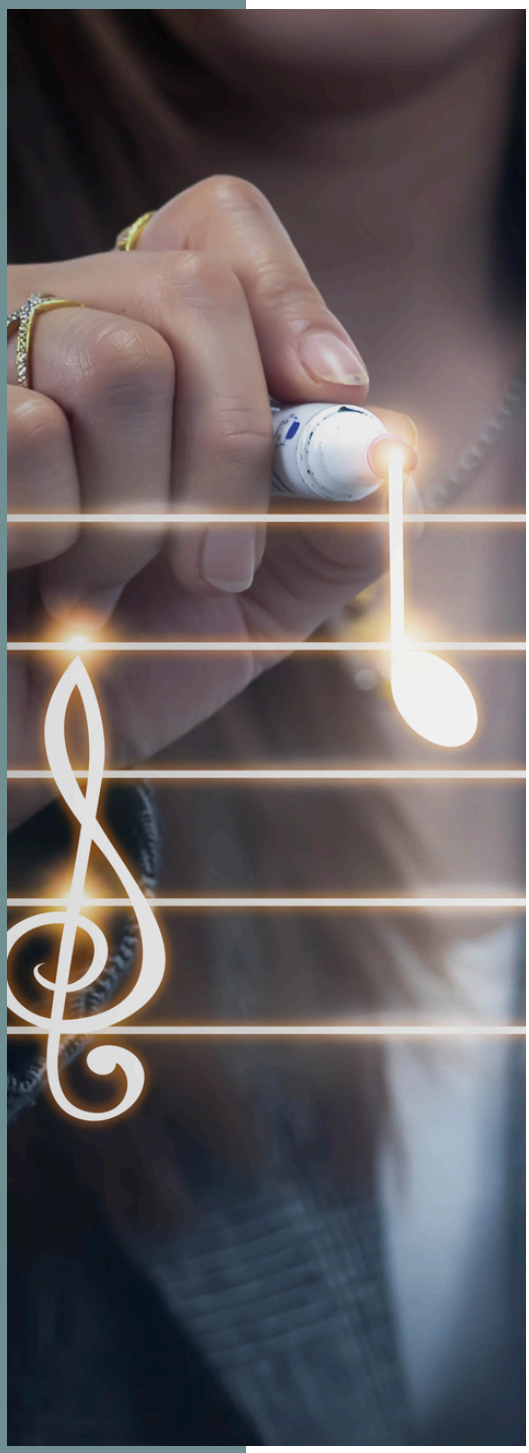


# TRAINER GUIDE

## PVMA Programs and Tiers:

Finding the Right Fit for Your Community



# DEAR TRAINER,

Thank you for facilitating **Programs & Tiers.**

This session is a design experience, not a lecture. Use this guide as a reference, not a rigid script. The language here is written to sound like you, conversational and warm, for a room of musicians who are new to business ownership. Adjust freely to fit your own voice and the room in front of you.

Protect quiet thinking time. Participants don't need final answers, only clearer direction.

Keep the session in the education lane: programs, instructional quality, and readiness. Defer facilities, equipment, staffing models, and financials to the Operations session.

Before starting, review the activity flow and prep your timers. Keep share-outs short, one insight per table is plenty.

Your calm clarity sets the tone for the room.

# TRAINER GUIDE

## WELCOME

SLIDE 1 2 MINUTES

**SCRIPT**

Welcome everyone in. Quick intro if the room doesn't know you yet: "I'm Tim Hill, Director of Music Education Programs here at PVMA. I've spent over thirty years in music education, and my job today is to help you think like a program director for your own location." Then frame the session: "Today we're going to look at what PVMA actually offers, how the tier system works, and then you'll get hands on with real style data to start shaping what launch could look like for your community. By the time we break, you'll have a rough first draft of a launch plan to carry into the Operations session."

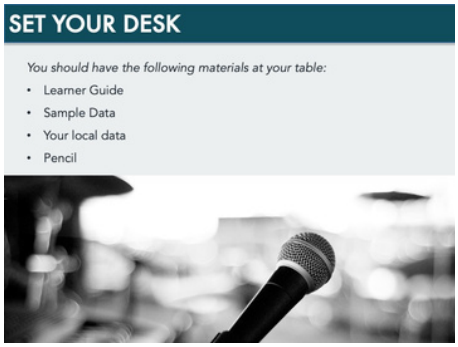
**CUE**

Ask the room, "What does a great first ninety days look like to you?" Let two or three people answer out loud before moving on. This gets them talking early and gives you a read on the room.

