



## Finding & Retaining New Customers

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Welcome!

Our webinar will begin shortly.


*\*view all future (and recordings of past) webinars*

*[www.growwithgazelle.com/school](http://www.growwithgazelle.com/school)*



## Finding & Retaining New Customers

Today's webinar is presented by:  
George Buss & Timothy Barnes



You work too hard to be  
uncertain whether the holes in  
your calendar will fill with  
new (or returning) customers!



Your guide to building an amazing piano service business

Contact [support@gazelleapp.io](mailto:support@gazelleapp.io)



George



Timothy



Nathan



Luke



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Timothy



Nathan



Luke

# Finding & retaining new customers is easy!



Finding & retaining new customers is easy!

**1. Focus your efforts.**





# Finding & retaining new customers is easy!

1. Focus your efforts.
- 2. Build your tribe.**




# Finding & retaining new customers is easy!

- 
1. Focus your efforts.
  2. Build your tribe..
  - 3. Set new goals.**




(step 1)

**Focus your efforts.**



The best way to tell  
the difference between a good  
customer and a bad one is by  
the smile on your face.

Step 1: Focus your efforts.



The best way to tell  
the difference between a good  
customer and a bad one is by  
the smile on your face.

Step 1: Focus your efforts.

Just do what I did  
30 years ago...  
it worked for me.

Step 1: Focus your efforts.

Just do what I did  
~~30~~ 20 years ago...  
it worked for me.

Step 1: Focus your efforts.

Just do what I did  
~~30~~ ~~20~~ **10** years ago...  
it worked for me.

Step 1: Focus your efforts.





Advertising platforms are changing  
at a dizzying pace.

Step 1: Focus your efforts.



Forms are changing  
at a rapid pace.

Step 1: Focus your efforts.



## WHAT'S YOUR BRAND?

### Selling Your Story

Originally Aired:

Thu, Feb 18, 2021 7:30 PM EST

If you are going to build a business, you need to know how to share your story in a compelling way. It doesn't matter if you work solo or manage a team. Knowing how to sell your story is a critical skill to have as you grow your business from wherever it is today to whatever you aspire for it to become.

- [Slide Deck](#)
- [Guide](#)

▶ Watch Now



### Building A Powerful And Simple Website

Originally Aired:

Thu, Mar 18, 2021 7:30 PM EDT

You don't need a degree in marketing (or IT) to build a great website for your business. If you don't have a website, or the one you have makes you cringe, we are going to teach you how to build an amazingly effective and simple website; and show you how to avoid the common mistakes small business owners make.

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Step 2: your efforts.



## WHAT'S YOUR BRAND?

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▶ Watch Now

Step 2: your efforts.



An elderly man with white hair, wearing a blue and white striped long-sleeved shirt, is shown from the side, focused on tuning a piano. He is using a thin metal tool to adjust the tension of a string. His left hand is resting on the piano keys. The piano is a dark wood upright model with its internal mechanism exposed. The background is softly blurred, showing indoor plants and a window.

# Typical Advice:

Step 1: Focus your efforts.



# Typical Advice:

Do good work.





# Typical Advice:

Do good work.



# Typical Advice:

Do good work.

If you give a piano teacher a discount...





# Typical Advice:

Do good work.

If you give a piano teacher a discount...



# Typical Advice:

Do good work.

If you give a piano teacher a discount...

Do discount work at a dealership.



# Typical Advice:

Do good work.

If you give a piano teacher a discount...

Do discount work at a dealership.

Just run Google ads.



# Typical Advice:

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If you give a piano teacher a discount...

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Just run Google ads.

Don't do Yellowpages.





## Typical Advice:

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You have to spend money to make money.



## Typical Advice:

Do good work.

If you give a piano teacher a discount...

Do discount work at a dealership.

Just run Google ads.

Don't do Yellowpages.

You have to spend money to make money.

**None of this is exclusively true.**



# Why do you need new customers?

Step 1: Focus your efforts.



# Why do you need new customers?

Step 1: Focus your efforts.



# Organic customer churn.

A faint, light gray background illustration. It depicts a hand holding a magnifying glass over a document. A ruler is placed diagonally across the document, suggesting measurement or analysis. The overall theme is one of focus and scrutiny.

Step 1: Focus your efforts.



# How do I expand my tribe?

Step 1: Focus your efforts.




# How do I expand my tribe?

Step 1: Focus your efforts.



**Diversify a balanced  
game plan.**

Step 1: Focus your efforts.



**Diversify a balanced  
game plan.**

Step 1: Focus your efforts.



**How much should I be spending?**

Step 1: Focus your efforts.


$$= \frac{\text{Average Total Cost Per New Customer}}{\text{Average Life-Time Value}}$$

CAC/TLV ratio.

Step 1: Focus your efforts.


$$= \frac{\text{Average Total Cost Per New Customer}}{\text{Average Life-Time Value}}$$

CAC/TLV ratio.

Step 1: Focus your efforts.




$$= \frac{\text{Average Total Cost Per New Customer}}{\text{Average Life-Time Value}}$$

CAC/TLV ratio.

Step 1: Focus your efforts.


$$= \frac{\text{Average Total Cost Per New Customer}}{\text{Average Life-Time Value}}$$

5% of Revenue

Step 1: Focus your efforts.



**Know what to outsource.**

Step 1: Focus your efforts.



**Know what to outsource.**

Step 1: Focus your efforts.



**Know what to outsource.**

Step 1: Focus your efforts.



(step 2)

**Build your tribe.**

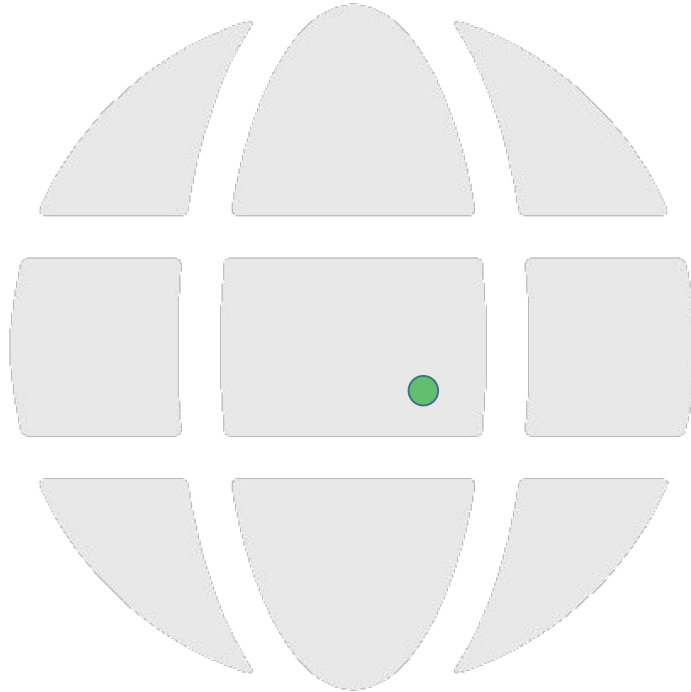


You can build an amazing business  
with 1000 raving customers.

