



STUDIO SUCCESS PLAN





YOUR STUDIO SUCCESS PLAN

MAPPING OUT YOUR SUCCESS BLUEPRINT

Anytime you gain clarity in your business you gain power.

When you know where you're going and have a plan in place that you review and take action on each day, it's hard to get lost.

SO LET'S GET STARTED ON THE PLAN!

IN A STUDIO YOUR BUSINESS SITS ON FIVE CORE BUILDING BLOCKS, YOUR FOUNDATION:

**CLASS CURRICULUM
& PROGRAMS**

**STUDENT ATTRACTION
& RETENTION**

**YOU &
YOUR TEAM**

**OPERATIONS &
EXECUTION**

FINANCES



CLASS CURRICULUM & PROGRAMS

TO START WE'RE GOING TO DIVE INTO YOUR OFFERING AND HOW YOU GENERATE INCOME INSIDE OF YOUR STUDIO.

LIST THE CLASSES YOU OFFER INSIDE YOUR STUDIO:

AGES	STYLES	LEVELS/STREAMS

LIST THE OTHER PRODUCTS AND SERVICES YOU PROVIDE FOR YOUR CUSTOMERS INSIDE YOUR STUDIO. EG: BIRTHDAY PARTIES, PRIVATE LESSONS, ETC.

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ON A SCALE OF 1 - 10 HOW WOULD YOU RATE...

(10 MEANING OUT-OF-THIS-WORLD AMAZING)

THE QUALITY OF YOUR PRESCHOOL PROGRAM? DO YOU HAVE A STRUCTURED PROGRAM THAT FOCUSES ON ENGAGEMENT, SKILL PROGRESSION AND RETENTION?

1 2 3 4 5 6 7 8 9 10

THE VARIETY OF CLASSES YOU OFFER YOUR RECREATIONAL STUDENTS? DO YOU HAVE A WELL-ROUNDED OFFERING FOR THESE STUDENTS TO GET THEM ENROLLED FOR MORE THAN ONE CLASS A WEEK?

1 2 3 4 5 6 7 8 9 10

THE QUALITY OF CLASSES YOU OFFER YOUR RECREATIONAL STUDENTS? ARE THEY ENGAGING, BUILD ON SKILLS AND KEEP THEM INSIDE YOUR STUDIO FOR MANY YEARS?

1 2 3 4 5 6 7 8 9 10

THE VARIETY OF CLASSES YOU HAVE FOR YOUR COMPETITION STUDENTS? DOES YOUR PROGRAM MEET AND EXCEED THE EXPECTATIONS OF YOUR PARENTS AND STUDENTS? ARE THEY GETTING THE BEST POSSIBLE TRAINING AT YOUR STUDIO OUT OF ALL THE OTHER STUDIOS IN YOUR AREA?

1 2 3 4 5 6 7 8 9 10

THE FLOW OF YOUR SCHEDULE? DOES YOUR SCHEDULE PROMOTE AND ENCOURAGE YOUR EXISTING STUDENTS TO TAKE MORE CLASSES? EG: YOU HAVE THE SAME AGE GROUP ONE EVENING WITH A BUNCH OF CLASSES THEY CAN DO ONE AFTER THE OTHER?

1 2 3 4 5 6 7 8 9 10

THE AMOUNT OF TIME YOU'RE SPENDING ON MAKING YOUR PROGRAM THE BEST IT COULD BE? ARE YOU WORKING WITH YOUR TEACHERS TO ENSURE YOU'RE PROVIDING OUTSTANDING TRAINING?

1 2 3 4 5 6 7 8 9 10



THE AMOUNT OF TIME YOU'RE SPENDING ON DEVELOPING NEW PRODUCTS AND SERVICES FOR YOUR STUDENTS AND PARENTS? (YOU CAN ALSO LOOK AT THESE AS NEW REVENUE STREAMS.)

1 2 3 4 5 6 7 8 9 10

THE LIST OF ADDITIONAL SERVICES AND PRODUCTS YOU PROVIDE? ARE YOU OFFERING COMPLEMENTARY PRODUCTS AND SERVICES THAT ARE NEEDED?

1 2 3 4 5 6 7 8 9 10

IF THERE ARE ANY OTHER AREAS YOU WOULD LIKE TO INCLUDE IN THIS SECTION, PLEASE LIST THEM BELOW.