NOTES

# TRAINER GUIDE

## SET YOUR DESK




SLIDE 2 1 MINUTE

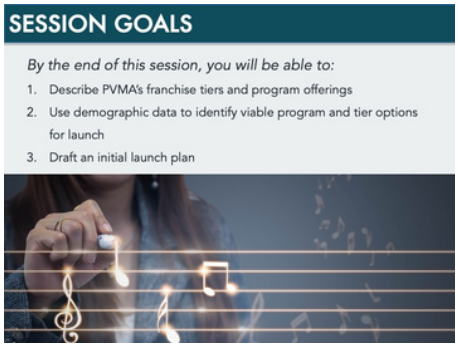
**SCRIPT**

"Let's get set up. You should have your Learner Guide, the sample data packet, any local data you brought with you, and something to write with. We're going to move in short bursts today: look at something, talk about it at your table, then jot down a takeaway. Nothing here needs to be perfect, we're building a rough draft, not a final answer."

NOTES

# TRAINER GUIDE

## SESSION GOALS




SLIDE 3 2 MINUTES

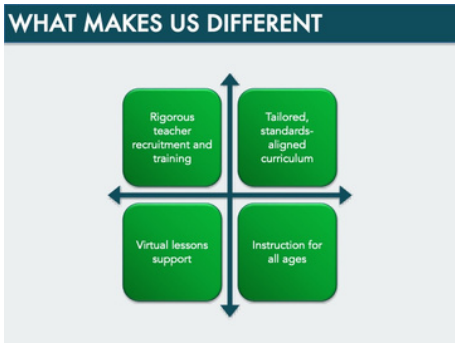
**SCRIPT**

"Here's where we're headed. By the end of today, you'll be able to describe PVMA's franchise tiers and program offerings, you'll use demographic data to identify viable program and tier options for launch, and you'll walk out with an initial launch plan. Think of today as a working session, not a lecture. You'll do more talking and writing than I will."

NOTES

# TRAINER GUIDE

## WHAT MAKES US DIFFERENT




SLIDE 4 1 MINUTE

**SCRIPT**

"Before we get into specific programs, here's what sets PVMA apart from a typical local music school. We're rigorous about who we hire and how we train them. Our curriculum is standards aligned and consistent across locations, so a family moving from one PVMA location to another sees the same quality. We support virtual lessons when in person isn't possible. And we teach every age, from toddlers through adults. Keep these four things in mind, they're the foundation everything else is built on."

**CUE**

Ask: "What's the one non-negotiable you'd want in your own location, year one?"

NOTES

# TRAINER GUIDE

## ABOUT PVMA'S PROGRAMS

SLIDE 5 1 MINUTE

**SCRIPT**

"So what does that actually look like in practice? PVMA's programs span a wide range, from one on one private lessons all the way up to advanced pathways for kids who are serious about performing. Think of it as a ladder, not a menu. Someone can start in a beginner group class and grow all the way up if that's where their interest takes them."

NOTES

# TRAINER GUIDE

## CLASSIC PROGRAMS

SLIDE 6 2 MINUTES

**SCRIPT**

"Classic is your foundation, and it's offered at every single PVMA location, no exceptions. This includes Group Music for ages two through five, Group Piano for six through eight, Private Lessons for nine and up in piano, guitar, orchestral strings, and wind instruments, plus masterclasses and virtual lesson support. This is the tier that's easiest to staff, easiest to deliver consistently well, and it's where almost every franchise starts."

**CUE**

Ask: "Which Classic offering feels like your surest early win?"

NOTES

# TRAINER GUIDE

## EXPANDED PROGRAMS

SLIDE 7 2 MINUTES

**SCRIPT**

"Expanded builds on top of Classic, it's everything in Classic plus Private Lessons in bass, drums, and voice for nine and up, and an eight-week Modern Band cycle. This is a real step up in what you're asking of your teaching team, so it's worth adding only once you've got the staffing and the local demand to back it up."

