



# HIGH-CONVERTING LANDING PAGES

## Done-For-You Template

FOLLOW THIS SIMPLE, EFFECTIVE  
TEMPLATE TO CONVERT MORE  
MARKETING LEADS INTO  
QUALIFIED NEW STUDENT TRIALS  
FOR YOUR STUDIO!



**AN INNER CIRCLE  
MEMBER EXCLUSIVE**

A smartphone mockup displaying a landing page for 'HAPPY FEET DANCE'. The page has a pink header with the Dance Studio Owners Inner Circle logo and the text 'Register your kiddo for a FREE dance class!'. Below this is a purple section with the text 'THINK YOUR LITTLE ONE WOULD ENJOY THE ENCOURAGEMENT, FUN AND MOVEMENT-BENEFITS OF DANCE? BRING THEM IN FOR A CLASS, ON US!'. The main form area is white with a purple background and contains fields for NAME, EMAIL, PHONE, and AGE GROUP. A yellow button at the bottom says 'GET YOUR FREE TRIAL TODAY!'. Two starburst graphics at the bottom right of the phone screen read '2022 WINNER BEST KIDS' DANCE PROGRAM' and 'ALL ABILITIES TEACHER CERTIFIED'.

**Register your kiddo for  
a FREE dance class!**

THINK YOUR LITTLE ONE WOULD ENJOY THE  
ENCOURAGEMENT, FUN AND MOVEMENT-BENEFITS OF  
DANCE? BRING THEM IN FOR A CLASS, ON US!

**HAPPY FEET DANCE**

NAME  
[Input Field]

EMAIL  
[Input Field]

PHONE  
[Input Field]

AGE GROUP  
[Input Field]

**GET YOUR FREE  
TRIAL TODAY!**

**2022 WINNER  
BEST KIDS' DANCE  
PROGRAM**

**ALL ABILITIES  
TEACHER  
CERTIFIED**



## #1. CLEAR HEADLINE ABOUT OFFER

SUBHEADER THAT PROVIDES MORE INFORMATION ON THE OFFER.

#2. IMAGE THAT  
REPRESENTS YOUR OFFER  
AND CUSTOMER AVATAR

### #3. FORM

NAME

EMAIL

PHONE

AGE GROUP

GET YOUR FREE  
TRIAL TODAY!

#4. SOCIAL PROOF/AWARDS WON/SHORT TESTIMONIALS IF YOU HAVE ROOM

## #5. UNIQUE VALUE PROPOSITION/ BENEFITS



### UVP/BENEFIT

1 sentence description  
on UVP/Benefit



### UVP/BENEFIT

1 sentence description  
on UVP/Benefit



### UVP/BENEFIT

1 sentence description  
on UVP/Benefit



### UVP/BENEFIT

1 sentence description  
on UVP/Benefit



### UVP/BENEFIT

1 sentence description  
on UVP/Benefit



### UVP/BENEFIT

1 sentence description  
on UVP/Benefit

## #6. CALL TO ACTION

## #7. TESTIMONIALS

### TESTIMONIAL 1

Images of dancers  
at your studio

### TESTIMONIAL 2

Images of dancers  
at your studio

### TESTIMONIAL 3

Images of dancers  
at your studio

### TESTIMONIAL 4

Images of dancers  
at your studio

## #8. CALL TO ACTION

## #9. HOW IT WORKS IN 3 STEPS (ONLY!)



ICON

**1. FILL OUT OUR SIMPLE  
FORM BELOW**

Short description if needed



ICON

**2. WE'LL TEXT YOU TO  
SCHEDULE A CLASS**

Short description if needed



ICON

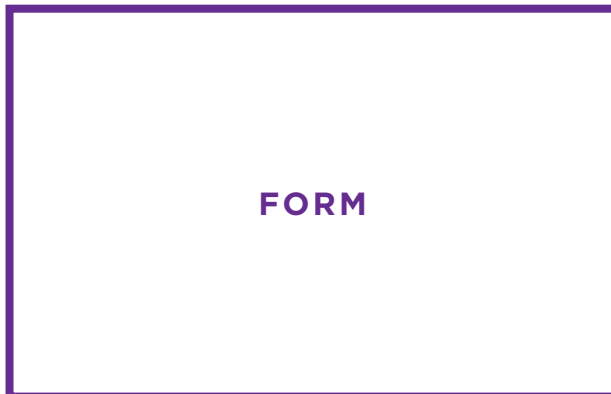
**3. SHOW UP AND ENJOY  
YOUR FREE DANCE CLASS**

Short description if needed



#10. CALL TO ACTION

**#11. FINAL  
CALL TO ACTION  
WITH FORM**



**FORM**



**IMAGE OF  
YOUR DANCERS AT  
YOUR STUDIO**

# Register your kiddo for a FREE dance class!

THINK YOUR LITTLE ONE WOULD ENJOY THE ENCOURAGEMENT, FUN  
AND MOVEMENT-BENEFITS OF DANCE? BRING THEM IN FOR A CLASS, ON US!



## HAPPY FEET DANCE

NAME

EMAIL

PHONE

AGE GROUP

GET YOUR FREE  
TRIAL TODAY!



## HOW CAN DANCE HELP YOUR LITTLE ONE GROW?



BUILD  
CONFIDENCE



MEET NEW  
FRIENDS



IMPROVE  
COORDINATION



EXPRESS  
CREATIVITY



BUILD STRONG  
MUSCLES



PROMOTE COGNITIVE  
DEVELOPMENT

SIGN UP FOR YOUR FREE TRIAL TODAY!



"I couldn't believe how much my Matty opened up after his first week of dance class at Happy Feet! He used to be so shy around other kids and now he can't wait to go to dance and he's even become more confident on the playground in our neighborhood!"



"Lonnie loves her teachers at Happy Feet and I love how organized and communicative the staff is with me! They go out of their way to share ways that Lonnie is improving with her classes each week and the look on her face - she is so proud and excited!"



"I love how inclusive this studio is! My daughter is making friends and she feels so welcomed at Happy Feet. Great teachers and great community of families."

**SIGN UP FOR YOUR FREE TRIAL TODAY!**

## HOW IT WORKS



**1. FILL OUT OUR  
SIMPLE FORM BELOW**



**2. WE'LL TEXT YOU TO  
SELECT A CLASS TIME THAT  
WORKS BEST**



**3. SHOW UP AND ENJOY  
A DANCE CLASS ON US!**

## BOOK YOUR CHILD'S COMPLIMENTARY CLASS!

**HAPPY FEET DANCE**

NAME

EMAIL

PHONE

AGE GROUP

**GET YOUR FREE TRIAL TODAY!**



## ARE YOU READY TO MAKE YOUR DANCE STUDIO INTO A THRIVING PROFITABLE BUSINESS?

Teaching dance is one thing. Getting hundreds of students to enroll in your studio and making a healthy income - that takes a whole new approach to business and marketing. **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!

Learn more at [dsoa.com/innercircle](https://dsoa.com/innercircle)