HOW WOULD YOU RATE THE OVERALL STRENGTH & PERFORMANCE OF YOUR CURRICULUM & PROGRAMS PILLAR?

1 2 3 4 5 6 7 8 9 10

HOW IMPORTANT WILL IT BE FOR YOU TO FOCUS ON THIS AREA OF YOUR BUSINESS OVER THE NEXT 90 DAYS?

VERY IMPORTANT		SOMEWHAT IMPORTANT			OVERALL SCORE		/ 90
MILDLY IMPORTANT		NOT IMPORTANT					

TOP 5 THINGS YOU WANT TO FOCUS ON OVER THE NEXT 12 MONTHS:

-
-
-
-
-



YOU & YOUR TEAM

You've heard me say before that your people (teachers and office staff) are one of the biggest assets you have inside your business. By now you know that you can't build your dream dance studio on your own hence it's crucial you have the right people in the right roles.

ON A SCALE OF 1-10 HOW WOULD YOU RATE... (10 MEANING OUT-OF-THIS-WORLD AMAZING)

THE ENERGY AND EXCITEMENT YOU HAVE TO WAKE UP EACH MORNING AND GET TO WORK ON DRIVING YOUR STUDIO FORWARD?

1 2 3 4 5 6 7 8 9 10 ☐

YOUR CLARITY FOR WHY YOU DO WHAT YOU DO?

1 2 3 4 5 6 7 8 9 10 ☐

THE VISION, MISSION AND VALUES YOU HAVE FOR THE STUDIO? ARE THESE CLEARLY ARTICULATED IN WRITING?

1 2 3 4 5 6 7 8 9 10 ☐

YOUR TEACHERS' AND OFFICE STAFF'S UNDERSTANDING OF WHERE THE BUSINESS IS HEADED? HAVE YOU SHARED YOUR VISION, MISSION, VALUES AND DREAMS WITH THEM AND DO YOU DO IT REGULARLY?

1 2 3 4 5 6 7 8 9 10 ☐

THE CULTURE WITHIN YOUR STUDIO WHEN IT COMES TO ALL YOUR STAFF?

1 2 3 4 5 6 7 8 9 10 ☐

YOUR FACULTY'S (TEACHERS) OVERALL PERFORMANCE? DO THEY TURN UP TO CLASS ON TIME, GIVE IT THEIR ALL, WORK TO DEADLINES ETC?

1 2 3 4 5 6 7 8 9 10 ☐

YOUR OFFICE STAFF'S OVERALL PERFORMANCE? ARE THEY EFFICIENT, EFFECTIVE AND PRODUCTIVE? ARE THEY TAKING A LOT OFF YOUR PLATE SO YOU CAN WORK ON THE BUSINESS?

1 2 3 4 5 6 7 8 9 10 ☐



YOUR EFFECTIVENESS AS A LEADER WITHIN THE STUDIO? ARE YOU MENTORING AND LEADING THE WAY FORWARD FOR YOUR TEAM? EG: TEAM MEETINGS, CHECK INS, REGULAR UPDATES, STAFF TRAINING ETC.

1 2 3 4 5 6 7 8 9 10

THE TIME YOU SPEND DEVELOPING YOUR LEADERSHIP STYLE - READING, ATTENDING WORKSHOPS ETC.

1 2 3 4 5 6 7 8 9 10

IF THERE ARE ANY OTHER AREAS YOU WOULD LIKE TO INCLUDE IN THIS SECTION, PLEASE LIST THEM BELOW.

HOW WOULD YOU RATE THE OVERALL STRENGTH AND PERFORMANCE OF YOUR TEAM PILLAR?

1 2 3 4 5 6 7 8 9 10

HOW IMPORTANT WILL IT BE FOR YOU TO FOCUS ON THIS AREA OF YOUR BUSINESS OVER THE NEXT 90 DAYS?