NOTES

# TRAINER GUIDE

## PREMIUM PROGRAMS

SLIDE 8 2 MINUTES

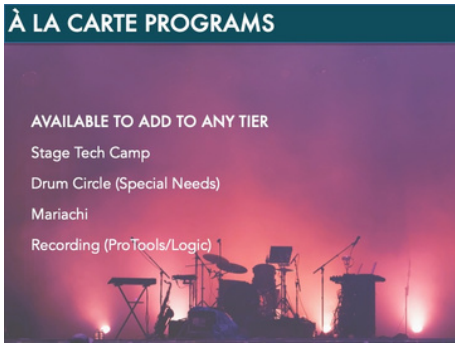
**SCRIPT**

"Premium is everything in Expanded, plus DJ and Electronic Music for twelve and up, an Indie Artist Series, and an Independent Artist Camp. This tier is a real differentiator, but it's also the most demanding to run well. Only take this on if you can staff it and support it at the quality level PVMA families expect."

NOTES

# TRAINER GUIDE

## À LA CARTE PROGRAMS




SLIDE 9 2 MINUTES

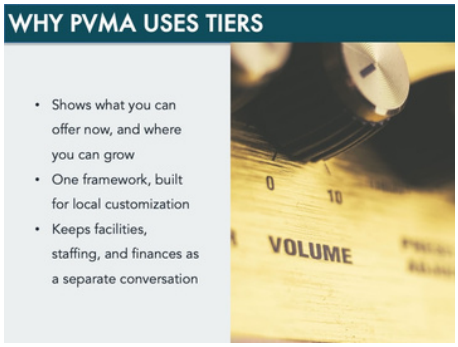
**SCRIPT**

"À la carte is a little different from the three tiers we just covered. These aren't something you build up to, they're add-ons you can layer onto any tier, Classic, Expanded, or Premium, whenever your local data says there's a need. Right now that includes Stage Tech Camp, a Drum Circle for special needs learners, a Mariachi option, and Recording using ProTools or Logic. Think of these as tools in your back pocket, not a fourth rung on the ladder."

NOTES

# TRAINER GUIDE

## WHY TIERS?




SLIDE 10 2 MINUTES

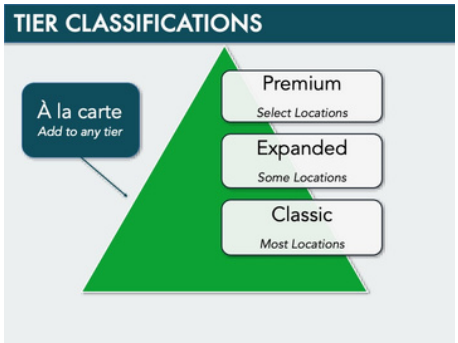
**SCRIPT**

"So why tiers at all, instead of just letting every location do whatever it wants? Three reasons. First, the tier system shows you exactly what you can offer right now, and gives you a clear path for where you can grow. Second, it's one consistent framework across the whole PVMA network, but it still leaves plenty of room for you to customize based on your community. And third, this framework is strictly about programming, it doesn't touch facilities, staffing, or finances. Those live in the Operations session, so don't let yourself get pulled into that conversation yet, we'll get there."

NOTES

# TRAINER GUIDE

## TIER CLASSIFICATIONS




SLIDE 11 3 MINUTES

**SCRIPT**

"Here's the tier picture all together. Classic is the base, and most locations run at Classic. Expanded is a step up, and some locations support it. Premium is the narrowest band, only a select number of locations end up there. À la carte sits off to the side, since it can attach to any of the three."

"Now, here's an important distinction, because it can sound confusing at first. This isn't a ranking of quality, and it's not saying Classic is somehow less than Expanded or Premium. Every single location, no matter what, offers the full Classic program. That's the baseline everyone delivers. Expanded and Premium are additive, meaning if your local demographics support it, you can choose to add Expanded programming, either right at launch or later once you've built up demand. Same goes for Premium. And this isn't a one time decision either, your tier isn't locked in forever. A location can move up, or stay right where it is, as the community and the data support it. There's no pressure to launch at the top."

**CUE**

"Looking at this, where do you think your location will likely start, and why?"

