



DANCE
STUDIO
OWNERS
INNER
CIRCLE

WELCOME TO

2023 Jumpstart



FREEDOM





WELCOME TO 2023 JUMPSTART FOR INNER CIRCLE MEMBERS!



We are so thrilled that you're joining us for our new 1-week intensive training exclusively for Inner Circle members, Jumpstart 2023!

Starting on **Monday November 28**, we are going to be sharing with you our most in-depth intensive coaching for studio owners on:

- ☐ **YOUR EPIC YEAR** - setting and sticking to the right goals for your studio.
- ☐ **PREDICTABLE PROFIT PLAN** - gaining confidence and finally falling in love with the numbers in your studio.
- ☐ **SOLD-OUT STUDIO** - filling those classes and keeping them full!
- ☐ **STUDIO SYSTEMS PLAYBOOK** - Systemizing your studio so it can run - and thrive - without you doing everything!
- ☐ **STUDENTS THAT STAY** - Creating an extraordinary customer experience for your dance families so that they dance with you for years to come.

Make sure to join us live on Zoom each day where we'll be walking you through this workbook and setting you up on your roadmap to success in 2023.

If you think of 2023 as your studio's blank canvas and the possibilities that lay ahead, 2023 Jumpstart is the platform created just for our Inner Circle members to make sure those intentions don't get passed by (which we know can happen so easily), and that you head into this prime-time in your business with the absolute clarity and confidence you need for an extraordinary year ahead.

In this Inner Circle intensive, we are blocking out time together to pave your customized roadmap and ensure that the critical pillars in your business grow - not plateau.

The first 2 months in the year are so pivotal in setting you up to thrive and eliminate the stress, uncertainty and overwhelm that kick in once you start to settle into those familiar routines.

After 8 years working exclusively with dance studio owners inside the Inner Circle, we've seen all the highs and

the lows of the industry, and have turned studios around into thriving and profitable enterprises while drastically increasing their student numbers using the proven frameworks we're about to share with you inside 2023 Jumpstart.

This isn't theory, and this isn't tricks or tactics.

What we will work through together inside this training are strategies and frameworks that have been tested and proven time and time again to ensure studio owners like you don't need to be working 70+ hours each week and answering emails at midnight in order to thrive in business.

You deserve better than that.
Let's make 2023 **your** year.

Your DSOA Inner Circle Team



YOUR JUMPSTART SCHEDULE

DAY ONE YOUR EPIC YEAR	US PACIFIC - MONDAY, 28 NOVEMBER 2022 AT 8:00AM US MOUNTAIN - MONDAY, 28 NOVEMBER 2022 AT 9:00AM US CENTRAL - MONDAY, 28 NOVEMBER 2022 AT 10:00AM US EASTERN - MONDAY, 28 NOVEMBER 2022 AT 11:00AM LONDON - MONDAY, 28 NOVEMBER 2022 AT 4:00PM SOUTH AFRICA - MONDAY, 28 NOVEMBER 2022 AT 6:00PM PERTH (AUS) - TUESDAY, 29 NOVEMBER 2022 AT 12:00AM BRISBANE (AUS) - TUESDAY, 29 NOVEMBER 2022 AT 2:00AM SYDNEY (AUS) - TUESDAY, 29 NOVEMBER 2022 AT 3:00AM NEW ZEALAND - TUESDAY, 29 NOVEMBER 2022 AT 5:00AM TODAY'S ZOOM PASSWORD IS: gratitude
DAY TWO PREDICTABLE PROFIT PLAN	US PACIFIC - TUESDAY, 29 NOVEMBER 2022 AT 8:00AM US MOUNTAIN - TUESDAY, 29 NOVEMBER 2022 AT 9:00AM US CENTRAL - TUESDAY, 29 NOVEMBER 2022 AT 10:00AM US EASTERN - TUESDAY, 29 NOVEMBER 2022 AT 11:00AM LONDON - TUESDAY, 29 NOVEMBER 2022 AT 4:00PM SOUTH AFRICA - TUESDAY, 29 NOVEMBER 2022 AT 6:00PM PERTH (AUS) - WEDNESDAY, 30 NOVEMBER 2022 AT 12:00AM BRISBANE (AUS) - WEDNESDAY, 30 NOVEMBER 2022 AT 2:00AM SYDNEY (AUS)- WEDNESDAY, 30 NOVEMBER 2022 AT 3:00AM NEW ZEALAND - WEDNESDAY, 30 NOVEMBER 2022 AT 5:00AM TODAY'S ZOOM PASSWORD IS: gratitude
DAY THREE SOLD-OUT STUDIO	US PACIFIC - WEDNESDAY, 30 NOVEMBER 2022 AT 8:00AM US MOUNTAIN - WEDNESDAY, 30 NOVEMBER 2022 AT 9:00AM US CENTRAL - WEDNESDAY, 30 NOVEMBER 2022 AT 10:00AM US EASTERN - WEDNESDAY, 30 NOVEMBER 2022 AT 11:00AM LONDON - WEDNESDAY, 30 NOVEMBER 2022 AT 4:00PM SOUTH AFRICA - WEDNESDAY, 30 NOVEMBER 2022 AT 6:00PM PERTH (AUS) - THURSDAY, 1 DECEMBER 2022 AT 12:00AM BRISBANE (AUS) - THURSDAY, 1 DECEMBER 2022 AT 2:00AM SYDNEY (AUS)- THURSDAY, 1 DECEMBER 2022 AT 3:00AM NEW ZEALAND - THURSDAY, 1 DECEMBER 2022 AT 5:00AM TODAY'S ZOOM PASSWORD IS: gratitude