VERY IMPORTANT		SOMEWHAT IMPORTANT			OVERALL SCORE		/ 100
MILDLY IMPORTANT		NOT IMPORTANT					

TOP 5 THINGS YOU WANT TO FOCUS ON OVER THE NEXT 12 MONTHS:

-
-
-
-
-

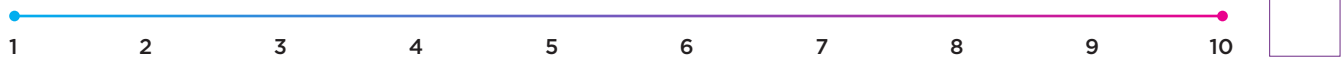


STUDENT ATTRACTION & RETENTION

Marketing does for your dance studio what oxygen does for human beings.... Keeps us alive and ideally thriving. It's no secret that sales and marketing go hand in hand inside your studio and as the CEO of your studio, you need to be focusing at least 40% of your time each week on this pillar of the business. Without focusing on bringing in constant new student leads, enrolling students, retaining them and offering them more to do inside your studio then your business is not where it could be and if that's the case, this plan is going to change that.

ON A SCALE OF 1-10 HOW WOULD YOU RATE... (10 MEANING OUT-OF-THIS-WORLD AMAZING)

YOUR NEW STUDENT LEAD GENERATION? ARE YOU BRINGING IN NEW STUDENT LEADS EACH DAY THROUGH YOUR WEBSITE, SOCIAL MEDIA, CONTENT, LOCAL BUSINESS PARTNERSHIPS ETC?



YOUR DISTRIBUTION CHANNELS FOR GETTING OUT YOUR MESSAGE TO YOUR LOCAL AREA? ARE YOU BEING SEEN IN ENOUGH PLACES?



YOUR ENROLLMENT PROCESS? HAVE YOU SYSTEMIZED THIS PROCESS AND HAVE IT UP AND RUNNING? IS IT THE SAME EACH TIME?



YOUR CONVERSION RATE? ONCE SOMEONE ENQUIRES ABOUT YOUR CLASSES HOW HAPPY ARE YOU WITH HOW MANY PEOPLE ARE BECOMING ENROLLED STUDENTS?



YOUR UPSELL AND CROSS-SELL PROCESS? ONCE YOU GET SOMEONE ENROLLED DO YOU HAVE A SYSTEM TO GET THEM DOING MORE AT YOUR STUDIO?



YOUR RETENTION PROCESS? HAVE YOU IMPLEMENTED THE 6 WEEK EMAIL ONBOARDING PROCESS AND DO YOU HAVE AT LEAST 3 RETENTION SYSTEMS IN PLACE FOR DURING THE YEAR? EG: SOCIAL EVENTS ETC.





THE WORD OF MOUTH CUSTOMERS YOU RECEIVE AND YOUR REFERRAL PROGRAM INSIDE YOUR STUDIO?



YOUR UNDERSTANDING OF YOUR IDEAL CUSTOMERS? DO YOU HAVE A CLEAR AVATAR OF EACH PERSON YOU WANT TO BRING INTO YOUR BUSINESS? EG: IDEAL RECREATIONAL PARENT AVATAR ETC?



YOUR POSITION IN THE MARKET? ARE YOU SEEN AS THE GO-TO STUDIO IN YOUR LOCAL AREA?



YOUR ABILITY TO STAND OUT FROM THE REST OF THE STUDIOS IN YOUR AREA BECAUSE YOU HAVE A DIALED-IN MARKETING MESSAGE THAT SPEAKS DIRECTLY TO YOUR IDEAL STUDENTS AND PARENTS?



YOUR CUSTOMER SERVICE EXPERIENCE? ARE YOU AND YOUR TEAM GETTING BACK TO ENQUIRIES, ANSWERING CUSTOMER QUESTIONS AND KEEPING THEM IN THE LOOP WITH WHAT'S GOING ON? THINK ABOUT WHAT YOUR CUSTOMERS WOULD SAY ABOUT YOUR SERVICE AT A DINNER PARTY.



IF THERE ARE ANY OTHER AREAS YOU WOULD LIKE TO INCLUDE IN THIS SECTION, PLEASE LIST THEM BELOW.

HOW WOULD YOU RATE THE OVERALL PERFORMANCE OF YOUR STUDENT ATTRACTION AND RETENTION PILLAR?





HOW IMPORTANT WILL IT BE FOR YOU TO FOCUS ON THIS AREA OF YOUR BUSINESS OVER THE NEXT 90 DAYS?

VERY IMPORTANT	☐	SOMEWHAT IMPORTANT	☐		OVERALL SCORE	☐	/ 120
MILDLY IMPORTANT	☐	NOT IMPORTANT	☐				

TOP 5 THINGS YOU WANT TO FOCUS ON OVER THE NEXT 12 MONTHS:

1.
2.
3.
4.
5.

