

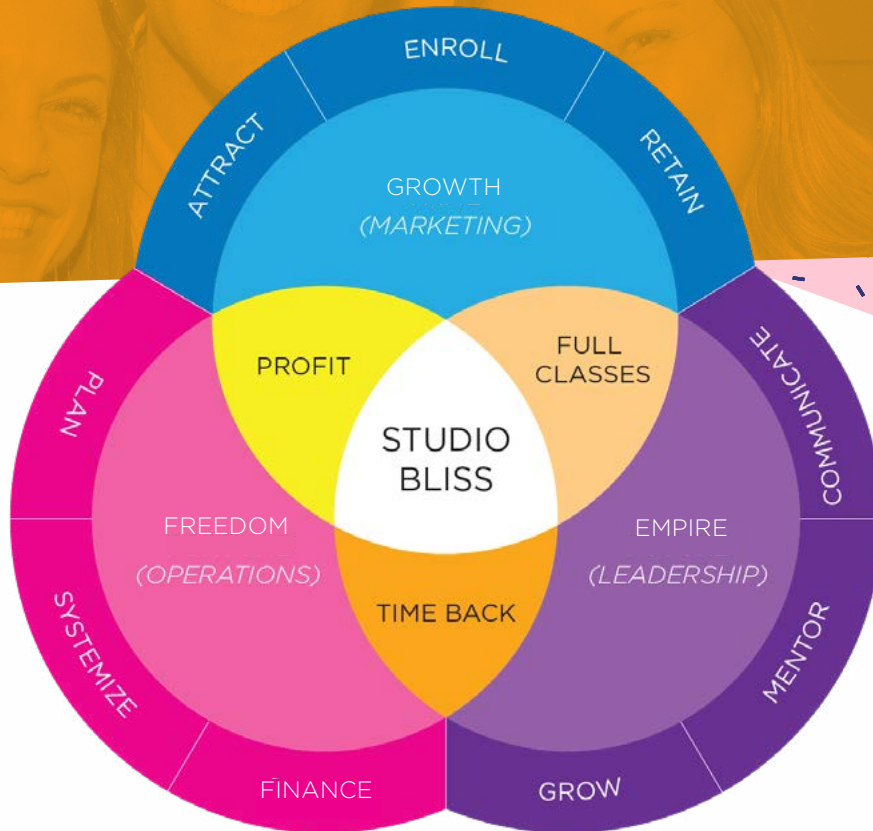


90 DAY DEEP DIVE





90 DAY REFLECTION



What goals did you achieve over the past 90 days?

Growth

Freedom

Empire



What activities, projects and programs worked well over the last 90 days?

Growth

Freedom

Empire

What could you improve? What would you have done differently?

Growth

Freedom

Empire



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.

[CLICK HERE FOR YOUR ELECTRONIC VERSION OF THE
STUDIO SUCCESS SCORECARD ON SCOREAPP.COM](#)

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

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?



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?



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 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?



THE CONSISTENCY WITH WHICH YOU PROVIDE A FEEDBACK COMPONENT TO ALL CLASSES



HOW WOULD YOU RATE THE OVERALL STRENGTH AND PERFORMANCE OF YOUR CLASS CURRICULUM AND 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

100

TOP 2 THINGS YOU WANT TO FOCUS ON OVER THE NEXT 90 DAYS:

1.

2.



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 - READING, ATTENDING WORKSHOPS ETC.



YOUR ENTIRE STAFF KNOWS THEIR POTENTIAL CAREER PATH IN YOUR STUDIO?
(IE - YOU HAVE A STAFF RETENTION PLAN)



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

OVERALL SCORE

110

TOP 2 THINGS YOU WANT TO FOCUS ON OVER THE NEXT 90 DAYS:

1.

2.



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 INQUIRES 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 TEAM (TEACHERS AND OFFICE STAFF) ARE TRAINED AND FAMILIAR WITH YOUR ENROLLMENT PROCESS?



YOUR CUSTOMER SERVICE EXPERIENCE? ARE YOU AND YOUR TEAM GETTING BACK TO INQUIRIES, 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.



HOW WOULD YOU RATE THE OVERALL STRENGTH AND 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

MILDLY IMPORTANT

NOT IMPORTANT

OVERALL SCORE

130

TOP 2 THINGS YOU WANT TO FOCUS ON OVER THE NEXT 90 DAYS:

1.