-Seth Godin

Step 2: Build your tribe.

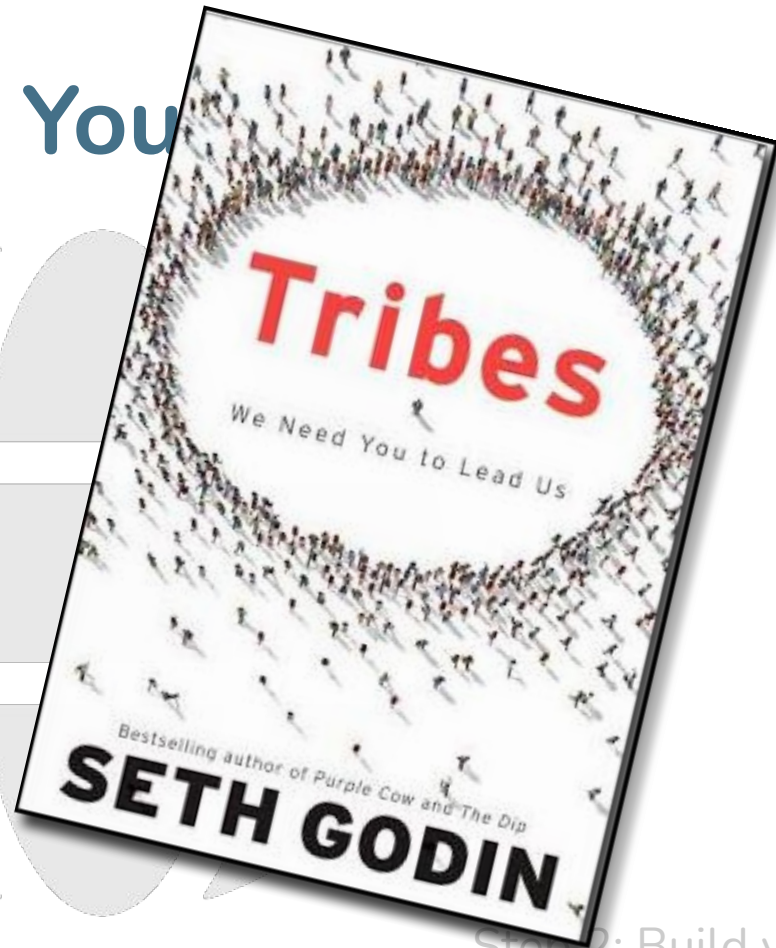
# Define Your Tribe.



Step 2: Build your tribe.

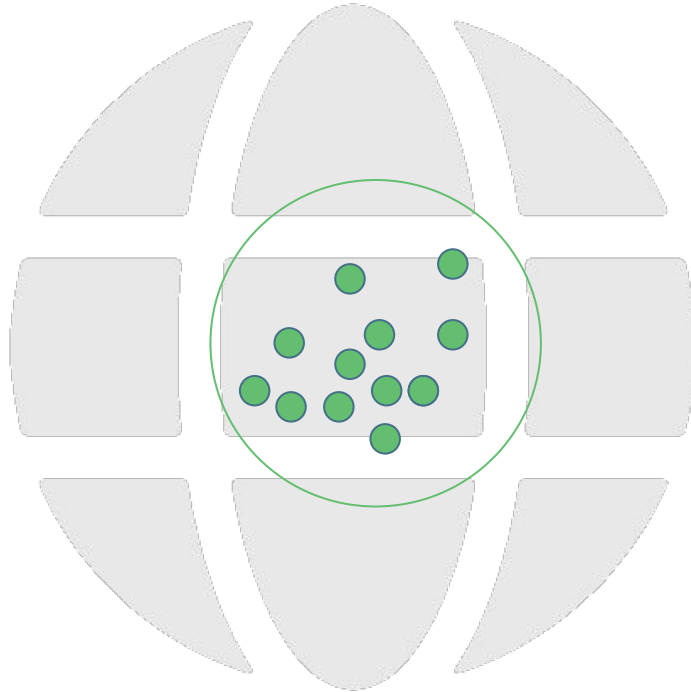


# Define Your



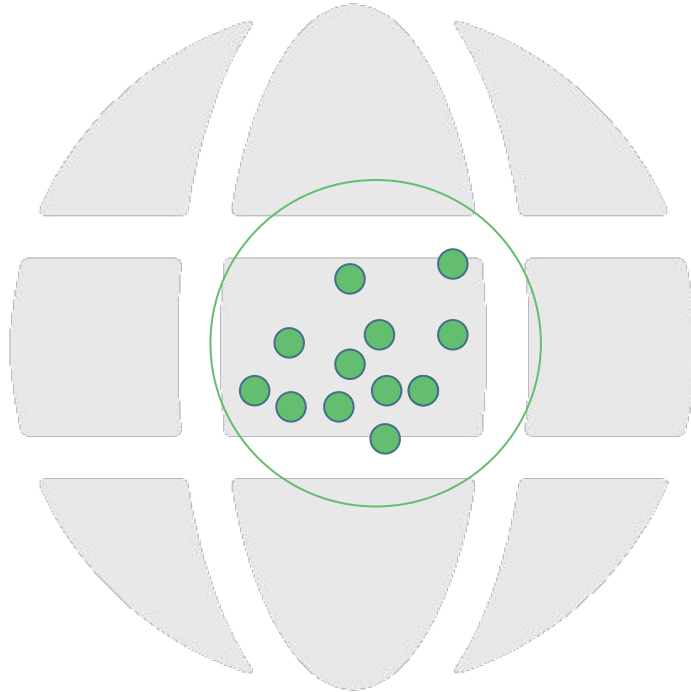
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# Define Your Tribe.