OPERATIONS & EXECUTION

While creating systems and support structures is not the most creative aspect of running a dance studio they are crucial for any studio owner who wants to scale their business. It's impossible to take a studio from 200 to 600 to 1000 students without core structures being put in place around administration, outsourcing, communication, meetings, hiring, project management etc. Let's take a look at how your studio currently ranks when it comes to operations.

ON A SCALE OF 1-10 HOW WOULD YOU RATE... (10 MEANING OUT-OF-THIS-WORLD AMAZING)

OVERALL EFFICIENCY, EFFECTIVENESS AND PRODUCTIVITY OF THE RUNNING OF YOUR STUDIO?

1 2 3 4 5 6 7 8 9 10 ☐

THE REGULARITY OF YOU AND YOUR TEAM CREATING, UPDATING AND STICKING TO SYSTEMS INSIDE YOUR STUDIO? EG: SYSTEMS ARE BEING CREATED EVERY WEEK.

1 2 3 4 5 6 7 8 9 10 ☐



YOUR UPTAKE AND INTEGRATION OF USING TECHNOLOGY (SOFTWARE) TO HELP YOU MANAGE AND MOVE YOUR STUDIO FORWARD? EG: USING SLACK AND ASANA WITH YOUR TEAM, EMAIL MARKETING SOFTWARE ETC.



YOUR ELECTRONIC FILING SYSTEMS INSIDE YOUR STUDIO? ARE YOU USING EITHER DROP-BOX OR GOOGLE DRIVE TO HOUSE ALL YOUR DOCUMENTS TO MAKE FINDING FILES EASY AND TIME EFFECTIVE?



YOUR INTERNAL COMMUNICATIONS? DO YOU HAVE A STREAMLINED SYSTEMS FOR COMMUNICATING WITH YOUR TEACHERS AND OFFICE STAFF? EG: FACEBOOK GROUP, SLACK AND ASANA?



YOUR ABILITY TO DELEGATE THE DAY TO DAY RUNNING OF THE STUDIO TO YOUR OFFICE STAFF?



THE PROCESS OF CREATING, PLANNING, EXECUTING AND MONITORING EACH PROJECT INSIDE YOUR STUDIO?



YOUR COMMITMENT TO REVIEWING PROJECTS AT LEAST WEEKLY INSIDE YOUR STUDIO EITHER ALONE OR WITH TEAM MEMBERS IF NEEDED?



YOUR ABILITY TO FOCUS ON ONE TASK FOR A CERTAIN AMOUNT OF TIME WITHOUT BEING DISTRACTED?



YOUR PERFORMANCE DURING THE DAY? ARE YOU WORKING ON HIGH VALUE TASKS TO MOVE THE BUSINESS FORWARD OR LOW VALUE?





THE WAY YOU SET UP YOUR DAY TO BE SUCCESSFUL? DO YOU HAVE HEALTHY HABITS OR LACK STRUCTURE?

1 2 3 4 5 6 7 8 9 10

IF THERE ARE ANY OTHER AREAS YOU WOULD LIKE TO INCLUDE IN THIS SECTION, PLEASE LIST THEM BELOW.

HOW WOULD YOU RATE THE OVERALL STRENGTH AND PERFORMANCE OF YOUR OPERATIONS AND EXECUTION PILLAR?

1 2 3 4 5 6 7 8 9 10

HOW IMPORTANT WILL IT BE FOR YOU TO FOCUS ON THIS AREA OF YOUR BUSINESS OVER THE NEXT 90 DAYS?

VERY IMPORTANT SOMEWHAT IMPORTANT | OVERALL SCORE / 120

MILDLY IMPORTANT NOT IMPORTANT

TOP 5 THINGS YOU WANT TO FOCUS ON OVER THE NEXT 12 MONTHS:

1.

2.

3.

4.

5.



FINANCES

Knowing exactly where our business is at financially is more than important, it's a must (not negotiable). Generally this pillar is also way down the bottom of our to do list as it doesn't naturally come easily for us to look at numbers, understand them and then make decisions based on what the dollars (or pounds) are telling us.

Although you're probably heavily weighted in the right brain stuff (getting your creativity on) you can develop your left brain which is all about thinking analytically (this is where the numbers come in).

Let's get you planning for profit over the next 90 days.

