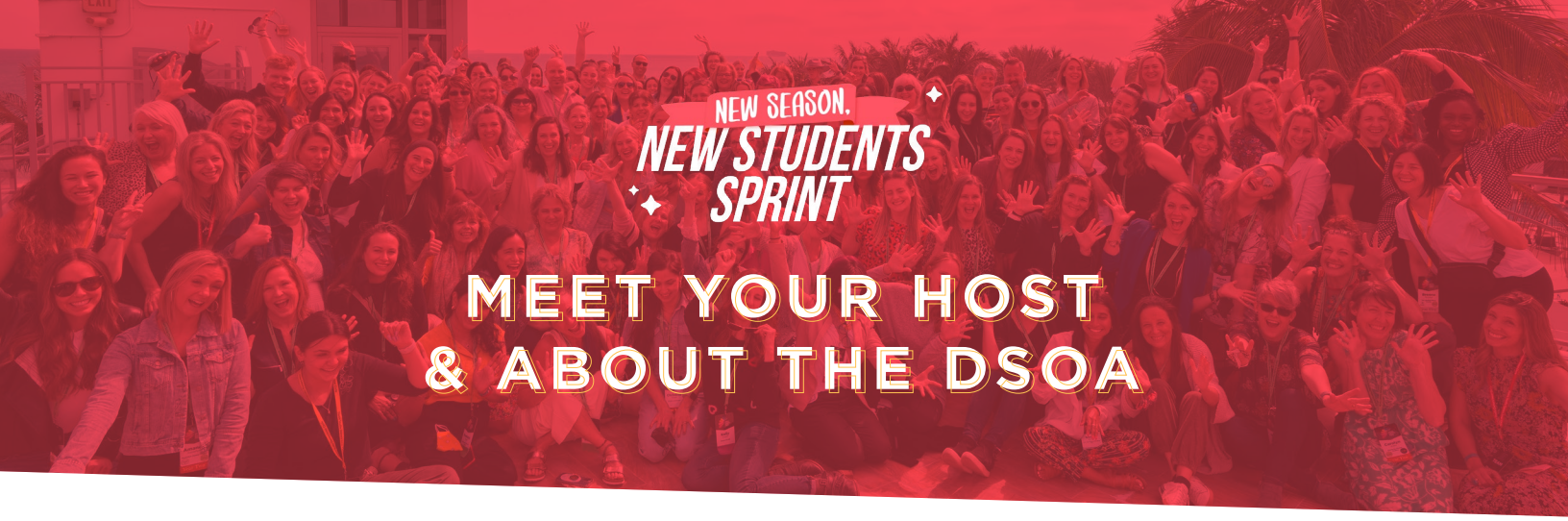
GOAL ACHIEVEMENT FORMULA

MONDAY, JULY 17TH

DAY ONE

NEW SEASON,
NEW STUDENTS SPRINT



MEET YOUR HOST & ABOUT THE DSOA

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 business, 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 YOUR HOST, OLIVIA MODE-CATER

Olivia Mode-Cater is an industry leader in dance entrepreneurship and the Director of the Dance Studio Owners Association: the largest community of dance studio owners in the world.

Best-known for her expertise in dance business profitability, marketing, and automation, Olivia has trained thousands of dance studio owners and entrepreneurs worldwide. Her work has been featured in Dance Teacher Magazine, Dance Business Weekly, Dance Studio Life Magazine, the Business of Dance Podcast, and the Transform My Dance Studio Podcast.

Olivia's mission is to deliver the world's best training, resources, and technology specifically tailored to dance educators so they can transform their teaching and their business.

NEW SEASON.
NEW STUDENTS SPRINT

YOUR NEW SEASON, NEW STUDENTS SPRINT SCHEDULE

JOIN US LIVE ON ZOOM

Join us live on Zoom

MONDAY, JULY 17TH GOAL ACHIEVEMENT FORMULA	US PACIFIC - MONDAY, 17 JULY AT 9AM US CENTRAL - MONDAY, 17 JULY AT 11AM US EASTERN - MONDAY, 17 JULY AT 12PM UK - MONDAY, 17 JULY AT 5PM SOUTH AFRICA - MONDAY, 17 JULY AT 6PM PERTH - TUESDAY, 18 JULY AT 12AM SYDNEY - TUESDAY, 18 JULY AT 2AM NEW ZEALAND - TUESDAY, 18 JULY AT 4AM
TUESDAY, JULY 18TH RAPID ENROLLMENT BLUEPRINT	US PACIFIC - TUESDAY, 18 JULY AT 9AM US CENTRAL - TUESDAY, 18 JULY AT 11AM US EASTERN - TUESDAY, 18 JULY AT 12PM UK - TUESDAY, 18 JULY AT 5PM SOUTH AFRICA - TUESDAY, 18 JULY AT 6PM PERTH - WEDNESDAY, 19 JULY AT 12AM SYDNEY - WEDNESDAY, 19 JULY AT 2AM NEW ZEALAND - WEDNESDAY, 19 JULY AT 4AM
WEDNESDAY, JULY 19TH BULLETPROOF STUDENT ATTRACTION SYSTEM	US PACIFIC - WEDNESDAY, 19 JULY AT 9AM US CENTRAL - WEDNESDAY, 19 JULY AT 11AM US EASTERN - WEDNESDAY, 19 JULY AT 12PM UK - WEDNESDAY, 19 JULY AT 5PM SOUTH AFRICA - WEDNESDAY, 19 JULY AT 6PM PERTH - THURSDAY, 20 JULY AT 12AM SYDNEY - THURSDAY, 20 JULY AT 2AM NEW ZEALAND - THURSDAY, 20 JULY AT 4AM
THURSDAY, JULY 20TH PEAK PROFIT PERFORMANCE	US PACIFIC - THURSDAY, 20 JULY AT 9AM US CENTRAL - THURSDAY, 20 JULY AT 11AM US EASTERN - THURSDAY, 20 JULY AT 12PM UK - THURSDAY, 20 JULY AT 5PM SOUTH AFRICA - THURSDAY, 20 JULY AT 6PM PERTH - FRIDAY, 21 JULY AT 12AM SYDNEY - FRIDAY, 21 JULY AT 2AM NEW ZEALAND - FRIDAY, 21 JULY AT 4AM

