



## Frequent HOPpers Benefits to Instructors

1. With our Frequent HOPpers program, Instructors actually make more money without the parents paying more money.
2. For the initial 5 classes for \$50, instructors would have been getting only \$40. Now, you pay \$7 and make an additional \$3 plus you have walking advertisement.
3. Parents receive 1 class for free when purchasing 5 for \$50 vs paying \$12/class.
4. Marketing research has shown people like the perception of getting something for free. When the offer was “Buy 5 classes for \$40 and add a T shirt for \$10 more”, not many took advantage of it. Now, when the offer is “Buy 5 classes for \$50 and receive a T shirt”, the response is “Oh, the T shirt is FREE?” Perception.
5. Since the program has implemented, I have seen many more T shirts being worn
6. Parents are liking the HOPportunity to earn FREE stuff.
7. Parents like option of paying \$12 per family for a class that other program charge \$15 – 20 per child. They also like like the option of 5 for \$50 saving them \$10.
8. Parents not paying the \$50 is a loss to them because eventually, everyone buys a CD if instructors are marketing well. They are actually losing money when they could be accumulating points that would entitle them to product.

**Music with Mar. is still the best deal in town!**