NOTES

# TRAINER GUIDE

## SELECTING VIABLE TIERS

SLIDE 12 2 MINUTES

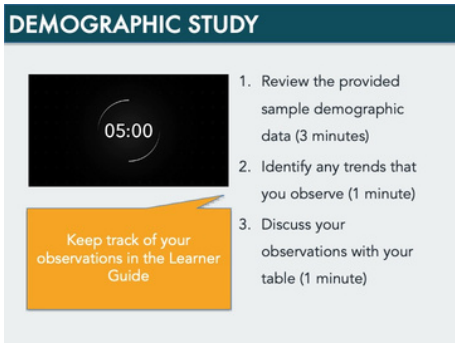
**SCRIPT**

"So how do you actually figure out what's viable for your community? Three things to know: know your people, that's demographics. Know your community, that's the culture and context around you. And know your landscape, meaning what else is out there, other programs, pricing, and models. We're about to work through all three of these hands on, using sample data first, and then your own local data. Just a heads up, when you're doing this for real at your location, you'll want to be looking at everything within about a ten-mile radius. That's the practical footprint most families are realistically willing to drive for lessons, so that's the lens we want you using today too."

NOTES

# TRAINER GUIDE

## DEMOGRAPHIC STUDY




SLIDE 13 3 + 5 MINUTES

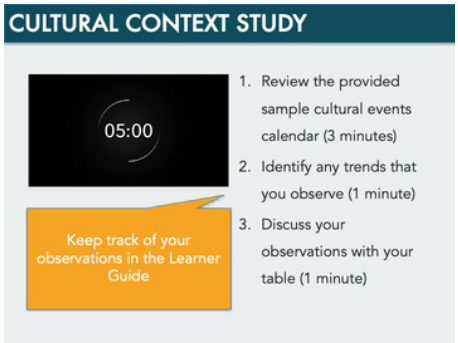
**SCRIPT:**
"Let's start with people. Take a look at the sample demographic data in your Learner Guide, again, imagine this is pulled from within about ten miles of your location. Spend a few minutes looking for two or three trends, things like age distribution, household income, family size, whatever jumps out. Then take a minute to talk it over at your table."

**CUE**
"What's the one trend that matters most for your tier decision?"

NOTES

# TRAINER GUIDE

## CULTURAL CONTEXT STUDY




SLIDE 14 3 + 5 MINUTES

**SCRIPT**

"Now let's add culture into the picture. Look at the sample cultural events calendar, same ten mile mindset. What's this community already celebrating, gathering around, caring about? Look for patterns, then talk with your table about which PVMA programs would feel like a natural fit here, not forced, but a real match for what this community already values."

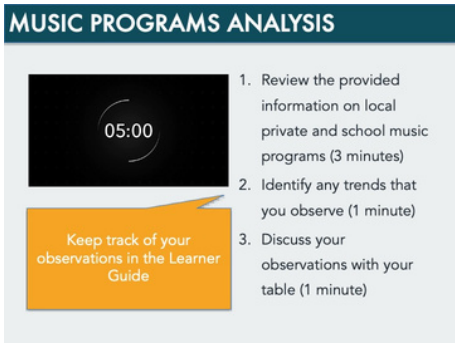
**CUE**

"Based on what you're seeing, what program feels like the best cultural fit?"

NOTES

# TRAINER GUIDE

## MUSIC PROGRAMS ANALYSIS




SLIDE 15 3 + 5 MINUTES

**SCRIPT**

"Last piece of the data picture: what's already out there. Review the information on local private and school music programs, again within that same ten mile radius, and look for gaps, and places where PVMA could stand out. This one matters more than it might seem at first glance, because it's not just about avoiding competition. Put this together with what you just found in demographics and cultural context, and it starts telling you something important: whether your local market can actually support launching at Expanded or even Premium, not just Classic, and it can also point you toward which à la carte programs might be worth adding early on."

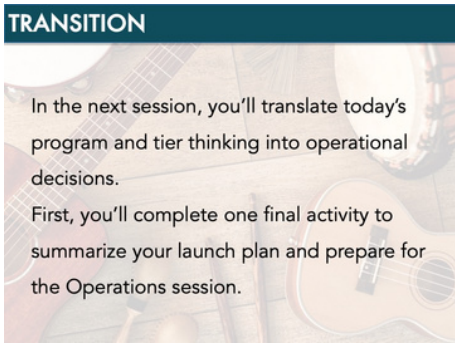
**CUE**

"What's the clearest gap you're seeing in your market?"

