



STUDIO RETENTION & REJUVENATION

FRIDAY, JULY 21ST

DAY FIVE

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
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**

JOIN US LIVE ON ZOOM

← Join us live on Zoom

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 FIVE - STUDIO RETENTION & REJUVENATION ROADMAP



E		E			
1				2	
3				4	
5				6	
I		E		M	
		→		→	
I		S		E	
1		2		3	
T		F			
1		2		3	
C					
1				2	
3				4	
M					

/10
/10
/10
/10
/10
/10
/10
/10
/70

APPLY TO JOIN THE INNER CIRCLE TODAY

UP NEXT!

MONDAY, JULY 24TH

AT 12PM ET / 9AM PT

STUDIO MARKETING MARATHON

JULY 24 | 12-2PM ET
POWERED BY DSOA

JOIN US LIVE TO
RECEIVE YOUR FREE
HIGH-CONVERTING
LANDING PAGE
TEMPLATE

IT'S THE MARKETING DEEP-DIVE
YOU'VE BEEN WAITING FOR!

ON DAY 6 YOU WILL:

- Discover the **9 pillars to understanding** who you are and what makes you truly stand out from the competition (which is the key to making YOUR studio offer a no-brainer!)
- **Discover our 8 easy steps** to operate at your highest capacity, fulfill your true potential and enjoy ultimate studio owner satisfaction... so you can **rise and THRIVE instead of merely survive**
- Get the **step-by-step process** to not only **retain new students** but turn them into raving fans who refer your studio to anyone who will listen! (THIS is what makes enrolling new students effortless and stress-free)
- **Work with our Future Proof Roadmap...** where you'll see the cost of inaction (so you can prepare yourself if you choose to stay stuck) AND **build your exact path to your BEST possible outcome** (which will give you the motivation to keep going even when it feels hard)



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.

[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 FINNY



"Thanks to the IC, I have opened new revenue streams this season and saved that money, increased prices for my recital tickets, and had specific communication campaigns to get more people to purchase those services. I'm truly going into the Spring/Summer season feeling confident and not concerned!"

- ERIKA HOLMS

"Thank you IC for all of the help, ideas and wisdom. I've learned so much and doubled my revenue! Now summer is here, and I actually get to relax."

- LEXI BURTON



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!

NEW SEASON.
***NEW STUDENTS
SPRINT***

NOTES

NEW SEASON.
***NEW STUDENTS
SPRINT***

NOTES

NEW SEASON.
***NEW STUDENTS
SPRINT***

NOTES

NEW SEASON.
***NEW STUDENTS
SPRINT***

NOTES

NEW SEASON.
***NEW STUDENTS
SPRINT***

NOTES