

Musical Moments & "Way Cool" Keyboarding!

Recreational Music Making Programs

by Debra Perez and Will Baily

Would you be interested in a proven RMM program that would guarantee increased store traffic and sales?

As entrepreneurs, my husband Matt Perez and I, quickly realized that the adult piano lover was an underserved market for potential students and for potential customers. Through the years, our focus on the adult market has helped provide a steady flow of new students and new customers through our doors. We are convinced there are many music lovers who want a piano in their home. We also know they want assurance they will be able to play and enjoy their investment. Both **Musical Moments** and **"Way Cool" Keyboarding** evolved from our desire to provide successful and enjoyable experiences at the piano.

Will Baily, composer, pianist, and pedagogue, and I collaborated to create **Musical Moments** and **"Way Cool" Keyboarding**. And, we are pleased to announce that both programs are quickly spreading to teachers, schools and music stores around the country. We have had the pleasure of using this material to help countless adults and teens fulfill their desire to play the piano.



Teacher Training

Training Seminars are held at The Piano Gallery School of Music in Corpus Christi and select music stores around the country. Our Seminars have helped numerous stores and teachers launch and sustain successful programs.



Sales Training

In a retail environment, the sales-teacher connection is critical to the success of the program. We can provide the training and materials to bridge the gap between the sales staff and educators. When this exciting communication happens, teachers and students are happy, and pianos are sold. Everyone wins!



MIDI Files and CDs

Your students will love the amazing voices and styles used to create the accompaniments. CDs are included with each book and MIDI files can be emailed to allow use of a flash drive in class.

361-244-1976

debraperez@everylifeneedsmusic.com

www.EveryLifeNeedsMusic.com

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Student Book

Students learn to read music and to play by chords. The students' success is attributed to the comfortable pacing and logical sequencing of the materials. The emphasis placed on wellness and the joy of making music has resulted in student enthusiasm for this program; right from the first lesson!



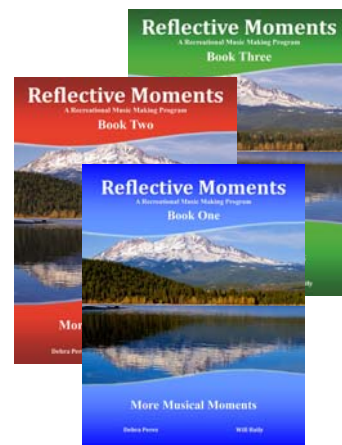
Teacher's Manual

This manual contains teachings on the RMM philosophy, identifying and recruiting students, and building and sustaining your RMM program. Included are sample flyers, registration forms, and detailed information on Group Teaching Tips and Techniques. The detailed lesson plans have created enthusiastic response from facilitators.



Reflective Moments

The music and experiences found in each of the Reflective Moments are intended to review and reinforce the many skills and concepts introduced in the Student Books. Playing Reflective Moments provides an opportunity for the students to relax and enjoy more music at their current level before moving to the next Student Book.



"Way Cool" Keyboarding

Students will be playing from the first lesson. "Way Cool" Keyboarding introduces original music in contemporary, rock 'n roll, praise & worship and pop styles. This innovative program has students reading music, as well as playing off the page using chord charts and improvisation. Although "Way Cool" Keyboarding was originally created for the younger student, many of your adults will love this music. The music, CDs, and the experience is truly "Way Cool".

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