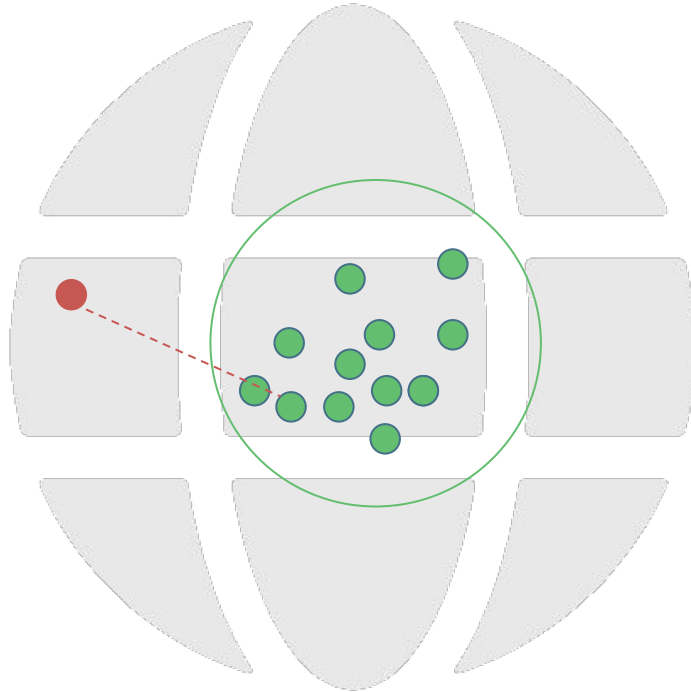
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# Define Your Tribe.



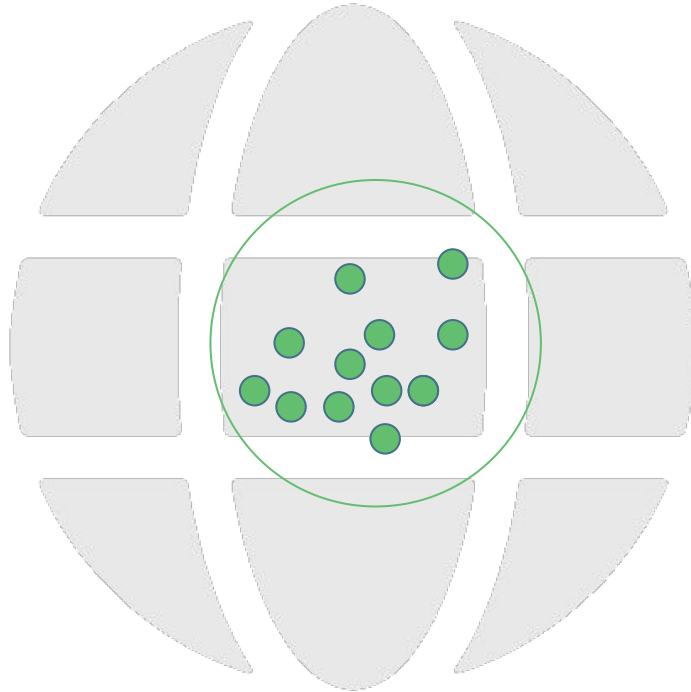
Step 2: Build your tribe.

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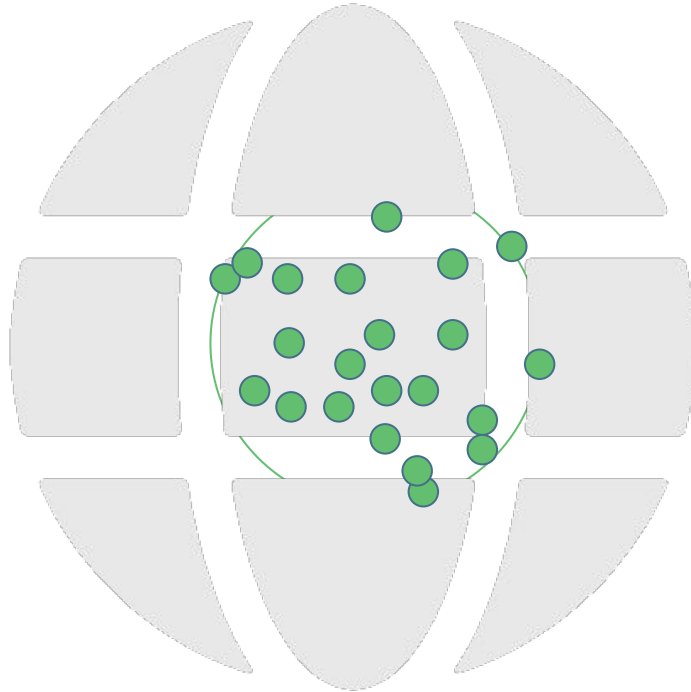
Step 2: Build your tribe.

# Define Your Tribe.



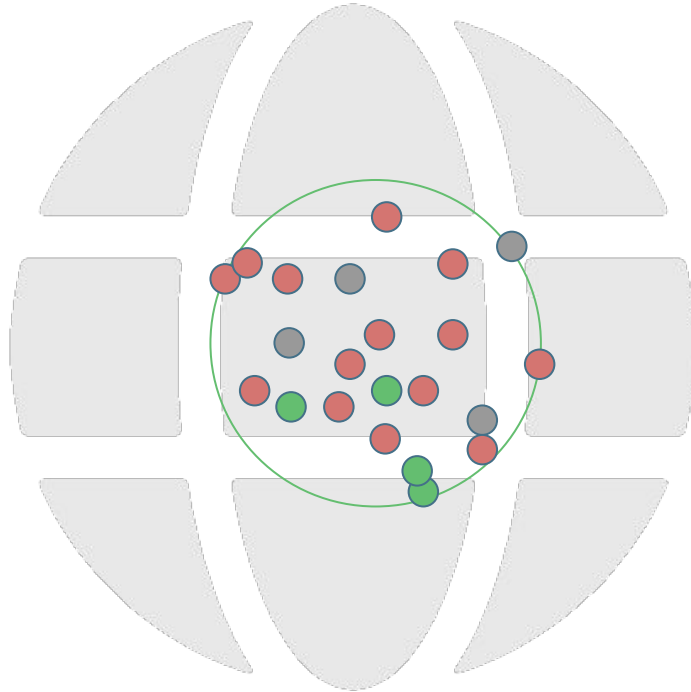
Step 2: Build your tribe.

