

Music Academy Success

2026 OFFICE STAFF TRAINING

Sunday, Nov 15th - Tuesday, Nov 17th, 2026

Columbia, South Carolina - In Person & Virtual Options Available!

YOUR BLUEPRINTS FOR OPERATING A
SUCCESSFUL & PROFITABLE MUSIC ACADEMY

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Dear MASS Member,

Have you ever said to yourself: ***"We could really use some improvement in our office."***

Or: ***"We really need to improve our phone conversion rate to get more students."***

Or: ***"Why are so many students dropping? There must be something we can do at the front desk to improve retention."***

There are answers to all three of these challenges. Be sure to read this entire report to discover proven strategies that can help improve your office operations, increase student conversion, and boost student retention.

Whether you're looking to improve your office, facing challenges with your current staff, or don't have office staff yet and ***want to learn how to build an effective front desk team,*** I'm excited to tell you about a special MASS event this November.

- **This training is all about taking your office staff to the next level so you can enroll 133 students in 30 days.**
- **It's about improving your phone conversion.**
- **It's about increasing retention and lowering your withdrawal rate.**
- **And much more...**

If you already have office staff, ***this training is essential.***

If you don't have office staff yet—or you're thinking about replacing your current team—you'll definitely want this information so that when you do have the right office staff in place, you'll be ready to hit the ground running.

- **FACT: Your job as the owner is to make the phone ring.**
- ***FACT: Your office staff's job is to convert every opportunity into a sale.***
- **FACT: Your office staff is not getting every sale. There, I said it. You know it, and I know it.**

This year, I'm going to make it easy for you and take the work off your hands. I'm going to train your office staff for you—**live AND virtually.**

You won't have to lift a finger, and no one has to travel. This year, I'm bringing this virtual event directly to your school to work with your staff.

I know how busy you are, so let me do the work for you at...

2026 Music Academy Success® Office Staff Training

Sunday, November 15th - Tuesday, November 17th, 2026

Columbia, South Carolina

In-person and virtual options available!

Register Now: www.musicacademysuccess.com/ost2026

When your office runs well, your entire school runs better! Music Academy Success® Office Staff Training is designed specifically for music schools and built to give your team the skills, confidence, and systems they need to help your school grow.

It's going to be your office staff, you (if you're too busy you can watch the replay or listen to the audio), me, and my office staff. You have the choice to attend either in person or online!

At this training, your team will learn how to:

- Increase phone conversion rates
- Improve student retention
- Use the latest in A.I. for music schools *(being presented at Office Staff Training for the first time ever!)*
- Deal with difficult customers *(and help them stop bothering you with questions about dealing with difficult customers!)*
- Support your vision so they can operate with clarity and confidence
- Implement proven MASS systems

This is practical, real-world training based on what works inside Million Dollar Music Schools.

They'll also participate in live panel discussions with my staff to learn exactly how we operate our Million Dollar Music Schools and how my team works with me.

Then they'll have the opportunity to get their questions answered during a live Q&A with me, so they can return to your school ready to deliver over-the-top performance.



When they return to your school, they'll bring back:

1. More excitement for their job.
2. A renewed focus on helping your school grow and increase enrollment.
3. A clearer vision of how to run an organized, efficient, and stress-free office.

<u>THE BIG TAKEAWAY:</u>

Your office staff will leave this training with a personalized Top Five List of specific ways they can help you get more students and improve sales.

Here's how it works:

We wrap up on Tuesday, November 17th. On Wednesday morning, November 18th, you'll have a meeting, phone call, or Zoom over coffee. Then simply ask:

"What are the five things you're going to do that Marty taught you at this workshop to improve our school this year?"

Let me say it again. On Wednesday morning, call them or meet with them in person and ask:

"How was the training? What are the five things you're going to do that Marty taught you to improve our school this year?"

Then sit back, sip your coffee, take notes, and listen as they tell you all the great improvements they're going to make.

<u>I'm doing the training for you. And they're doing the work.</u>



But don't just take my word for it. Check out what Lisa Emmick, owner of Dallas Piano Academy in Dallas, TX, had to say after attending Office Staff Training with her team:



Office Staff Training is a MUST! Anyone working on the front desk will benefit from learning how to effectively deal with customers in all sorts of situations. As a school owner, I find it very helpful for me to attend as well. It is really beneficial for owners to know all of this too for training future employees, and also to make sure office staff are doing things the best way. I am eager to attend again this year!

