



WELCOME PACKS



Introduction

A well-designed Welcome Pack for your dance studio creates a positive, inclusive environment and fosters a sense of belonging. It goes beyond providing information, serving as a reflection of your studio's values and commitment to exceptional customer service. Offering a personalized package to new students makes them feel valued and is a positive first impression that sets the tone for their entire dance journey, building a strong foundation for long-term engagement and loyalty.

Special thanks to Shannon Westveer, Annie Thistle, Hillary Parnell, Tanya Neary, Alisa Finney, Angela Mannella-Hoffman, and Heather Buelow for their contributions to this workbook!

At the end of the masterclass, you will be able to:

- Design and create a personalized Welcome Pack that reflects your dance studio's values
- Implement strategies and systems to streamline the Welcome Pack process
- Tailor your Welcome Pack to different age groups and dance styles

Top 3 Benefits of Using the Inner Circle Welcome Pack System

- **Enhanced Student Experience:** The Inner Circle Welcome Pack System elevates the student experience by providing a comprehensive and personalized package to new students joining your dance studio.
- **Increased Retention and Loyalty:** The Inner Circle Welcome Pack System serves as a powerful retention tool, fostering a strong connection between students and your dance studio.
- **Strong Studio Branding and Promotion:** The Inner Circle Welcome Pack System provides an opportunity to showcase your studio's brand and promote your services effectively.

Things to Consider Before Implementing this System

- **Budget Allocation:** Before implementing the Inner Circle Welcome Pack System, consider the costs associated with designing, purchasing, and assembling the Welcome Packs, as well as ongoing expenses for replenishing supplies.
- **Studio Capacity and Resources:** Evaluate your studio's capacity and resources to implement the Welcome Pack System effectively. Consider the time, staff, and space required to design, assemble, and distribute the packs to new students.

- **Customization and Personalization:** Reflect on the level of customization and personalization you want to offer in your Welcome Packs. Consider the demographics of your students, their age groups, and the dance styles they are enrolled in.
- **Sustainability and Environmental Impact:** Consider the environmental impact of the Welcome Pack System. Evaluate the materials used, such as packaging, coloring pages, or promotional items, and explore eco-friendly alternatives.

In this workbook you will find resources and templates for the following items in your Welcome Pack:

- ✓ Customer Journey Map
- ✓ Welcome Letter
- ✓ Dress Code
- ✓ Helpful Tips Handout
- ✓ Referral Card
- ✓ Coloring Pages
- ✓ Merchandise
- ✓ Gifts

Sample Welcome Box



The Customer Journey Map

The Journey Map is a visual representation or roadmap that outlines the various stages, milestones, and programs students can participate in over time at your studio. This not only helps to manage their expectations but also instills a sense of excitement and anticipation. Ultimately, it plants the seed for longevity at your studio, which would increase the lifetime value of that customer.

Steps For Creating Your Customer Journey Map

1. **Define program milestones:** Start by identifying the key programs or stages that a child can progress through in your dance studio. This could be broken down by:
 - Class Level
 - Dance Styles Options
 - Programs (rec, competition, company, etc.)
2. **Visualize the journey:** Create a visual representation of the customer journey through the form of a timeline or a flowchart. Include descriptions and graphics that highlight the unique aspects of each program, such as:
 - Dance styles
 - Performance opportunities
 - Prerequisites
 - Entry-Exams
 - Any other relevant information

Ensure that the map is easy to understand and visually appealing for the customer.

3. **Provide additional information:** Feel free to include supplementary information about each program. This could be in the form of brochures, flyers, or digital content that provides detailed descriptions, benefits, etc. You could also place a QR code on each part of the customer journey that leads them to a webpage with additional info on the program.

TIP: Consider if you need multiple Customer Journey Maps for students of varying ages. A new pre-teen or teen dancer entering the program may prefer a condensed version that doesn't include the early childhood programming.

