

# California Small Business Development Centers

SUCCESS STORY # 624

*Small Business  
Success  
Is Our Business*

## Step Up Music: Bridging Business and Talent in Vallejo

### Step Up Music

Ariane Cap

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### BACKGROUND

Ariane Cap was an established musician and recording artist with a long time dream of one day owning and operating a music instruction center and chose to realize that dream by opening Step Up Music in Vallejo.

### CHALLENGES

Ariane had been in business for about five years, but on a small scale. Wanting to expand the business, she decided to open a location in Vallejo. She contacted to Solano College Small Business Development Center (SBDC) for advice on setting up the new location, setting up a computerized recordkeeping system, and developing a marketing plan.

### ACTIONS

Ariane first met with SBDC Business Advisor Jerry Jinnett to determine her needs, discuss development of a business

plan, and review marketing measures to gain introduction of her business to Vallejo and surrounding areas. A referral was made to SBDC Business Advisor, Johnnie Barber, for help with financial projections for her new venture and advice on setting up an electronic recordkeeping system using QuickBooks.

Additional assistance was provided by SBDC Business Advisor, Carolynne Gamble, in developing an effective marketing plan.

### RESULTS

By following up on the advice given by the SBDC Business Advisors, Ariane has received good media coverage, developed a logo, developed an effective website, has performed musical programs in Vallejo, provided music programs for local school assemblies, and has developed and is

marketing a Rock Camp for youth. She has hired eight music teachers and a part-time assistant.

Due to budget cuts, most of the schools had to cancel their music programs. Ariane is filling the gap by offering a music performance program at the local schools which she uses to promote her private business.

Ariane has also been very creative in using social media marketing by capturing testimonials on her smart phone and posting them to her social media websites.



**"THE SBDC PROVIDED ME WITH THE NUTS AND BOLTS INFORMATION I NEEDED PARTICULARLY (BECAUSE I'M A) CREATIVE TYPE THAT NEEDS HELP WITH THE PROCEDURAL SIDE OF THE BUSINESS."**



(SBDC Photo/  
Tue Nam Ton)