Lisa Emmick
DALLAS PIANO ACADEMY
DALLAS, TEXAS

Let me stress this:

Even if your office staff can't attend—or you don't have office staff yet—**you can still get all of the training materials after the event.**

And if you'd rather review the books and videos on your own first and then go through them with your staff, you can do that, too.

You have two options:

1. Have your office staff attend the training live.
2. Or receive the books and videos so you and your staff can go through the training whenever it's convenient.

The books and videos are resources that every serious MASS member should have in their library.

Here are the logistics:

- November is typically a slower enrollment month, making it the perfect time to invest in training your team.
- Your staff doesn't have to travel. They can still work at the school while attending the training virtually.
- This training will be similar to the Office Staff calls we have hosted for our Gold Plus, Diamond, and Titanium members, where your office staff gets to collaborate directly with mine. We always receive outstanding feedback. But this event takes it to another level. They'll build relationships with office staff from other successful music schools and gain a valuable network they can continue learning from long after the training ends.
- Live sessions run Monday and Tuesday from 10:00 a.m. to 6:00 p.m. ET and include training with me, live Q&A sessions with my office staff, role-playing exercises, and the latest strategies for operating an over-the-top office at a Million Dollar Music School.

<u>This is the most affordable this training has ever been.</u> And since it's a tax-deductible business expense, you might as well invest in your business instead of sending that money to the government.

Nick Doak attended Office Staff Training with his team from West Chester Music Academy in West Chester, PA. Here's what he had to say about his experience:



I'd highly recommend OST for both office staff and directors/owners. The small group trainings were super helpful, and I came away with so many practical ideas for improving systems back home. The problem-solving role playing was especially beneficial, and the camaraderie made the whole experience even better. It really helps you refocus before the busy holiday season and the new year ahead.

Nick Doak
WEST CHESTER MUSIC ACADEMY
WEST CHESTER, PA

<u>So let's go over some Frequently Asked Questions:</u>

1. What if I don't have office staff yet?

That's OK. You should still attend the virtual training and/or get the books and training materials <u>because one day you will have office staff</u>. You might as well start preparing now so you'll already know how the top-performing Million Dollar Music Schools operate their offices. This is complete insider access to the systems, processes, and day-to-day operations of my office.

This training is unlike anything else available. It's intensive, practical, and a lot of fun. It's not for hobbyists. ***It's for music school owners who are serious about growing their businesses.***

2. Can owners attend?

Absolutely! You can attend by yourself or register both yourself and your office staff.

3. Who will work the office while my staff is in training?

That depends. Some staff members can multitask by attending the training while still covering the front desk as needed. If they need to step away during a session, that's perfectly fine—they'll have access to the replay and all of the training materials.

You may also decide to cover the front desk yourself for a day or two. That's actually a good thing!

Every owner should spend time working the front desk each year. It's a great opportunity to see what's really happening, identify areas for improvement, and stay connected to your business. You don't want the inmates running the asylum. This year's training offers more flexibility than ever.

4. What if my office staff gets sick or fired?

No problem. You can attend yourself, and you'll receive all of the books and training materials to keep forever. You can use them to train your current team, future hires, or anyone who joins your office down the road.

5. Can I purchase just the books and training materials without attending live?

Absolutely. If you'd rather review everything yourself before sharing it with your staff—or train your team on your own schedule—that's perfectly fine.

6. What if I have to cancel?

No problem. If you're unable to attend, we'll send you all of the books and training materials, so you and your staff will still have everything you need.

So the real question is... Is it worth it?

You might be thinking, ***"This sounds like great training. It will definitely be educational and impactful. But is it worth the investment?"***

It only takes one new student to earn your investment back.

This is a rare opportunity to **have me train your office staff for you. You don't have to lift a finger.**

Even more importantly, you'll be giving your team training that ***most of your competitors simply don't have.*** If you're facing increased competition, this is one of the best investments you can make to help your office outperform everyone else.

Here's the investment: Whether you attend live or receive the books and training materials, it's just **eight payments of $99.00 USD per person, 30 days apart.**

If you're ready to have your office staff attend live—or receive the complete training materials—reserve your spot today by contacting our office or completing the online registration form at: **www.musicacademysuccess.com/ost2026**

Here's to YOUR Music Academy Success!

Register Your Staff Today!
musicacademysuccess.com/ost2026



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