



Rob Ferrell Drum Studio

Business address: 27441 Abanico, Mission Viejo 92691

Web site and phone number: www.robertferrell.com and 949-533-1687

Type of business: Private drum lessons as well as freelance performance and recording sessions. I also have a band that I hire out for corporate functions as well as private functions such as weddings.

When opened: April 1, 2006

Describe your business: My mission statement is "To provide the tools to enjoy drumming for a lifetime." The main focus of my business is offering one-on-one drum instructions to students of all ages. The youngest student I've taught was 2, and the oldest was 64. In addition, I am a freelance drummer, hiring my services out for live performances as well as recording sessions.

Where did you get the idea for the business? I began teaching over 15 years ago at the prompting of one of my old teachers who needed someone to teach his students while he was touring. I started out making house calls, then eventually got established at a large music store in Orange. In 2002, this store abruptly closed, and I opened a teaching studio in Anaheim Hills with a business partner. After four years, I realized it was taking me away from the things I loved most,

namely my family, teaching, performing and recording. I sold my shares to my business partner in April 2006 and ventured out on my own.

How long did it take to get from idea to open doors? Two months.

What did you do during that time? I began networking and starting an aggressive Internet advertising campaign.

How much did it cost to start the business? About \$3,000.

Where did you get the money? From selling my shares to my ex-business partner.

Expected revenue for the year: For teaching, \$65,000. The performance and recording session aspect of my business fluctuates greatly, and I anticipate making an additional \$15,000.

How many hours a week do you work? I teach about 32 hours per week. I perform consistently every weekend with my corporate/casuals band. I also pick up side jobs here and there. I spend at least 21 hours per week networking and doing market research.

Whom did you seek for advice? At first it was one of my old teachers, Tony Pia. After opening the studio in Anaheim Hills, I read quite a few business books, attended some seminars aimed at educating studio owners and relied heavily on common sense.

How are you marketing yourself? My Web site is the main tool I use to generate new clients. Word of mouth plays a huge role in my marketing campaign as well.

The biggest thing you didn't think of before you started: The most challenging aspect was starting over from scratch. I walked away from a full roster of established students when I sold my shares. After the initial shock wore off and my student load started increasing, I couldn't believe how much my stress level was reduced.

TO BE CONSIDERED FOR THIS COLUMN

Your enterprise should be no more than 4 years old.

Write: My Business, Marketplace, The Orange County Register, P.O. Box 11626, Santa Ana, CA 92711-1626

E-mail: business@ocregister.com