# Define Your Tribe.



Step 2: Build your tribe.

# Define Your Tribe.



Step 2: Build your tribe.

# Define Your Tribe.



You stay booked using automated reminders.  
**Text - Email - Phone Calls - Postcards**

Step 2: Build your tribe.

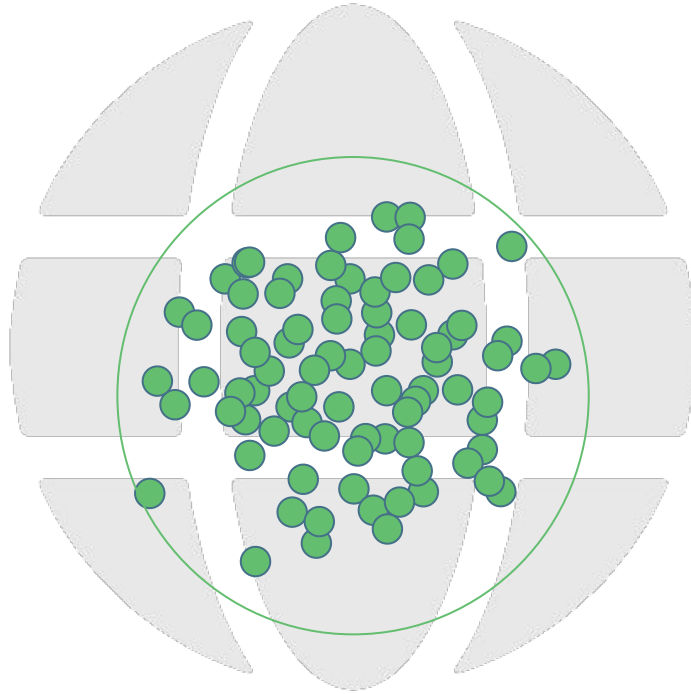




Gazelle Reminders help  
you focus on finding new people  
to add to your tribe.

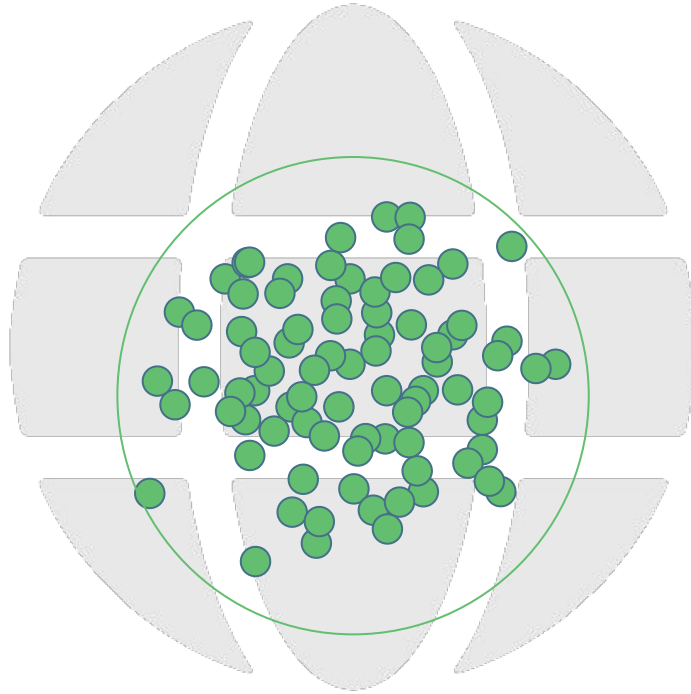
Step 2: Build your tribe.

# Grow Your Tribe



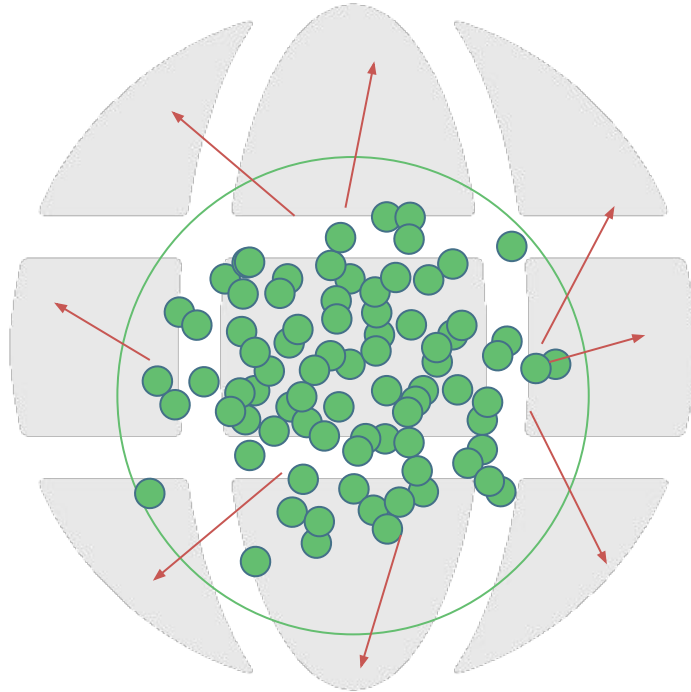
Step 2: Build your tribe.

