



PEAK PROFIT PERFORMANCE

THURSDAY, JULY 20TH

DAY FOUR

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.



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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

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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 FOUR - PEAK PROFIT PERFORMANCE

Currently paying myself:
Want to pay myself:

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

UP NEXT!

FRIDAY, JULY 21ST
AT 12PM ET / 9AM PT



ON DAY 5 YOU WILL:

- Create the high-retention Onboarding Blueprint to maximize your new student's first 7 days
- Begin using the Commitment Campaign to **create raving fans who share and refer you** to anyone who will listen
- Get plug and play retention tools to **boost your re-enrollment numbers** & your in-studio customer experience



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.

[APPLY TO JOIN THE INNER CIRCLE](#)



"Being in the Inner Circle has totally changed my life. I really feel like I was running my business pretty much alone for so many years, and now I have this incredible family and support system around me."

- ALISA FINNEY

"Recital tickets went on sale to our studio members an hour ago, and we've already sold \$8k in tickets. That is enough to cover the theater rental costs and then some! Thank you, IC, for encouraging me to check my numbers. I hesitated to charge the higher price, but now I can't wait to see my recital profits soar this year!"

- SARA CLAYTON WARDELL



"My personal life has really taken a 180. I was working 7 days a week and wasn't spending much time with my family. But in the past few months, I've been able to reduce my hours by 15 hours each week and I'm at home 5 nights a week."

- LINDSEY HADLEY

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!



NOTES



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NOTES

A large, empty rectangular box with a thin orange border, intended for students to write their notes.



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