Here are some sample Journey Maps from inside the Inner Circle:



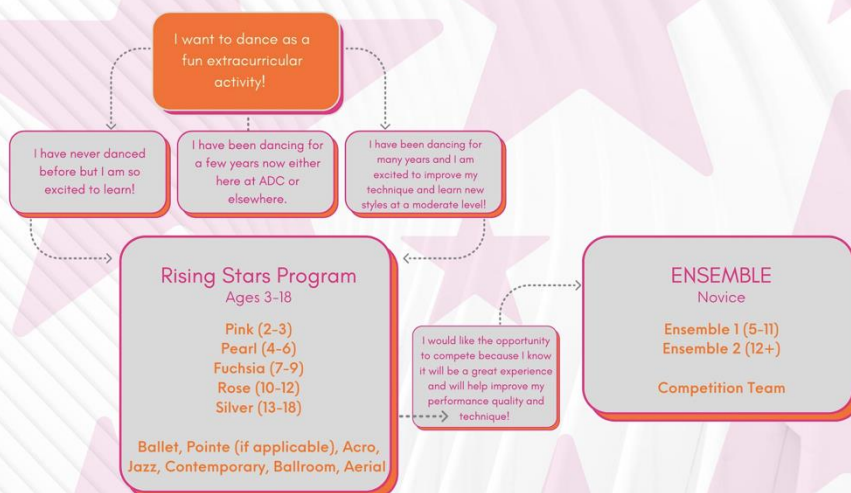
A DANCER'S JOURNEY

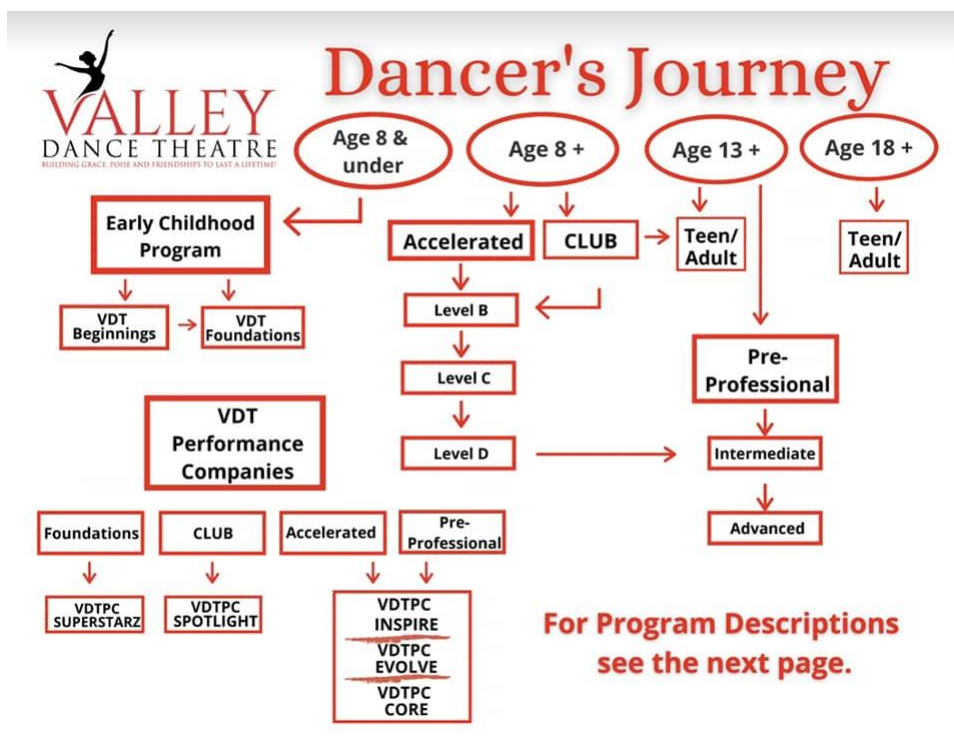
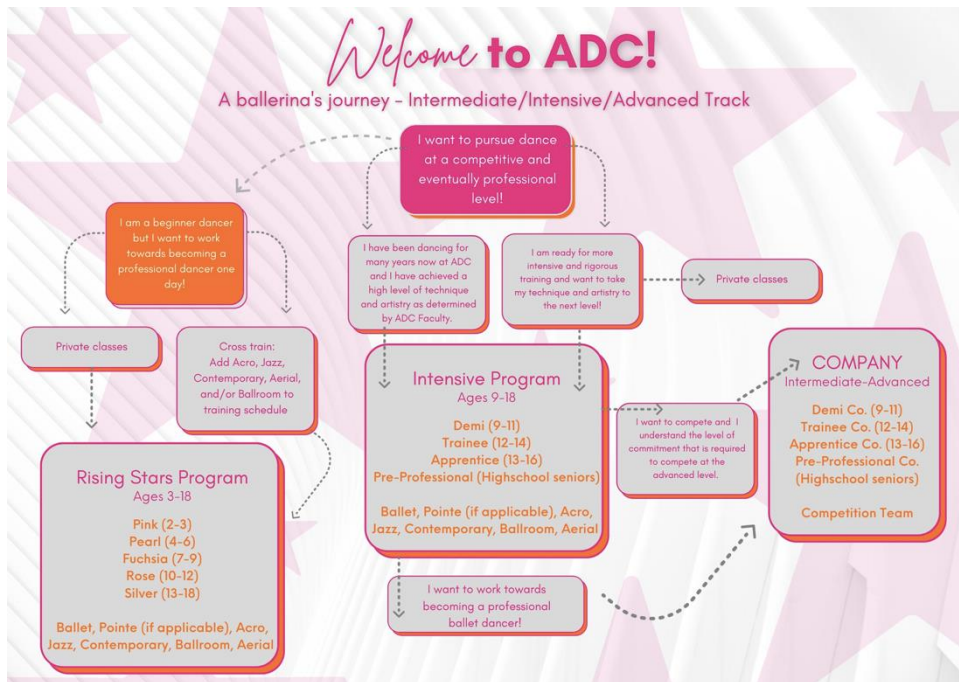


