



DAY ONE

FAST
 TRACK
TO FULL CLASSES

**YOUR BEST
YEAR ROADMAP**

MONDAY, JANUARY 23RD



2023



ABOUT THE DSOA & MEET THE EXPERTS

ABOUT THE DSOA

The Dance Studio Owners Association (DSOA) is the largest community of dance studio owners in the world. The DSOA has helped over 35,000 dance studio owners grow their businesses, impact their local communities and improve the lives of over 800,000 children through their programs and services. DSOA has been honored with countless awards for its achievements including the American Business Awards Gold Stevie Award for Online Training and Silver Stevie Award for Business-to-Business Services.

The DSOA's Inner Circle membership is the highest level, expert-coaching program exclusively for dance studio owners. Likened to a business school for dance studio owners (but way more fun), the Inner Circle educates, coaches and supports studio owners in the areas of marketing, finance, systems & operations, leadership and team resources – all positioned to help studio owners run profitable businesses, permanently reverse the cycle of burnout, and impact more kids' lives through the gift of dance!

MEET THE EXPERTS

The Inner Circle is proud to unite the highest caliber of dance-studio-specific expert training, personalized support, and strategic coaching in the world. Our world-class coaching team — featuring Clint Salter, Shannon Westveer, Hillary Parnell, Cara Poppitt and Jodi Shilling — works closely with members to define strategic visions and crystal-clear roadmaps tailored to their studio goals and measurements of success.

Members also receive continuous training from world-renowned industry experts and thought leaders like Kim McSwain, Julie Kay Stallcup, David Westveer, Hana Ramat and Olivia Mode-Cater to stay ahead of the curve as they grow their studios and reclaim their lives.

This week's training series will be hosted by Studio Growth Coach Clint Salter. Clint has been with the Inner Circle coaching team for more than eight years. He is an award-winning entrepreneur and business development strategist on a mission to revolutionize the dance industry!





YOUR FASTTRACK TO FULL CLASSES SCHEDULE

JOIN US LIVE ON ZOOM

← Join us live on Zoom!

DAY ONE YOUR BEST YEAR ROADMAP (ALLOW 90 MINUTES)	US PACIFIC - MONDAY, 23 JANUARY AT 9:00AM US MOUNTAIN - MONDAY, 23 JANUARY AT 10:00AM US CENTRAL - MONDAY, 23 JANUARY AT 11:00AM US EASTERN - MONDAY, 23 JANUARY AT 12:00PM UK - MONDAY, 23 JANUARY AT 5:00PM SOUTH AFRICA - MONDAY, 23 JANUARY AT 7:00PM PERTH - TUESDAY, 24 JANUARY AT 1:00AM BRISBANE - TUESDAY, 24 JANUARY 2023 AT 3:00AM SYDNEY - TUESDAY, 24 JANUARY 2023 AT 4:00AM NEW ZEALAND - TUESDAY, 24 JANUARY 2023 AT 6:00AM
DAY TWO PERFECT ENROLLMENT PROCESS (ALLOW 90 MINUTES)	US PACIFIC - TUESDAY, 24 JANUARY AT 9:00AM US MOUNTAIN - TUESDAY, 24 JANUARY AT 10:00AM US CENTRAL - TUESDAY, 24 JANUARY AT 11:00AM US EASTERN - TUESDAY, 24 JANUARY AT 12:00PM UK - TUESDAY, 24 JANUARY AT 5:00PM SOUTH AFRICA - TUESDAY, 24 JANUARY AT 7:00PM PERTH - WEDNESDAY, 25 JANUARY AT 1:00AM BRISBANE - WEDNESDAY, 25 JANUARY 2023 AT 3:00AM SYDNEY - WEDNESDAY, 25 JANUARY 2023 AT 4:00AM NEW ZEALAND - WEDNESDAY, 25 JANUARY 2023 AT 6:00AM
DAY THREE THE WINNING CONTENT FORMULA (ALLOW 90 MINUTES)	US PACIFIC - WEDNESDAY, 25 JANUARY AT 9:00AM US MOUNTAIN - WEDNESDAY, 25 JANUARY AT 10:00AM US CENTRAL - WEDNESDAY, 25 JANUARY AT 11:00AM US EASTERN - WEDNESDAY, 25 JANUARY AT 12:00PM UK - WEDNESDAY, 25 JANUARY AT 5:00PM SOUTH AFRICA - WEDNESDAY, 25 JANUARY 2022 AT 7:00PM PERTH - THURSDAY, 26 JANUARY AT 1:00AM BRISBANE - THURSDAY, 26 JANUARY AT 3:00AM SYDNEY - THURSDAY, 26 JANUARY AT 4:00AM NEW ZEALAND - THURSDAY, 26 JANUARY AT 6:00AM