2.

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 you're 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?



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 STREAMLINED SYSTEMS FOR COMMUNICATING WITH YOUR TEACHERS AND OFFICE STAFF? EG: FACEBOOK GROUP, SLACK AND ASANA?



YOU HAVE REGULARLY SCHEDULED STAFF MEETINGS (WEEKLY, MONTHLY OR QUARTERLY)?



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?



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

OVERALL SCORE

130

TOP 2 THINGS YOU WANT TO FOCUS ON OVER THE NEXT 90 DAYS:

1.

2.



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 at the bottom of our to do list as it doesn't come naturally 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 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 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



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.





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

OVERALL SCORE

100

TOP 2 THINGS YOU WANT TO FOCUS ON OVER THE NEXT 90 DAYS:

1.

2.



YOUR TOTAL STUDIO SUCCESS SCORE IS

570

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?





90 DAY PLAN

DATES

TO

THEME WORD



GROWTH GOALS

ATTRACT

PRIORITY

ENROLL

PRIORITY

RETAIN

PRIORITY

FREEDOM GOALS

PLAN

PRIORITY

SYSTEMIZE

PRIORITY

FINANCE

PRIORITY

EMPIRE GOALS

GROW

PRIORITY

MENTOR

PRIORITY

COMMUNICATE

PRIORITY

THE BIG 3

SMART GOAL #1

GOOD

AWESOME

KIOTP

ACHIEVE BY:

SMART GOAL #2

GOOD

AWESOME

KIOTP

ACHIEVE BY:

SMART GOAL #3

GOOD

AWESOME

KIOTP

ACHIEVE BY:



RESOURCES

OPERATIONS / EXECUTION

- Asana tutorial - [click here](#)
- Trello Tutorial - [click here](#)
- Re-opening Roundtable - [click here](#)
- Time-Management Pro Class with Neen James - [click here](#)
- Automation Workshop - [click here](#)
- Fiverr - [click here](#)
- Active Campaign Tutorial - [click here](#)
- iStock Stock Images - [click here](#)
- Project Management Video Training - [click here](#)
- Project Management Templates - [click here](#)
- Canva (graphic design site) - [click here](#)
- Communication Supershare with Annie Thistle - [click here](#)

YOU & YOUR TEAM

- Hiring Funnel - [click here](#)
- Org chart - [click here](#)
- Where to find great teachers - [click here](#)
- Teacher Recruitment - [click here](#)
- Staff Dismissal Process - [click here](#)
- Team Onboarding System - [click here](#)
- Leadership Training 1 - [click here](#)
- Leadership Training 2 - [click here](#)
- Job Description - [click here](#)
- Michel Falcon Retreat Session (culture) - [click here](#)
- Plies To Profits Podcast - Delegation / Empowerment - [click here](#)

FINANCE

- Introduction to Profit First with Shannon Simmons - [click here](#)
- Finance Model - [click here](#)

- Pricing Office Hours with Hillary - [click here](#)
- Class Capacity Forecast - [click here](#)

STUDENT ATTRACTION & RETENTION

- Student Attraction / Marketing training - [click here](#)
- 11 Step Enrollment Process - [click here](#)
- Marketing Training - [click here](#)
- Studio Growth Masterclass - Onboarding (Amanda and Lisette) - [click here](#)
- 6-Week Onboarding System - [click here](#)
- Facebook Ads Training - [click here](#)
- Customer Journey Training - [click here](#)

CLASS CURRICULUM & PROGRAMMING

- Performance Team Podcast - [click here](#)
- Stacy Tuschl Retreat Session - [click here](#)
- Prestige Dance Supershare - [click here](#) (video) and [click here](#) (presentation)
- Preschool Programming Supershares - [click here](#)

INNER CIRCLE PLANNING

- IC Google Calendar - [click here](#)
- 90 Day Plan with Clint - [click here](#)
- Book a Momentum Call - [click here](#)
- IC Facebook Group - [click here](#)

HANDBOOKS

- 1/ Teacher / Faculty - [click here](#)
- 2/ Parent / Student - [click here](#)
- 3/ Recital - [click here](#)
- 4/ Covid Re-Opening Handbook - [click here](#)
- 5/ Virtual Studio Handbook - [click here](#)