NOTES

# TRAINER GUIDE

## TRANSITION




SLIDE 16 1 MINUTE

**SCRIPT**

"Great work so far. In the next session, you're going to take everything you've built today, programs, tiers, your data findings, and turn it into real operational decisions. But first, we've got one more activity, and it's the big one: pulling everything together into your first draft launch plan."

NOTES

# TRAINER GUIDE

## LAUNCH PLAN DRAFT

SLIDE 17 3 + 10 MINUTES

**SCRIPT**

"This is where it all comes together. Using everything you found across the last three activities, demographics, cultural context, and the music programs analysis, do three things: choose your starting tier based on your data, list out any à la carte programs worth adding, and write down two questions you want to bring into the Operations session. This doesn't need to be polished, it's a first draft, and it's meant to evolve. Just get your honest first thinking down on paper."

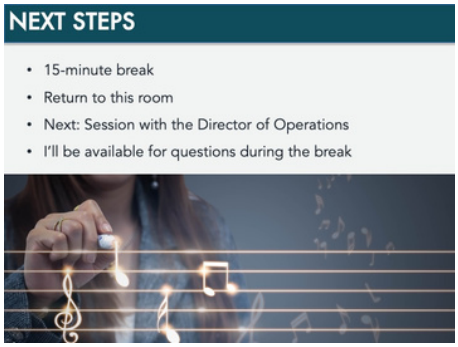
**CUE**

Optional share out: "If you're comfortable, share your tier, one reason why, and one Ops question with the room."

NOTES

# TRAINER GUIDE

## NEXT STEPS




SLIDE 18 2 MINUTES

**SCRIPT**

"Nice work today. Let's take a fifteen-minute break, then come right back to this room for the Operations session with our Director of Operations. I'll be around during the break if you've got quick questions for me."