# Grow Your Tribe



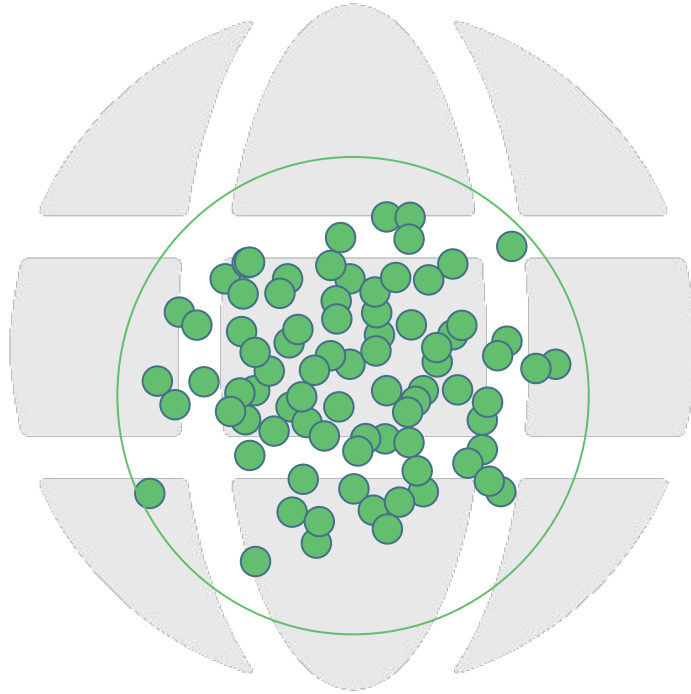
Step 2: Build your tribe.

# Grow Your Tribe



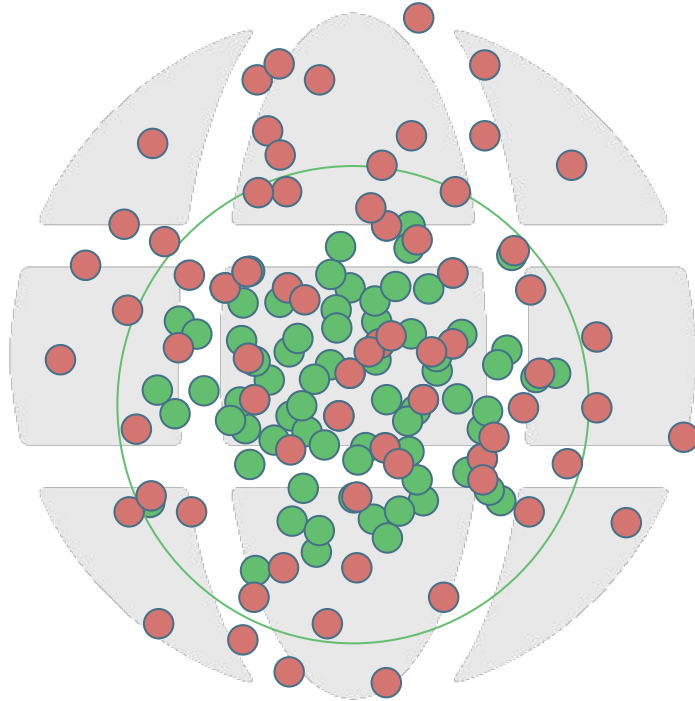
Step 2: Build your tribe.

# Grow Your Tribe



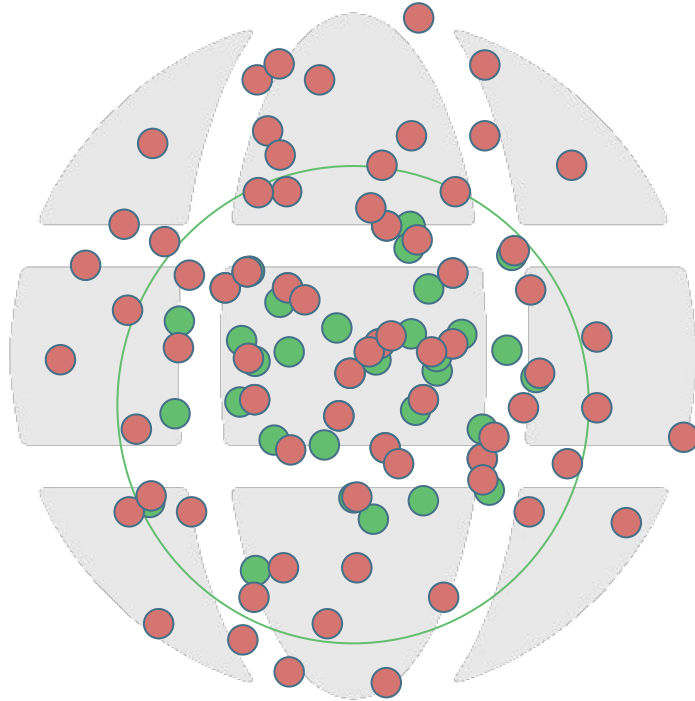
Step 2: Build your tribe.

# Grow Your Tribe



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Step 2: Build your tribe.

# Grow Your Tribe



## Piano Teachers

Step 2: Build your tribe.



# Grow Your Tribe



## Piano Teachers

Step 2: Build your tribe.

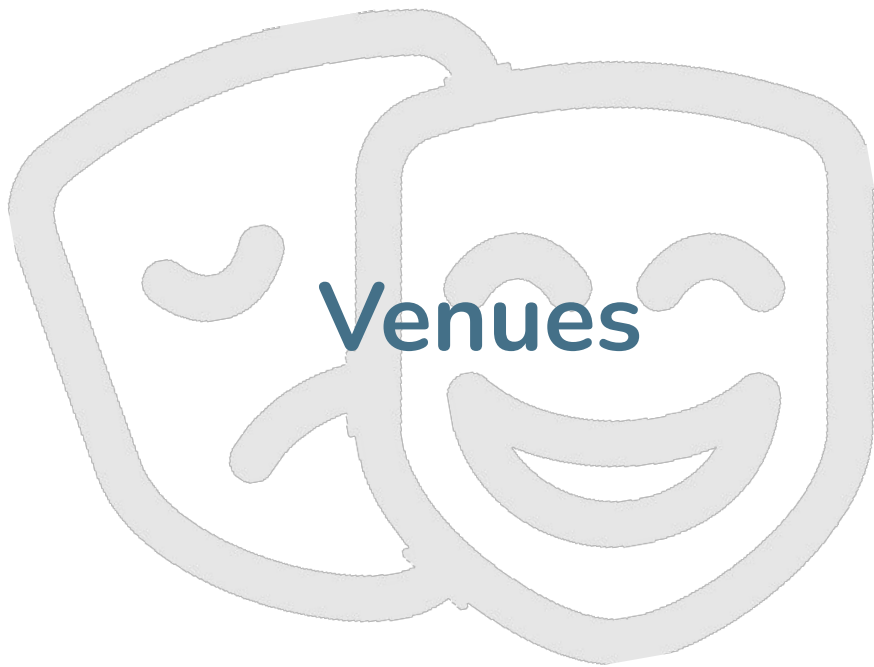
# Grow Your Tribe



## Piano Teachers

Step 2: Build your tribe.

