

# *Little House of Music*

## Interest and opportunity

Who is Little House of Music?

“Little House of Music” is a development company with a primary focus on the children’s musical education and entertainment market. The Little House of Music brand stands for trust and quality.

Flagship product: A well developed, tested, and proven multi-level musical instruction program for children ages 4 to 10. The all original music in level one was nominated for a Grammy in the children’s category.

The creator, Georgia Germond, has been a professional part of the music industry for over 40 years and is an active/voting member of NARAS. In addition to being a Grammy nominated composer/arranger and professional musician in Nashville, she owns and operates a very successful school of music. The development of this exciting program is the result of teaching, testing, and continual rewriting for over 18 years. The music and techniques used have been proven successful over and over again.

The teacher does not have to know music. The teacher’s manual is simple and self-explanatory. The program does most of the work and almost teaches by itself!

Using a happy continuing story line with loveable characters, the program utilizes a Personal Emersion technique that allows children to become part of the story. They join in the play fun and become personal friends with the various characters. Thus, giving them the opportunity to learn along with their LHOM friends and never alone. They “Learn Music the Fun way.”

Students sing and dance to over 100 songs written specifically for the program, by Germond and associates. The children have continually shown that they want to listen and dance to the music even when not taking a lesson.

The student manual is a full coloring book with each lesson being identified by a different color. The student colors instruments, notes, musical terms, and the characters as the program progresses. Coloring and learning at the same time is fun.

Students easily learn their way around the piano keyboard and eventually they are playing the piano. Although the program uses the piano, the lessons learned are the basis for all musical endeavors.

The accompanying cartoon DVD, script is ready to be produced and enhances the learning process. The child is taught by his LHOM friends as they see and hear what the

lesson is. The loveable and mischievous “Little Mr. Music Mouse” learns along with them. The story line teaches more than the important basics of music. In addition, students learn about geography, other musical cultures, and values such as respect for parents, self-esteem, confidence, friendship, and staying drug free. The story and characters show that it is alright to make a mistake and continually inspires children to go on to success.

The music market is wide open for such programming. Children of all ages are fully immersed in music. American Idol, the downloading of music and the Ipod are standard fare for children. MTV and other programming are doing better than ever. Studios are making huge profits from children’s programming and the merchandizing that accompanies it.

More than ever parents are actively seeking out, and willing to pay for, good wholesome children’s programs.

The teaching technique works anywhere. The programs musical lyrics and story line can be easily translated to any language. An international market is waiting.

### **Packaging**

The program material comes with its own Little House of Music. The package is a Gable Style Handle box with the house printed on its sides and the roof as the handle. Children walk out of their first class with their own Little House of Music which includes a musical instrument, a star wand, student music book, paper keyboard and a stuffed doll of one the characters in Little House of Music.

### **Other products produced**

CDs.

Lemon Concerto: 10 original fun children’s songs recorded by the “Recording Studio Kids.” Composed by Georgia Germond

Dancing 4 O’clocks: Named after the flower, the CD contains 11 original relaxation piano instrumentals composed and recorded by Georgia Germond

Other children’s play songs are now in development.

Two Octaves of Kids: 16 original compositions composed and written by Georgia Germond students.

### **Market points**

Children ages 1-3, small, medium and large beat classes

Children ages 4 to 10

Entertaining and educational.

Many studies show that children that who learn music at an early age do better in school.

All materials included.

An easy to use parent/teacher manual.

School systems have cut funding for the arts and parents are seeking an alterative.

Encourages children to learn and that learning is fun.

Gives children the dream of becoming a star.

Easily learned by the average child.  
The program is handicap friendly  
Improves hand / eye coordination  
No expensive musical instrument needed  
May be taught at school, day care centers, home, recreation centers, or by private music teachers. Anywhere children learn.  
Children love the music and the ability to have friends living in their Little House of Music.

### **“Little House of Music Branding”**

The branding of “Little House of Music” is important. The name will become synonymous with quality, wholesome, children’s musical programming and merchandise. By doing so the company has the opportunity to build itself into a continuing source of revenue as it adds product.

The programs interactive story line, music, and cartoon characters lend themselves perfectly to an animated film, cartoon series, stage play, and interactive gaming based upon the musical theme.

The production of children’s musical CDs/DVDs is a large market by itself. Children’s programs successfully utilize musical CDs and DVDs in their merchandising. Studios capitalize upon this when releasing a new film. The merchandising of toys, and other items, that go along with the programming is a revenue source that is well entrenched in today’s marketing.

The major players have continued to expand the market. This gives the ability to enter the readily available market with quality merchandise. There is plenty of room in this willing market for programming that is family friendly, educational.

The Little House of Music program has all of the required elements. It is in the right place at the right time. We are seeking a production company that knows and understands the children’s market today. A financially sound company that is willing to produce quality and build/protect the brand. With the right production, and marketing, success is inevitable.

Thank you for your interest in the Little House of Music.  
We look forward to hearing from you.  
Sincerely,

Georgia Lucking-Germond (Miss G), President/CEO  
Little House of Music, Inc., 698 Jamaica Blvd., Satellite Beach, Florida 32937

Toll Free (888) 433-3222-(888-**GFEDCBA**), Direct Line (321) 773-5345, Business and Fax (321) 777-7192, Cell **(321) 720-1983**

Email:  
[MissG@LittleHouseofMusic.com](mailto:MissG@LittleHouseofMusic.com)