NOTES

# NOTES

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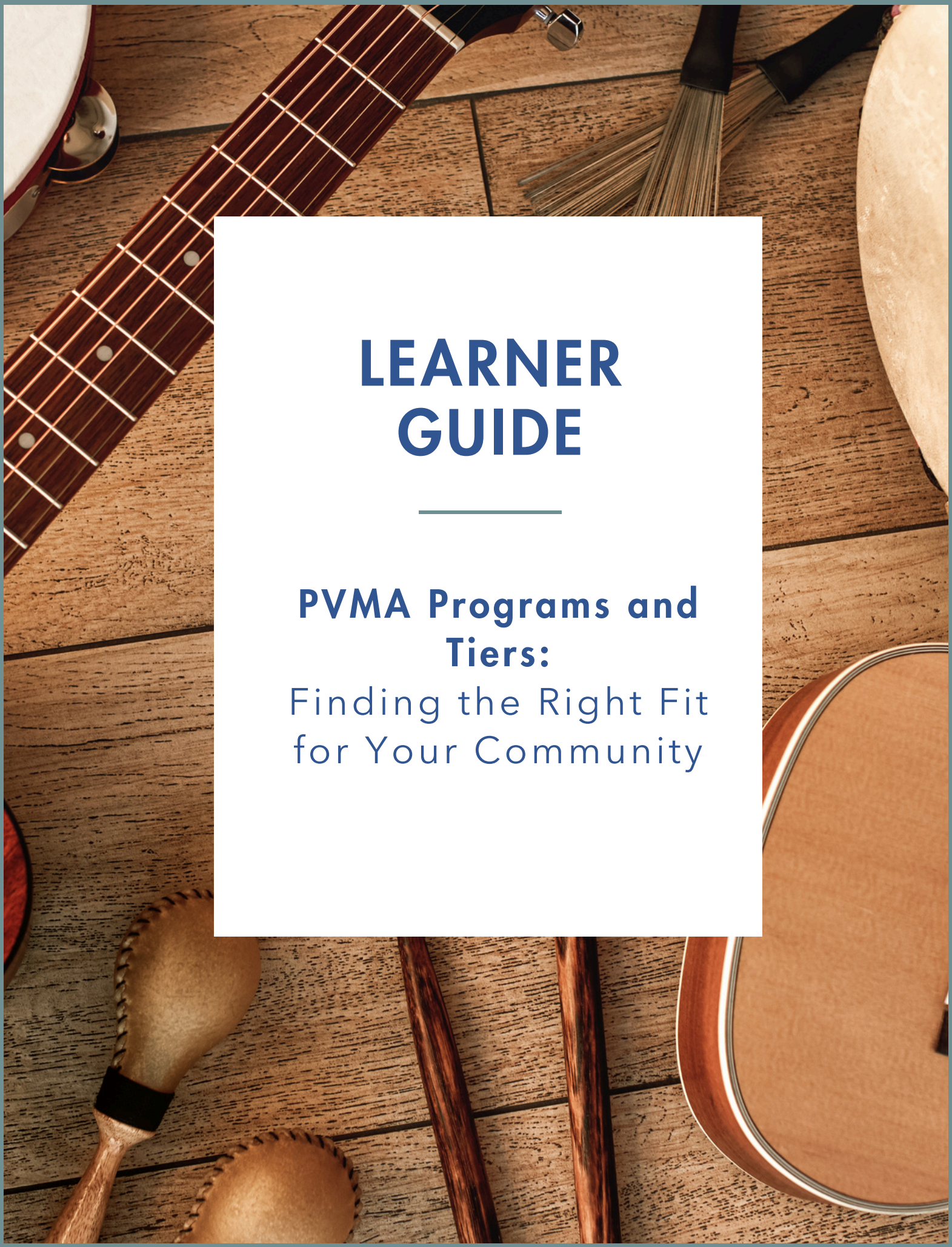
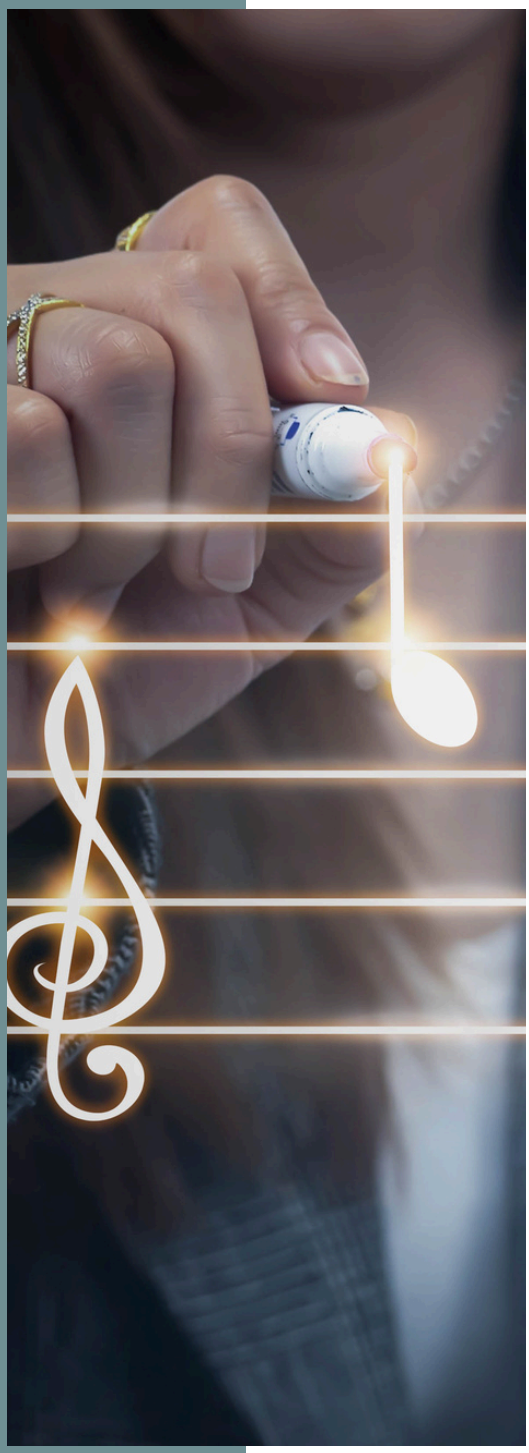
# NOTES



# LEARNER GUIDE

## PVMA Programs and Tiers:

Finding the Right Fit for Your Community



# DEAR LEARNER,

Welcome to **PVMA Programs and Tiers.** This session is part of your franchise boot camp and is focused on the education side of your studio: what you teach, who you serve, and how you build quality instruction from day one. Use this guide to capture ideas, evidence from the sample data, and decisions you want to test at launch.