YOUR JUMPSTART SCHEDULE

DAY FOUR

STUDIO SYSTEMS PLAYBOOK

US PACIFIC - THURSDAY, 1 DECEMBER 2022 AT 8:00AM
US MOUNTAIN - THURSDAY, 1 DECEMBER 2022 AT 9:00AM
US CENTRAL - THURSDAY, 1 DECEMBER 2022 AT 10:00AM
US EASTERN - THURSDAY, 1 DECEMBER 2022 AT 11:00AM
LONDON - THURSDAY, 1 DECEMBER 2022 AT 4:00PM
SOUTH AFRICA - THURSDAY, 1 DECEMBER 2022 AT 6:00PM
PERTH (AUS) - FRIDAY, 2 DECEMBER 2022 AT 12:00AM
BRISBANE (AUS) - FRIDAY, 2 DECEMBER 2022 AT 2:00AM
SYDNEY (AUS) - FRIDAY, 2 DECEMBER 2022 AT 3:00AM
NEW ZEALAND - FRIDAY, 2 DECEMBER 2022 AT 5:00AM

TODAY'S ZOOM PASSWORD IS: **celebration**

DAY FIVE

STUDENTS THAT STAY

US PACIFIC - FRIDAY, 2 DECEMBER 2022 AT 8:00AM
US MOUNTAIN - FRIDAY, 2 DECEMBER 2022 AT 9:00AM
US CENTRAL - FRIDAY, 2 DECEMBER 2022 AT 10:00AM
US EASTERN - FRIDAY, 2 DECEMBER 2022 AT 11:00AM
LONDON - FRIDAY, 2 DECEMBER 2022 AT 4:00PM
SOUTH AFRICA - FRIDAY, 2 DECEMBER 2022 AT 6:00PM
PERTH (AUS) - SATURDAY, 3 DECEMBER 2022 AT 12:00AM
BRISBANE (AUS) - SATURDAY, 3 DECEMBER 2022 AT 2:00AM
SYDNEY (AUS) - SATURDAY, 3 DECEMBER 2022 AT 3:00AM
NEW ZEALAND - SATURDAY, 3 DECEMBER 2022 AT 5:00AM

TODAY'S ZOOM PASSWORD IS: **celebration**

[CLICK HERE TO JOIN THE DAILY ZOOM SESSIONS](#)

YOUR PASSWORD FOR NOVEMBER SESSIONS IS: **gratitude**

YOUR PASSWORD FOR DECEMBER SESSIONS IS: **celebration**



A-HA MOMENTS

**DAY ONE -
YOUR EPIC
YEAR**

**DAY TWO -
PREDICTABLE
PROFIT PLAN**

**DAY THREE -
SOLD-OUT
STUDIO**

**DAY FOUR -
STUDIO SYSTEMS
PLAYBOOK**

**DAY FIVE -
STUDENTS THAT
STAY**



DAY ONE - YOUR EPIC YEAR

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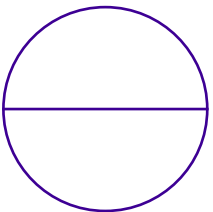
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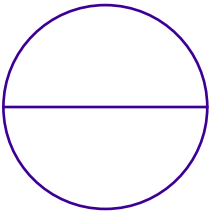
FOCUS 3