Register now at
www.UnboundDanceStudio.com

Welcome to ADC!

A ballerina's journey - Beginner/Moderate Track





Welcome Letter

A welcome letter serves as an essential introduction and overview of your dance studio, providing vital information that sets the tone for a positive and inclusive experience. It acts as a warm invitation, ensuring that new students feel welcomed, informed, and excited about their dance education.

Key points to include in your welcome letter

1. Introduction and Studio Philosophy
2. Class Schedule and Registration Information
3. Options for Additional Classes to Take
4. Studio Policies and Expectations
5. Communication Channels

Try to keep your letter short and concise. It might be easier to separate some of these items into their own separate documents, but again, try to be concise. You don't want to overwhelm the families.

Sample Welcome Letter

Dear [Student's Name] and Family,

Welcome to [Dance Studio Name]! We're thrilled to have you join our dance family on this exciting journey of rhythm, creativity, and endless possibilities. Thank you for choosing us as your dance home. Get ready to shine!

At [Dance Studio Name], we believe dance inspires self-expression, builds confidence, and fosters lifelong friendships. Our dedicated instructors create an inclusive and nurturing environment for dancers of all ages and skill levels to thrive.

Here's the essential information to kickstart your dance journey:

1. **Class Schedule:** Inside this welcome pack, you'll find the detailed schedule. Contact us at [Email Address] to try or register for additional classes.
2. **Studio Policies:** Please review our policies on attendance, punctuality, behavior, and safety guidelines to ensure a safe and enjoyable experience.
3. **Studio Dress Code:** Check our dress code guidelines for appropriate dancewear. We offer recommendations on where to purchase required attire.

Stay connected through our social media platforms for updates. For any questions or concerns, reach out to our friendly staff at [Email Address].

Thank you for choosing [Dance Studio Name]. We're excited to have you join our dance family, witness your growth, and celebrate your achievements.

Get ready for cherished memories, lifelong friendships, and the joy of dance!

Warm regards,

[Your Name]

[Title/Role]

[Dance Studio Name]

TIP: Be sure to also include a page with key dates for this year including dates for:

- *Pictures*
- *Recital*
- *Dress Rehearsal*
- *Competitions*

Dress Code

A Studio Dress Code is equally important as it establishes a sense of professionalism, unity, and discipline within your dance studio. It outlines the appropriate attire and grooming standards for dancers, ensuring a consistent and cohesive look while promoting safety and functionality during classes and performances.

Key items to include in your dress code

- Required dancewear for each dance style and level
- Guidance on where to purchase the recommended dancewear
- Hairstyle guidelines
- Notes about jewelry and gum

Sample studio dress code

As we strive to create a cohesive and professional atmosphere within our dance studio, we have established a uniform and dress code that reflects our commitment to excellence. Please take a moment to review the following guidelines:

Required Dancewear:

- All dancers are required to wear the designated studio uniform during classes and performances. This includes the specified leotard, tights, and any additional items as outlined by your instructor.
- Below are examples of required dancewear based on each dance style:
 - Ballet: Studio leotard or white shirt, ballet tights, and ballet shoes.
 - Jazz: Studio leotard or dance top, fitted dance shorts or leggings, and jazz shoes.
 - Tap: Studio leotard or dance top, dance shorts or leggings, and tap shoes.
 - Contemporary: Studio leotard or dance top, dance shorts or leggings, and bare feet or foot undies.
 - Hip Hop: Dance top or form-fitting shirt, dance shorts or leggings, and clean indoor sneakers with non-marking soles.