**Session Goals:**

- Describe PVMA's franchise tiers and program offerings
- Use demographic data to identify viable program and tier options for launch
- Draft an initial launch plan

# LEARNER GUIDE

## WHAT MAKES US DIFFERENT

PVMA is built on four things that set us apart from a typical local music school.

## REFLECTION

What's the one non-negotiable you'd want in your own location, year one?

# LEARNER GUIDE

## PROGRAM CATEGORIES

- **Classic:** your foundation, offered at every PVMA location. Group Music (2-5), Group Piano (6-8), Private Lessons (9+), masterclasses, virtual lesson support.
- **Expanded:** all Classic programs, plus Private Lessons in bass, drums, voice (9+) and an eight-week Modern Band cycle.
- **Premium:** all Expanded programs, plus DJ/Electronic Music (12+), an Indie Artist Series, and an Independent Artist Camp.
- **À la carte:** available to add to any tier: Stage Tech Camp, Drum Circle, Mariachi, Recording.

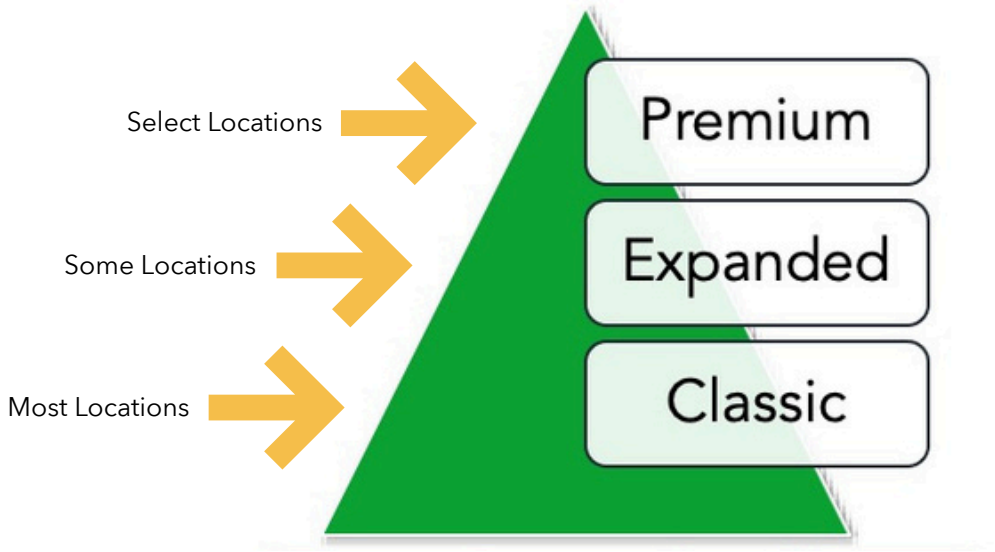
## PROGRAM CATEGORIES NOTES

# LEARNER GUIDE

## WHY PVMA USES TIERS

- Shows what you can offer now, and where you can grow
- One framework, built for local customization
- Keeps facilities, staffing, and finances as a separate conversation

## TIER CLASSIFICATIONS AT PVMA




This isn't a ranking of quality. Every location offers the full Classic program. Expanded and Premium are additive: if your local data supports it, you can add them or launch them later.

**Tiers aren't locked in forever.**

# LEARNER GUIDE

## SELECTING VIABLE TIERS

Know your...

