



Blue Square Sound

Joanne Phillips had put together all the ingredients important to starting Blue Square Sound, a recording studio business. She had a business plan with realistic financial projections, a quality product competitively priced, a good studio location, and many years of experience along with degrees from Michigan State and IU in recording arts. Unfortunately her advertising efforts were not drawing any customers.



Although familiar with SCORE, Joanne had never contacted us. However, she “liked the idea of talking with someone who had been in business”. After meeting with George Clinton, SCORE Counselor, she was greatly encouraged. “George was enthusiastic, had a positive approach, and was willing to go the extra mile”.

George and Joanne first focused on defining the market segments then deciding on which segment to focus. This meant prioritizing which segments were the most profitable, most accessible, best fit Joanne’s expertise, and that she most enjoyed working with. They then brainstormed a variety of approaches to reaching this market segment. The result was for Joanne to focus on the younger, “not -yet professional” musicians by focusing advertising and networking with schools, music teachers and related organizations.

BlueSquareSound.com is an excellent website. George brought in Bud Russell, SCORE Counselor, to help maximize the website’s value. With the help of Gary Arndts, an internet marketing expert, they were able to increase the website’s exposure and “hits” by making a few wording changes in the site.

While implementing her revised marketing plan, Joanne will continue to improve her marketing message and taking some online marketing workshops on SCORE.org. The most important reason for her success, however, will be her attitude. As Joanne has said, “I get a lot of comments about why on earth would you want to open a studio when there is a recession? Well, if I can make it work now, then it will be even better when the recession is over”.

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