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FOCUS 5

FOCUS 1

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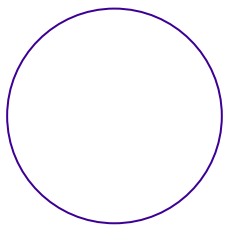
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WHAT	2022	2023

FOCUS 3

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FOCUS 4

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FOCUS 5

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DAY TWO - PREDICTABLE PROFIT PLAN

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DAY THREE - SOLD OUT STUDIO

MARKETING

OVERVIEW

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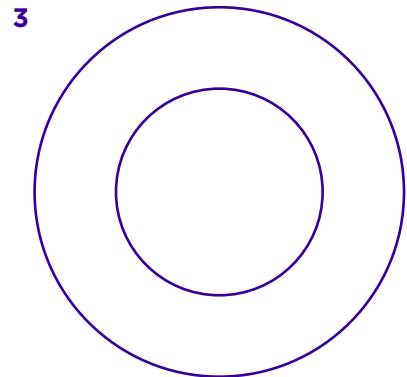
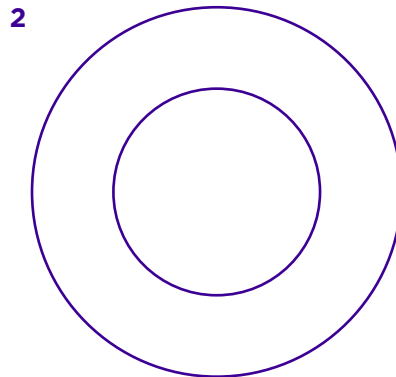
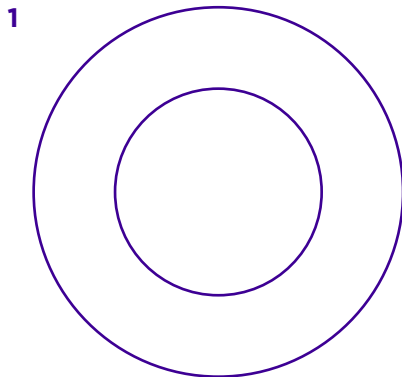
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ATTENTION

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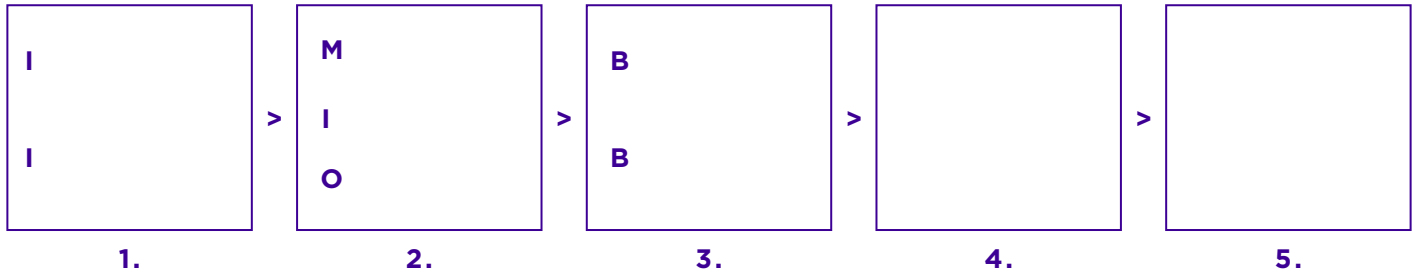
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DAY FOUR - STUDIO SYSTEMS PLAYBOOK

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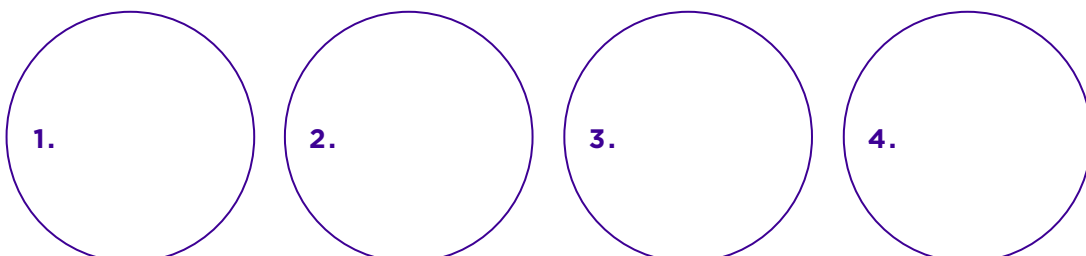
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DAY FIVE - STUDENTS THAT STAY

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