**When you do this for real at your location, use everything within about a ten-mile radius. That's the practical footprint most families are willing to drive for lessons.**

## ACTIVITY 1: DEMOGRAPHICS (KNOW YOUR PEOPLE)

- Review the provided sample demographic data (3 minutes)
- Identify any trends that you observe (1 minute)
- Discuss your observations with your table (1 minute

# LEARNER GUIDE

## ACTIVITY 2: CULTURE (KNOW YOUR COMMUNITY)

•Review the provided sample cultural events calendar, same ten-mile mindset (3 minutes)
•Identify any trends that you observe (1 minute)
•Discuss your observations with your table (1 minute)

## ACTIVITY 3: LANDSCAPE (KNOW YOUR MARKET)

•Review the provided information on local private and school music programs, same ten-mile radius (3 minutes)
•Identify any trends that you observe (1 minute)
•Discuss your observations with your table (1 minute)

# LAUNCH PLAN (FIRST DRAFT)

Draft your launch plan using your local data.  Keep it realistic for Year 1.

## LAUNCH TIER (PREFERRED AND OPTIONAL)

## ANY À LA CARTE PROGRAMS THAT FIT YOUR COMMUNITY

## 2 QUESTIONS FOR THE OPERATIONS SESSION

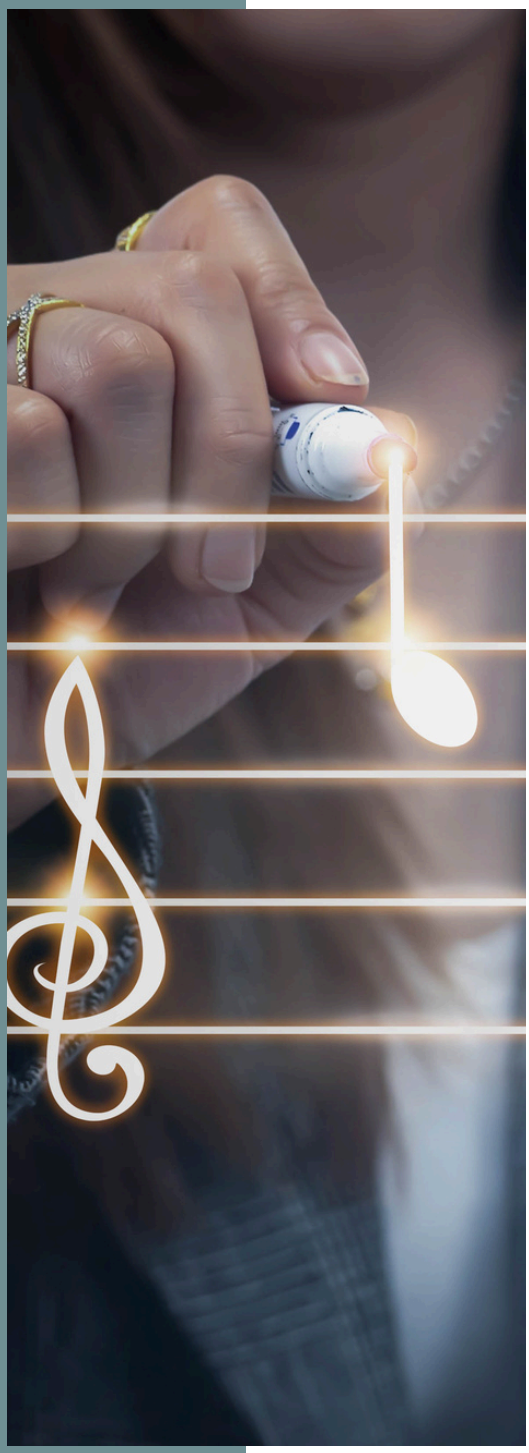
# NEXT STEPS

## BREAK AND HANDOFF

- 15-minute break
- Please return to this room
- Next session: Director of Operations

## POST-SESSION CHECKLIST

- [ ] Review your notes from today
- [ ] Confirm your preferred and backup tiers
- [ ] Note potential à la carte programs
- [ ] Bring 2 - 3 operational questions



# THANK YOU

Thank you for investing your time and focus in **Programs & Tiers.**

Today, you explored PVMA's program pathways and the tier structure that supports intentional growth. You practiced using three lenses to evaluate which tier is most viable for your location: **people (demographics), community (culture), and landscape (local offerings).**

You also identified where established **à la carte programs** may strengthen your offering based on local needs and interests.

Your goal at this stage is not a final plan. It's a clear, evidence-based launch direction you can carry forward.

In the next session, you'll apply today's decisions to the operational planning required for launch.

# NOTES

# NOTES

# NOTES