



Your Web Coach, Christine Chubenko:

Web words of wisdom from owner of Detroit School of Rock and Pop Music

**by Christine Chubenko | for Oakland Business Review
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Many new businesses are being started due to the dissolution of Corporate America. Some people start their business with a solid idea and business plan and others have the idea, but they aren't sure where to begin.

I recently had the pleasure of talking with Jason Gittinger, the owner of The Detroit School of Rock and Pop Music (detroitsofrockandpop.com) and his business perspective, particularly his philosophy of the Internet, is definitely worth repeating.

He began the process of starting his business on Nov. 11, 2006, when he ordered the logo for his business. The development of his Web site began in December 2006, and it went live in March 2007. The doors to The Detroit School of Rock and Pop Music opened in March 2008.

Did you catch that? His Web site was up and running one year before his brick-and-mortar opened.

So why launch a Web site so early?

Jason's reasoning is very clear: "I needed to lock down my virtual real estate. As with the real world, real estate is also key in the virtual world."

Jason understands that you must carve out your spot in the global marketplace as soon as you realize that you want to compete. Anyone who has tried to reserve a domain name that they thought was obscure will know this to be true.

Gittinger goes on to say, "Anybody under the age of 40 doesn't just run to a phone book for information. They trust themselves to find what they need more than they trust anyone else. The Web gives them control over the information they seek."

He clarifies this point by adding, "In the year 2008, if you don't have your presence on the Web, you are less likely to reach someone on their terms."

This perfectly echoes the concept of using the Internet as a reconnaissance tool. Time and money are precious, thus gathering information so you can make informed decisions is now de rigueur.

As for getting his Web site developed, Jason organized all of his information himself, including the layout. He had a family member actually build and publish the site. Allow me to point out that this is one of the rare cases in which partnering with a family member actually produced a site.

He believes that "As a family member, they also have a vested interest in your success. Plus, you have to see them at Thanksgiving. However, if time is of the essence, then pay someone because they will then be accountable."

The only thing Jason wants to sell is "inspiration for people"; be it to play music or empower their lives.

"If my Web presence feeds that inspiration or passion for learning in the cyber world, then it can only lead to more business for The Detroit School of Rock and Pop Music."

Wow, Jason. You really do rock.

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