

FOUNDER OF 3 MUSIC SCHOOLS

Creator of RockOutLoud.live

The Worlds First Virtual Music Lesson Platform

Entrepreneur | Musician | Educator

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Helping Business Owners Think Outside Their Box



Helping Small Business Owners Find Their Ideal Customers

Like many entrepreneurs, when I opened my first business I thought, if I 'Build It, They Will Come'... and... boy was I wrong.

For the first few years my business struggled. So much so that I contemplated closing the doors for good.

When I discovered the key to my success was strategically finding my ideal customer, my entire business improved and transformed in a matter of months. It isn't until we are able to think *Outside Our Box* that you will begin to transform your business.

My mission is to help small business owners find their ideal customers and help them accelerate their growth.

SPEAKING TOPICS

● How To Find Your Ideal Customers

If you and your team do not know what separates you from your competition, your business will never thrive and reach its full potential.

● Discover Your Unique Selling Proposition That Will Separate You From Your Competitors

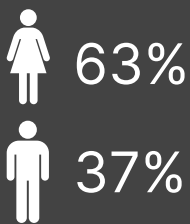
Very often the difference between success and failure is making one small change.

MICHAEL GRANDE: SERIAL ENTREPRENEUR

- Creator of the the world's first U.S. Patented Virtual Music Lesson Platform, RockOutLoud.live
- Creator of the Grande Custom Guitar line
- Musical Accessory Products Inventor
 - Card Chords
 - Tone Picks
 - SafeStix™ Drum Stick Anti-Slip Grips
 - Alexa Skill Online Artificial Intelligence Music Coach
- Music Educator of 35-years
- Founder of three east coast music schools
 - The Staten Island School of Rock, New York City
 - Rock Out Loud, Morganville, New Jersey
 - The Music Box, Tampa, Florida



GLOBALLY ENHANCING THE EDUCATIONAL EXPERIENCE



RockOutloud.live
174 Countries
3 Million Minutes Hosted
Monthly



WHAT PEOPLE ARE SAYING

I learned a ton and really appreciate the photos/marketing pack you left me with - as well as some great ideas...

-Robby S.

Your ideas are just second-to-none when it comes to marketing and cross-promotions. I hope all those who attended our event realised how lucky they were!

-Tim T.

There was a lot of value in your presentation! We all came away feeling energized. Attention to detail throughout.

-Paul P.

MY MISSION IN RWANDA

In 2022 Michael spent time in Rwanda, Africa. In a small music school, Michael converted sixteen music Teachers into Coaches.

The goal was to demonstrate how being a music Coach to a child is more effective than being a music Teacher.

Michael's teacher-to-coach methodology was so successful for the sixteen 'Coaches' and countless students, it was adopted by the Minister of Education (MINEDUC) and is now utilized throughout the entirety of the Rwandan school system.

FROM TEACHER TO COACH

(And why you would NEVER want to be a Teacher)

In his book, *From Teacher to Coach (And why you would NEVER want to be a Teacher)*, Michael speaks about his experiences with 'Teachers' and 'Coaches'.

As a certified secondary school Teacher in New York City and California, as well as a private music Coach, Michael clearly recognized the differences in children who were taught by, and learned from, a Coach compared to students taught by a Teacher.

For over thirty-five years, Michael transformed his music school education staff from teachers to Coaches resulting in unparalleled student - and parent - acceptance and company growth.

Michael is proud to now share all of his innovative techniques and strategies to help other educators employ these techniques and improve the lives of their students.