YOUR LAST 12 MONTHS IN BUSINESS

TOTAL REVENUE OVER THE LAST 12 MONTHS:

TOTAL EXPENSES OVER THE LAST 12 MONTHS:

TOTAL PROFIT OVER THE LAST 12 MONTHS:

YOUR LAST 90 DAYS IN BUSINESS

TOTAL REVENUE OVER THE LAST 90 DAYS:

TOTAL EXPENSES OVER THE LAST 90 DAYS:

TOTAL PROFIT OVER THE LAST 90 DAYS:

YOUR FINANCIAL TEAM

DO YOU HAVE AN OFFICE MANAGER WHO LOOKS AFTER THE DAY TO DAY FINANCES IN YOUR BUSINESS (ACCOUNTS PAYABLE AND RECEIVABLE)? ☐ YES ☐ NO

DO YOU USE ACCOUNTING SOFTWARE? ☐ YES ☐ NO

DO YOU USE STUDIO SOFTWARE? ☐ YES ☐ NO

DO YOU HAVE A BOOKKEEPER? ☐ YES ☐ NO

HAVE YOU IMPLEMENTED AN AUTOPAY SYSTEM? ☐ YES ☐ NO

DO YOU HAVE AN ACCOUNTANT (YEARLY ACCOUNTS AND TAX)? ☐ YES ☐ NO

DO YOU HAVE A CFO IN YOUR BUSINESS? ☐ YES ☐ NO



ON A SCALE OF 1-10 HOW WOULD YOU RATE... (10 MEANING OUT-OF-THIS-WORLD AMAZING)

YOUR CLASS FEE STRUCTURE WITHIN YOUR STUDIO? ARE YOU HAPPY WITH WHAT YOU CHARGE (VALUE FOR THE CUSTOMER AND PROFIT FOR YOU)?

1 2 3 4 5 6 7 8 9 10

YOUR PROFIT WITHIN YOUR STUDIO?

1 2 3 4 5 6 7 8 9 10

YOUR EXPENSES WITHIN YOUR STUDIO?

1 2 3 4 5 6 7 8 9 10

THE ACCURACY OF YOUR BOOK WORK THAT GETS COMPLETED EACH MONTH?

1 2 3 4 5 6 7 8 9 10

YOUR RELATIONSHIP WITH YOUR ACCOUNTANT? ARE YOU HAVING QUARTERLY MEETINGS ABOUT HOW THE STUDIO'S PERFORMING, PREPARING FOR TAX ETC?

1 2 3 4 5 6 7 8 9 10

THE ACCOUNTS RECEIVABLE IN YOUR BUSINESS?

1 2 3 4 5 6 7 8 9 10

THE ACCOUNTS PAYABLE IN YOUR BUSINESS?

1 2 3 4 5 6 7 8 9 10

THE CASH FLOW WITHIN YOUR BUSINESS?

1 2 3 4 5 6 7 8 9 10

YOUR PLANNING AND FORECASTING AROUND YOUR BUSINESS? EG: BUDGETS AND PROJECTIONS IN PLACE.

1 2 3 4 5 6 7 8 9 10



IF THERE ARE ANY OTHER AREAS YOU WOULD LIKE TO INCLUDE IN THIS FINANCES SECTION, PLEASE LIST THEM BELOW.

HOW WOULD YOU RATE THE OVERALL STRENGTH AND PERFORMANCE OF YOUR FINANCES PILLAR?

1

2

3

4

5

6

7

8

9

10

HOW IMPORTANT IS IT FOR YOU TO FOCUS ON THIS AREA OF YOUR BUSINESS OVER THE NEXT 90 DAYS?

VERY IMPORTANT

SOMEWHAT IMPORTANT

MILDLY IMPORTANT

NOT IMPORTANT

OVERALL SCORE / 100

TOP 5 THINGS YOU WANT TO FOCUS ON OVER THE NEXT 12 MONTHS:

1.

2.

3.

4.

5.



YOUR TOTAL STUDIO SUCCESS SCORE IS

/ 530

AFTER COMPLETING YOUR STUDIO SUCCESS PLAN ARE THERE ANY LIGHT BULBS THAT SWITCHED ON FOR YOU? ANY ISSUES OR CHALLENGES THAT NEED ADDRESSING OR SUCCESSES YOU DIDN'T REALIZE YOU HAD?

