



FREEDOM



GOAL SETTING

Week Six





YOUR 3 YEAR VISION

CLICK HERE TO WATCH THE 3 YEAR VISION
TRAINING WITH CLINT

CLICK HERE

FULL NAME:

DATE:

(3 YEARS FROM TODAY)

1. I WALK INTO MY DANCE STUDIO AND I SEE:

2. I WALK INTO MY DANCE STUDIO AND I HEAR:

3. EACH WEEK WE WELCOME NEW FAMILIES INTO OUR STUDIO. THESE ARE MY IDEAL
CUSTOMERS BECAUSE:



4. AS I READ THROUGH OUR CUSTOMER SURVEYS AND RECEIVE FEEDBACK FROM OUR 90 DAY CUSTOMER CALLS, I READ AND HEAR STATEMENTS ABOUT OUR STUDIO THAT INCLUDE:

5. MY ROLE AS THE CEO OF THE STUDIO INCLUDES ME WORKING ON ONLY THINGS THAT ARE ON MY ZONE OF GENIUS. I'M WORKING ON:

6. EVERY TIME I RECRUIT FOR NEW TEACHERS AND OFFICE STAFF WE GET APPLICATIONS FROM PEOPLE WHO:

7. WHEN I'M NOT AROUND, I LOVE WHAT OUR TEAM IS SAYING ABOUT WORKING FOR MY STUDIO. I'M HEARING THINGS LIKE:



8. MY TEAM WORKS AS ONE AND IS AN INCREDIBLE SUPPORT NETWORK FOR EACH OTHER AND MYSELF AS THE LEADER. MY AMAZING TEAM IS MADE UP OF:

9. OUR MARKETING AND BRAND STAND OUT FROM THE CROWD AND POSITIONS US AS THE GO-TO STUDIO BECAUSE WE:

10. OUR REVENUE AND PROFIT IS VERY HEALTHY. WE ACHIEVED:

REVENUE:

PROFIT:





YOUR STUDIO SUCCESS PLAN

**CLICK HERE TO WATCH YOUR STUDIO
SUCCESS PLAN TRAINING WITH CLINT**

CLICK HERE

MAPPING OUT YOUR SUCCESS BLUEPRINT

Any time 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.

Here in the Inner Circle we are all about ACCOUNTABILITY. It's important for us to

complete and follow through with you in your 90-Day Plans so that you can optimize your productivity, your impact and your growth. 90-Day Plans work when they are done right, and this is all about achieving 12 months worth of 'work' every quarter using our smart planning system.

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, E.G. BIRTHDAY PARTIES, PRIVATE LESSONS, ETC.



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 PROVEN STRUCTURED PROGRAM THAT FOCUSES ON ENGAGEMENT, SKILL PROGRESSION AND RETENTION?



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?



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



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?



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?



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





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.



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



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?



HOW IMPORTANT WILL IT BE 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 /

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

- 1.
- 2.
- 3.
- 4.
- 5.



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?



YOUR CLARITY FOR WHY YOU DO WHAT YOU DO?



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



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?



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



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



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?





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.



THE TIME YOU SPEND DEVELOPING YOUR LEADERSHIP STYLE? BEING PART OF THE INNER CIRCLE IS ONE OF THEM, READING, ATTENDING WORKSHOPS ETC.



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?



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

VERY IMPORTANT SOMEWHAT IMPORTANT
MILDLY IMPORTANT NOT IMPORTANT

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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 new student leads, enrolling students, retaining them and offering them more to do inside your studio, 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 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 DURING THE YEAR? EG. SOCIAL EVENTS, ETC.





THE WORD-OF-MOUTH CUSTOMERS YOU RECEIVE AND YOUR REFERRAL PROGRAM YOU HAVE 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?

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MILDLY IMPORTANT NOT IMPORTANT

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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 RUNNING YOUR STUDIO?



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





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 SYSTEM 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?





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



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?



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

VERY IMPORTANT SOMEWHAT IMPORTANT
MILDLY IMPORTANT NOT IMPORTANT

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FINANCES

Knowing exactly where our business is at financially is more than important, it's a must (not negotiable). Generally this pillar doesn't 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 your right-brain (getting your creativity on) you can develop your left-brain which is all about thinking analytically (this is where the numbers come in).

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)? DO YES NO

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)?



YOUR PROFIT WITHIN YOUR STUDIO?



YOUR EXPENSES WITHIN YOUR STUDIO?



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



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



THE ACCOUNTS RECEIVABLE IN YOUR BUSINESS?



THE ACCOUNTS PAYABLE IN YOUR BUSINESS?



THE CASH FLOW WITHIN YOUR BUSINESS?



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





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?



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

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

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YOUR TOTAL STUDIO SUCCESS SCORE IS



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?

WRAPPING IT UP

Congratulations on getting through this exercise. You can see how insightful and helpful it is to really dive in deep to get an overall understanding of where your business is at and more importantly where you want it to head over the next 12 months.

This document will act as our foundation on which we will build your thriving studio! You'll do this exercise every 90 days and during the 3 months it's going to keep you on track, focused and achieving your goals like never before.

I'm looking forward to working with you on taking you to this next level!

Clint