# Grow Your Tribe



Step 2: Build your tribe.

# Grow Your Tribe

**Musicians  
of all types**



Step 2: Build your tribe.

# Grow Your Tribe

**Musicians  
of all types**



Step 2: Build your tribe.

# Grow Your Tribe

**Musicians  
of all types**



Step 2: Build your tribe.

# Grow Your Tribe

**Musicians  
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Step 2: Build your tribe.

# Grow Your Tribe



Step 2: Build your tribe.



# Grow Your Tribe



Step 2: Build your tribe.

# Grow Your Tribe



Step 2: Build your tribe.

# Grow Your Tribe



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# Grow Your Tribe



Step 2: Build your tribe.

# Grow Your Tribe

A light gray illustration in the background shows two stylized human figures holding hands, with a piano to their right. The figures are simple, with circular heads and rectangular bodies. The piano is also a simple outline. The text 'Non-Pianist Piano Owner' is centered over the figures.

**Non-Pianist  
Piano Owner**

Step 2: Build your tribe.

# Grow Your Tribe

A light gray illustration in the background shows two stylized human figures holding hands, with a piano to their right. The figures are simple, with circular heads and rectangular bodies. The piano is also a simple outline. The text 'Non-Pianist Piano Owner' is centered over the figures.

**Non-Pianist  
Piano Owner**

Step 2: Build your tribe.

Grow Your Tribe

# Churches and Businesses



Step 2: Build your tribe.

Grow Your Tribe

# Churches and Businesses



Step 2: Build your tribe.



Grow Your Tribe

# Churches and Businesses



Step 2: Build your tribe.

# Grow Your Tribe



Step 2: Build your tribe.

# Grow Your Tribe



Step 2: Build your tribe.

# Grow Your Tribe



**Build recurring customers.**

Step 2: Build your tribe.

# Advertising Platforms



Step 2: Build your tribe.

# Advertising Platforms

Website



Step 2: Build your tribe.

# Advertising Platforms

Website



Step 2: Build your tribe.

# Advertising Platforms

Basic SEO



Step 2: Build your tribe.



# Advertising Platforms

**Online  
Reviews**



Step 2: Build your tribe.

Advertising

# Online Reviews



**Landing The 5-Star Review**

Originally Aired:  
Thu, Jul 30, 2020 7:30 PM EDT

Most piano service businesses don't have enough online reviews and they think 'doing good work' is enough to build their online presence. But this isn't always true. Landing tons of great 5-Star reviews is all about giving your clients the right words to tell your story. And it is easier than you might think.

- [Slide Deck](#)
- [Guide](#)

[▶ Watch Now](#)

Build your tribe.

# Advertising Platforms

**Paid Ads**



Step 2: Build your tribe.

# Advertising Platforms

**Paid Ads**



Step 2: Build your tribe.

# Advertising Platforms

**Paid Ads**



Step 2: Build your tribe.

# Advertising Platforms

In-Depth  
SEO



Step 2: Build your tribe.

# Advertising Platforms

**Lunch &  
Referrals**



Step 2: Build your tribe.

# Advertising Platforms

## Program Ads



Step 2: Build your tribe.



# Advertising Platforms

## Program Ads



Step 2: Build your tribe.

# Advertising Platforms



**Rest**

Step 2: Build your tribe.

# Advertising P



**Tripling Your Revenue**

Originally Aired:  
Thu, Jan 16, 2020 7:30 PM EST

Tripling revenue in your piano service business is NOT about working more hours or hiring a bunch of staff. The secret to 3x'ing your revenue while working a sane schedule is what this webinar is all about.

- [Slide Deck](#)
- [Tripling Your Revenue Handout](#)

[▶ Watch Now](#)

## Rest

Step 2 your tribe.

# Advertising P



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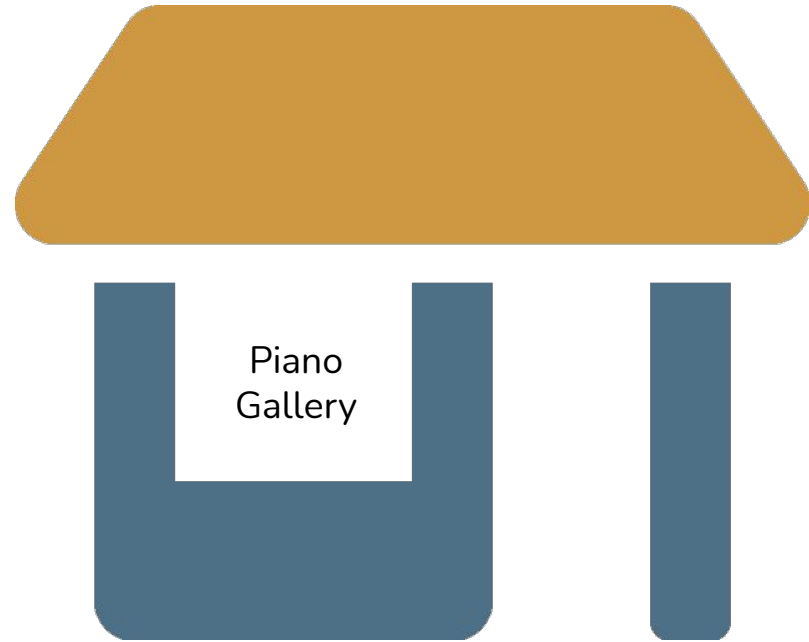
[▶ Watch Now](#)

## Rest

Step 2 your tribe.

