



## Challenges for Learning Musicians / Guitarists

Multiple **digital** ways to learn a musical instrument + music theory concepts! **Challenges for learning musicians:**

<b>Learning Method</b>	<b>Challenge</b>	<b>C Major Improvement</b>
<b>Free online resources, YouTube video lessons</b>	<ul style="list-style-type: none"> <li>• Sometimes you get what you paid for</li> <li>• Not always well organized</li> <li>• Some are not easy to navigate</li> <li>• You can't ask questions (just click rewind)</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent lesson format + user interface</li> <li>• Easy to use and navigate</li> <li>• Multiple ways to search for lessons</li> <li>• Can post questions</li> </ul>
<b>Music magazine website (Acoustic Guitar)</b>	<ul style="list-style-type: none"> <li>• Top-down consumption of publisher content</li> <li>• Lessons from "featured" music teachers</li> <li>• Readers not able to make connections</li> </ul>	<ul style="list-style-type: none"> <li>• Connect students and teachers</li> <li>• Connect local, remote, urban and rural</li> <li>• Networked community</li> </ul>
<b>GuitarJamz, Fender Play</b>	<ul style="list-style-type: none"> <li>• Primarily video lessons and/or selling DVDs</li> <li>• Members not able to make connections</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive lessons + video can be included</li> <li>• Connect students and teachers</li> </ul>
<b>Jamorama</b>	<ul style="list-style-type: none"> <li>• Has some "social" features for students</li> <li>• However, a "single teacher" website</li> </ul>	<ul style="list-style-type: none"> <li>• Connect students and teachers</li> <li>• Multiple teacher web platform</li> </ul>
<b>Riff Interactive</b>	<ul style="list-style-type: none"> <li>• "Interactivity" limited to volume and tempo</li> </ul>	<ul style="list-style-type: none"> <li>• Q &amp; A Exploration interfaces</li> <li>• Multiple display options, fret positions</li> <li>• Left handed and Right handed display</li> </ul>
<b>Many "single teacher" lesson websites exist</b>	<ul style="list-style-type: none"> <li>• Varying degrees of quality</li> <li>• Many use primarily video or tablature</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent high-quality interface</li> <li>• Will also provide standard music notation</li> </ul>

**CMajorImprovement.com**

Ron Pulcer

[ron@ronpulcer.tech](mailto:ron@ronpulcer.tech)

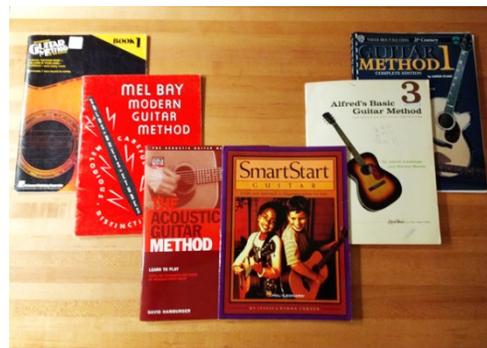
802-775-8861

# C Major *Improvement...*

## Challenges for Learning Musicians / Guitarists

Multiple **analog** ways to learn a musical instrument + music theory concepts! **Challenges for learning musicians:**

Learning Method	Challenge	C Major <i>Improvement</i>
<b>Group or private lessons</b> (in-person or Skype)	<ul style="list-style-type: none"> <li>• Time scheduling</li> <li>• Cost: \$50 - \$120 per month</li> </ul>	<ul style="list-style-type: none"> <li>• 24/7 online access</li> <li>• \$25 per month (for music students)</li> </ul>
<b>Group or private lessons</b> (in-person)	<ul style="list-style-type: none"> <li>• Travel time to lesson</li> <li>• Vehicle costs (gas, wear and tear)</li> </ul>	<ul style="list-style-type: none"> <li>• Learn from home</li> <li>• Learn anywhere: tablet or smartphone</li> </ul>
<b>Method book or magazine</b> (standalone)	<ul style="list-style-type: none"> <li>• Mainly sequential learning</li> <li>• Studying books alone may be challenging</li> <li>• Can't ask teacher questions</li> </ul>	<ul style="list-style-type: none"> <li>• Can learn sequentially, plus ...</li> <li>• Search for lessons by keyword and genre</li> <li>• Q &amp; A Exploration interfaces</li> <li>• Access to lessons from multiple teachers</li> </ul>
<b>Summer music camps</b>	<ul style="list-style-type: none"> <li>• Not everyone can afford a music vacation (can be over \$1000 per week)</li> <li>• Can't take more time off work</li> </ul>	<ul style="list-style-type: none"> <li>• Learn all year long!</li> <li>• 24/7 online access</li> </ul>



**CMajorImprovement.com**

Ron Pulcer  
[ron@ronpulcer.tech](mailto:ron@ronpulcer.tech)  
 802-775-8861