



**RAPID  
ENROLLMENT  
BLUEPRINT**

**TUESDAY, JULY 18TH**

**DAY TWO**

**NEW SEASON.  
NEW STUDENTS  
SPRINT**



## 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  
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# YOUR NEW SEASON, NEW STUDENTS SPRINT SCHEDULE

JOIN US LIVE ON ZOOM

← Join us live on Zoom

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

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

ADD ALL OF THE EVENTS TO YOUR CALENDAR HERE

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**A-HA MOMENTS**

My New Student Goal:  
 My Revenue Goal:

|              |  |
|--------------|--|
| <b>DAY 1</b> |  |
| <b>DAY 2</b> |  |
| <b>DAY 3</b> |  |
| <b>DAY 4</b> |  |
| <b>DAY 5</b> |  |
| <b>DAY 6</b> |  |

# DAY TWO - RAPID ENROLLMENT BLUEPRINT



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3 4  
5 6

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**W** **A** **T** **G**  
1 2 3



Post today's homework in the New Season, New Students Sprint [Facebook Group](#) for another chance to win our daily prize!

# UP NEXT!

WEDNESDAY, JULY 19TH

AT 12PM ET / 9AM PT



**DONE-FOR-YOU TACTICS AND PROVEN STRATEGIES  
TO FILL YOUR CLASSES TO CAPACITY**

**ON DAY 3 YOU WILL:**

- Use our Fill Your Class Formula to fill every class you offer to capacity
- Take advantage of our proven Offers That Go the Distance System to demonstrate your value & easily score enrollments
- Leverage our Branding Principles & Promise Building Blocks to position your studio offer as a no-brainer



## 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](#)



"Before joining the IC, our annual recital profits were under \$2000. Just 60 days after joining the IC, we nearly tripled our profit margin! Now, 1 year after joining the IC, we have already made \$17,500 above projected costs with a month left to sell. I feel so lucky to be part of the IC and learn from so many wonderful people. Thank you, thank you!"

**- STEVIE STILSON**

"My dream of being a successful studio owner is actually happening! Thank to all of the IC coaches, experts and members. I couldn't have gotten here without your guidance and support."

**- LEAH LEVY**



"We almost doubled our enrollments in our first year and a half in the Inner Circle, and now have 540 students!

We each get two days a week off where we don't work. The biggest thing that changed for us is that we now feel like CEOs. We used to run the business day by day, and it was working, but we didn't have a long-term plan.

Joining the Inner Circle is best decision we've ever made."

**- CHRISTINE LANGSTON & VERONIQUE SEVIGNY LE-CLERC**

## 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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