# Advertising Platforms

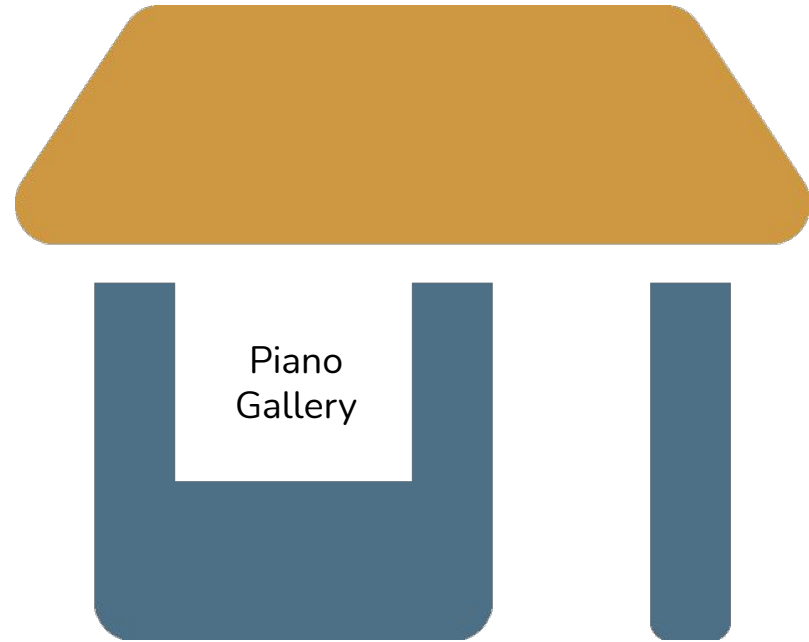
## Piggybacking



Step 2: Build your tribe.

# Advertising Platforms

## Piggybacking



Step 2: Build your tribe.

# Advertising Platforms

## Purple Cows



Step 2: Build your tribe.

# Advertising Platforms



Step 2: Build your tribe.



# Advertising Platforms



Step 2: Build your tribe.

# Advertising Platforms



Step 2: Build your tribe.

# Advertising Platforms



Step 2: Build your tribe.

# Advertising Platforms

## Purple Cows



Step 2: Build your tribe.



Advertising Plan

Purple



Step 2: Build your tribe.

# Advertising Platforms

## Purple Cows



Step 2: Build your tribe.

# Advertising Platforms

## Purple Cows



Step 2: Build your tribe.



[www.StreetPianos.com](http://www.StreetPianos.com)







[www.SteetPianos.com](http://www.SteetPianos.com)

# Advertising Platforms

## Purple Cows



Step 2: Build your tribe.

# Advertising Platforms

## Purple Cows



Step 2: Build your tribe.



(step 3)

**Set new goals.**



Anything you cannot  
achieve in the next 12 weeks  
is a hope or a dream.

-

- The 12 Week Year by Brian Moran

Step 3: Set new goals.

**Stop  
wasting money  
on failed ads!**



Step 3: Set new goals.

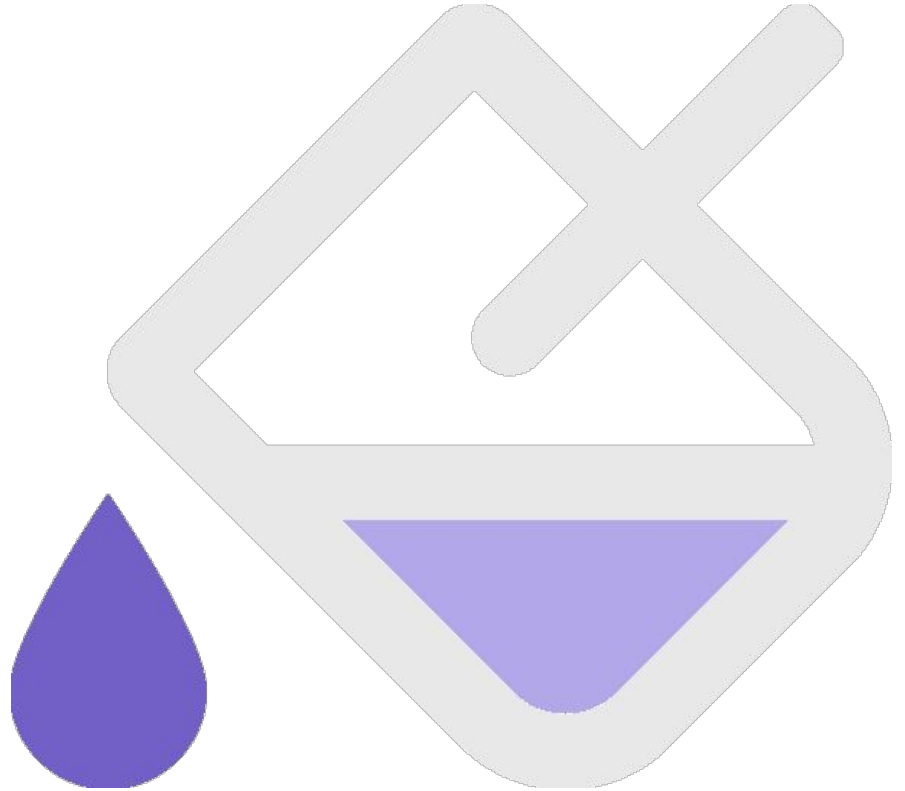
Prioritize  
projects.



Step 3: Set new goals.