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DAY FOUR PROVEN PROFIT SYSTEM (ALLOW 90 MINUTES)	US PACIFIC - THURSDAY, 26 JANUARY AT 9:00AM US MOUNTAIN - THURSDAY, 26 JANUARY AT 10:00AM US CENTRAL - THURSDAY, 26 JANUARY AT 11:00AM US EASTERN - THURSDAY, 26 JANUARY AT 12:00PM UK - THURSDAY, 26 JANUARY AT 5:00PM SOUTH AFRICA - THURSDAY, 26 JANUARY 2022 AT 7:00PM PERTH - FRIDAY, 27 JANUARY AT 1:00AM BRISBANE - FRIDAY, 27 JANUARY AT 3:00AM SYDNEY - FRIDAY, 27 JANUARY AT 4:00AM NEW ZEALAND - FRIDAY, 27 JANUARY AT 6:00AM
DAY FIVE STUDENT RETENTION METHOD (ALLOW 90 MINUTES)	US PACIFIC - FRIDAY, 27 JANUARY AT 9:00AM US MOUNTAIN - FRIDAY, 27 JANUARY AT 10:00AM US CENTRAL - FRIDAY, 27 JANUARY AT 11:00AM US EASTERN - FRIDAY, 27 JANUARY AT 12:00PM UK - FRIDAY, 27 JANUARY AT 5:00PM SOUTH AFRICA - FRIDAY, 27 JANUARY 2022 AT 7:00PM PERTH - SATURDAY, 28 JANUARY AT 1:00AM BRISBANE - SATURDAY, 28 JANUARY AT 3:00AM SYDNEY - SATURDAY, 28 JANUARY AT 4:00AM NEW ZEALAND - SATURDAY, 28 JANUARY AT 6:00AM
STUDIO MARKETING PLAYBOOK (ALLOW 120 MINUTES)	US PACIFIC - MONDAY, 30 JANUARY AT 9:00AM US MOUNTAIN - MONDAY, 30 JANUARY AT 10:00AM US CENTRAL - MONDAY, 30 JANUARY AT 11:00AM US EASTERN - MONDAY, 30 JANUARY AT 12:00PM UK - MONDAY, 30 JANUARY AT 5:00PM SOUTH AFRICA - MONDAY, 30 JANUARY 2022 AT 7:00PM PERTH - TUESDAY, 31 JANUARY AT 1:00AM BRISBANE - TUESDAY, 31 JANUARY AT 3:00AM SYDNEY - TUESDAY, 31 JANUARY AT 4:00AM NEW ZEALAND - TUESDAY, 31 JANUARY AT 6:00AM

ADD ALL OF THE EVENTS TO
YOUR CALENDAR HERE

JOIN THE FAST TRACK TO FULL
CLASSES FACEBOOK GROUP HERE



A-HA MOMENTS

DAY 1	
DAY 2	
DAY 3	
DAY 4	
DAY 5	
DAY 6	

W _____ D _____ Y _____ W _____ ? _____ M _____ V _____

DATE: _____

S _____	
C _____ P _____	
R _____ & P _____	
T _____	
Y _____	

STUDENT ATTRACTION METHOD

A _____		E _____		R _____	
____/____		____/____		____/____	

MAP OUT YOUR QUARTERS

	_____ TO _____	_____ TO _____	_____ TO _____	_____ TO _____
L _____				
T _____				
E _____				
R _____				
TOTAL	L _____	T _____	E _____	R _____

STUDIO SUCCESS PATH

_____ X _____ X _____ = _____

C _____ S _____ :
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UP NEXT >>

PERFECT ENROLLMENT PROCESS

TUESDAY, JANUARY 24TH

IN TOMORROW'S TRAINING, YOU WILL...

- Discover the 6 key steps in your New Student Funnel to prevent potential students from falling through the cracks once and for all
- Unpack our proven Lead Generation Flow that will consistently bring more students into your studio, 365 days of the year (but see why this is especially important in January!)
- Learn the project planning must-haves that the world's highest-performing dance studios are using in 2023 to grow and scale their business while minimizing stress.

GET MORE OUT OF THE TIME AND MONEY YOU PUT INTO TO ATTRACTING
NEW STUDENTS AND ENSURE YOUR STAFF KNOWS WHO SHOULD BE DOING
WHAT WITHOUT INCREASING YOUR OWN WORKLOAD!



WHAT IS THE INNER CIRCLE?

The Inner Circle is a year round, one-stop shop for studio owners who want to transform their studio from a 'hobby' to a bonafide business that runs smoothly and efficiently with or without their day-to-day involvement.

[LEARN MORE ABOUT THE INNER CIRCLE](#)



"We have been in the Inner Circle for almost 5 years now, and cannot imagine actually being able to utilize and fully get all of the amazing benefits and information that are offered in the Inner Circle in less than 10 years at least.

The DSOA is constantly adding new information and updating the training in this changing industry. The quality of the information, the training and the support that we're getting in the Inner Circle, we can't imagine doing this business without it anymore."

KENDRA & CHRIS SLATT

PERFECT POINTE MUSIC & DANCE STUDIOS. VIRGINIA, USA

"Being in the Inner Circle has totally changed my life. The support system that I have found here, there's no words to describe how incredible it is.

I really feel like I was running my business pretty much alone for so many years. And now I have this incredible family around me of studio owners all around the world. And no matter what problem I encounter, there's someone that will jump in and support me.

There's no words really to describe how incredible having this network of like minded people that that just get it and we all understand each other."



ALISA FINNEY

MELBOURNE BALLET COMPANY AND GAY WIGHTMAN SCHOOL OF BALLET. VICTORIA, AUSTRALIA



"1. Reached 300 students, which I've never done before (I'm now at 319!) 2. Brought in \$5900 more than Feb 2020 which was pre covid 3. More than half filled summer camps and already have my costs well covered" Amazing month and still going!!"

SHAWNA KWAN

ELAN DANCE ARTS, ONTARIO CANADA

ABOUT THE INNER CIRCLE

This intimate mastermind program is unlike anything you've ever experienced before. By joining us, you'll spend 12 months working closely with our world-class coaches and experts and a group of other like-minded dedicated Dance Studio Owners from around the world. You'll experience growth in your enrollments, retention rates and sales. You'll create systems that allow you to work more on the business than in the business, maximize profitability, and achieve those big goals you have always dreamed of!



NOTES

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