NEW SEASON, NEW STUDENTS SPRINT

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FRIDAY, JULY 21ST STUDIO RETENTION & REJUVENATION	US PACIFIC - FRIDAY, 21 JULY AT 9AM US CENTRAL - FRIDAY, 21 JULY AT 11AM US EASTERN - FRIDAY, 21 JULY AT 12PM UK - FRIDAY, 21 JULY AT 5PM SOUTH AFRICA - FRIDAY, 21 JULY AT 6PM PERTH - SATURDAY, 22 JULY AT 12AM SYDNEY - SATURDAY, 22 JULY AT 2AM NEW ZEALAND - SATURDAY, 22 JULY AT 4AM
MONDAY, JULY 24TH STUDIO MARKETING MARATHON EVENT	US PACIFIC - MONDAY, 24 JULY AT 9AM US CENTRAL - MONDAY, 24 JULY AT 11AM US EASTERN - MONDAY, 24 JULY AT 12PM UK - MONDAY, 24 JULY AT 5PM SOUTH AFRICA - MONDAY, 24 JULY AT 6PM PERTH - TUESDAY, 25 JULY AT 12AM SYDNEY - TUESDAY, 25 JULY AT 2AM NEW ZEALAND - TUESDAY, 25 JULY AT 4AM

ADD ALL OF THE EVENTS TO YOUR CALENDAR HERE

NEW SEASON, NEW STUDENTS SPRINT

A-HA MOMENTS

My New Student Goal:

My Revenue Goal:

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

DAY ONE - GOAL ACHIEVEMENT FORMULA

NEW SEASON, NEW STUDENTS SPRINT

GROWTH

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4		5		6	
7		8		9	

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1	2	3	4

TOTAL P **S**

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A		B		C		D	

S

Q					

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1.		:		x		x		=
2.		:		x		x		=
3.		:		x		x		=

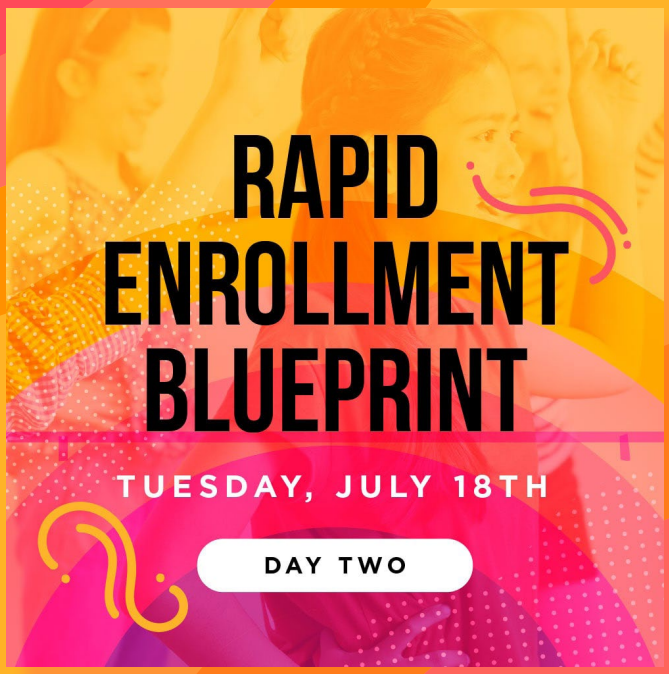
S **A** **V** **S**

Post today's homework in the New Season, New Students Sprint **Facebook Group** for another chance to win our daily prize!

UP NEXT!

TUESDAY, JULY 18TH

AT 12PM ET / 9AM PT



HOW TO GET RECORD NEW STUDENTS FROM START TO FINISH

ON DAY 2 YOU WILL:

- Plan your entire Lead Generation Flow from seeing an ad to booking a trial.
- Use our Found You Formula to rock trial bookings & leave no student behind.
- Learn the 5 Stand Out Ingredients you need to rise above the competition.

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ABOUT 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

"(Win) I'm at the highest enrollment numbers I have ever had at 605 and I'm only 20 students away from where I was this time last year before COVID hit! I'm so excited!

Edit- now at 610 and 15 away!"

- LINDSEY BACHLER HADLEY

"My knock-it-out-of-the-park goal seemed almost impossible to reach, and now we're only 30 students away from achieving it! Thank you to the IC team for providing such an amazing program...I haven't been able to implement everything yet, but even the small things have made a difference in my studio."

- SUZI ROURKE

"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

THE INNER CIRCLE

The Inner Circle is the only comprehensive business coaching program for dance studio owners!

Other programs focus on *parts* of owning a studio...

Only the Inner Circle delivers the all-inclusive systems to increase enrollment, get control of finances and support YOU in achieving the career and freedom you deserve!

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