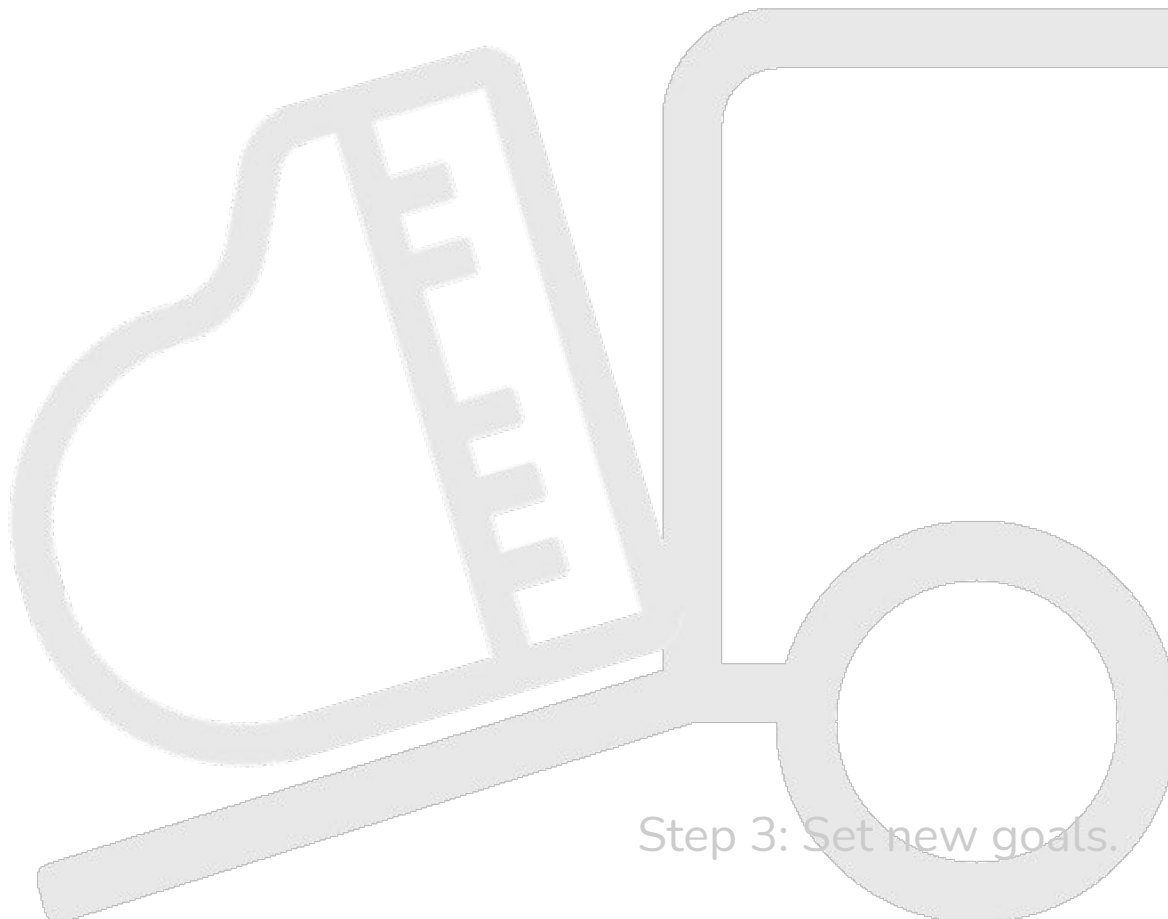
Think about your  
purple cow!



Step 3: Set new goals.

# Calculate your churn.

$$= \frac{\text{(Total Inactive Customers)}}{\text{(# Years In Business)}}$$



Step 3: Set new goals.


$$= \frac{\text{Average Total Cost Per New Customer}}{\text{Average Life-Time Value}}$$

Calculate your  
CAC/TLV ratio.

Step 3: Set new goals.



**Retain good  
customers.**

Step 3: Set new goals.



**Retain good  
customers.**

Step 3: Set new goals.



## Replace bad customers

Step 3: Set new goals.



# Replace bad Customers

Step 3: Set new goals.

**Don't run  
generic  
paid ads.**



Step 3: Set new goals.

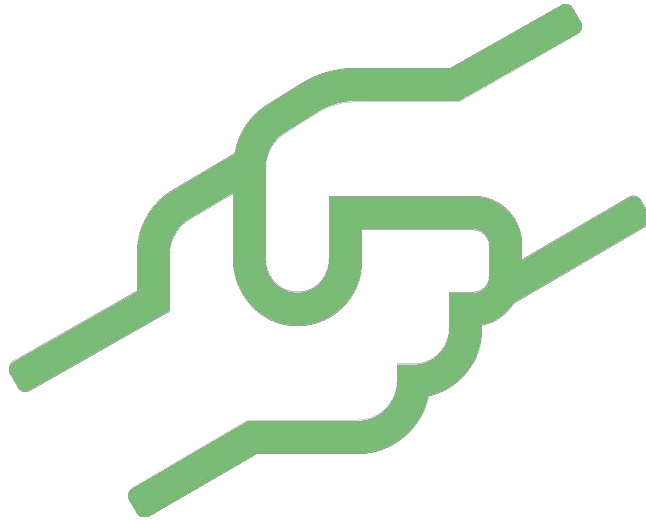




Failure is trying a thousand  
different things that never work.

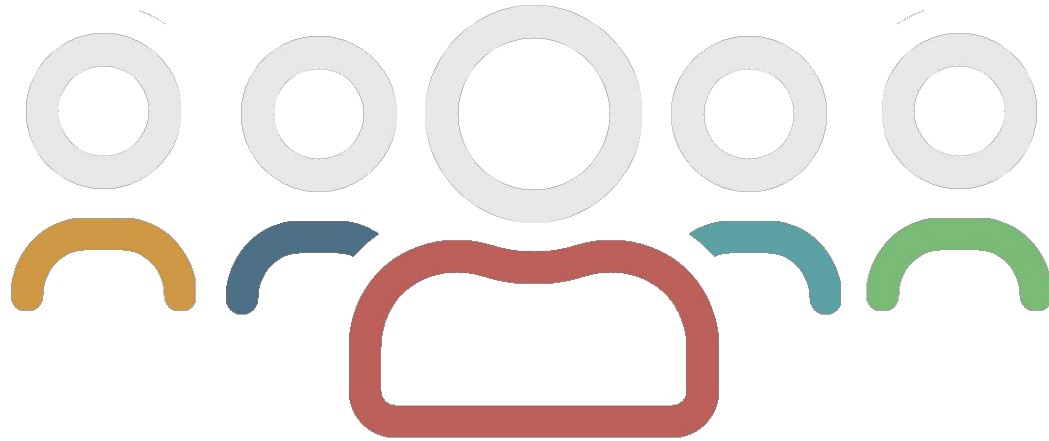
Step 3: Set new goals.

Invest your next  
marketing dollar in something  
that will work!



Step 3: Set new goals.

Confidently surround  
yourself with your tribe.



Step 3: Set new goals.

# Fill your Calendar!



Step 3: Set new goals.

# Gazelle School of Business Webinars

*\* Recording available.*

- Pricing Piano Services \*
- Retiring & Selling Your Business\*
- Simplifying Your Service Model \*
- Running a Profitable Piano Service Business \*
- Tripling Your Revenue \*
- Hiring Your First Office Assistant \*
- Creating Estimates That Sell \*
- Landing The 5 Star Review \*
- Selling Your Story \*
- Building a Powerful & Simple Website \*
- Finding & Retaining New Customers \*
- Hiring Your First Technician - Registration Open

save your time  
wow your customers  
play more music

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<https://growwithgazelle.com/school>