All required dancewear and studio-branded items can be purchased directly from our studio's dancewear shop.

TIP: A graphic that clearly depicts your dress code is a great way to help families purchase the right attire.

Sample Dress Code graphic



Helpful Tips Handout

For parents and guardians who are new to dance, they may be unsure how to support their child through their first dance class. Providing a simple handout can be a good way to educate them, so that they become rockstar families that you can depend on.

Sample Helpful Tips Handout

Helpful Tips for Parents of Preschool Dancers

We are so excited to have your child be part of the [insert studio name] family!

Please read through these tips whether your child is brand new, or a returning dancer just to refresh your memory.

Before Class:

Be prepared!

Please make sure your child has the correct dance shoes and clothing. We require NON-TIE ballet shoes. This helps our dancers and teachers not have to stop class to tie shoes. You can find out our other requirements in our Dress Code. All items are also available in our studio to purchase.

Build excitement!

On your way to class, explain to your child that they will have lots of fun and meet new friends! Remind them that you will be right outside the door and can watch them during the class.

Use the restroom.

Make sure your child uses 1 of the 3 restrooms we have before class. It is very distracting if your child needs to go to the bathroom during class. If they do, we will call you from the lobby and have you take your child to the bathroom. We will have you use a different bathroom than the one in the studio so it is not distracting to the other students.

Get ready for class!

The timing of your arrival directly affects how well your child will handle class. Please do not arrive too early, or too late! Parents and families are welcome into the lobby and are free to use our play space, get some coffee and relax. Please make sure your child is in the correct shoes and dancewear before using the play space.

During Class:

Allow the teachers to teach.

Please don't walk into the studio if your child is having a hard time. Your child will soon learn how to listen to the teacher, find their spot, get in line, and wait their turn. We know that this is a learning process for your child and that all children develop differently. It does not bother us if your child is having a harder time. If we do need you, we will bring your child out to you.

Relax and make friends!

Please enjoy a cup of coffee or tea and meet the other parents that are in your child's class. You have some time to yourself (finally) so take advantage of it and don't worry about your child in class. They're in good hands!

Don't worry if you can't see your child the entire time.

Parents will have the opportunity to watch the end of class at certain points in the year.

After Class:

Remind your child that you are proud of them!

Even if your child didn't have a "great" class, they will learn how to follow the directions.

They all learn at their own pace.

Please don't give up!

Tell them how excited you are to bring them back next week.

We are so excited to share the love of the arts with your child and can't wait to start this journey together!

Referral Cards

When people sign up for a dance class, they normally feel a lot of excitement and want to share their decision with others. You can channel this energy to help grow your studio through the power of referral cards!

Why you should include a referral card in your welcome pack

1. Easy Sharing: Referral cards provide a convenient way for your dancers and families to share information about your studio with others.
2. Incentives: You can consider offering incentives, such as discounts or rewards, to those who refer new students. This adds an extra element of motivation and appreciation for their support.
3. Targeted Marketing: Referral cards allow you to tap into your dancers' networks, reaching potential students who may be a great fit for your studio in terms of age, skill level, and dance style preferences.

Key information to include on your referral cards

In your welcome pack, you want to include a document explaining the referral and referral cards that they can pass out to friends and family

1. Studio name
2. Studio logo
3. Phone number
4. Email address
5. QR code or vanity link for dedicated landing page
6. Social media handles make it easy for potential new dancers and their families to get in touch.
7. Incentive details: Clearly communicate any incentives or rewards offered for successful referrals, so the referrers and potential new dancers know what they stand to gain.

Sample Referral Document

Refer a Friend!

Spread the Joy of Dance

[Include with the Referral Cards]

Hey there,

We're thrilled that you're part of our dance family and we hope you're enjoying every moment of your dance journey with us!

Why keep all the fun to yourself?

When you refer a friend to our studio, not only will they get to experience the magic of dance, but you'll also receive a special token of appreciation as a thank you from us.

Here's how it works:

1. Hand this referral card to a friend who might be interested in joining our dance family.
2. When your friend registers for classes and mentions your name, they'll receive a warm welcome and an exclusive offer of [Insert Offer].
3. As a thank you for your referral, we'll show our appreciation with [insert incentive details, such as a discount on tuition, free dancewear, or a special gift].

It's that simple!

By spreading the word about our studio, you help us build an even stronger dance community, filled with passion, support, and friendship.

Thank you for being part of our dance family and for sharing your love for dance with others!

Warm regards,

[Your Name]

[Title/Role]

[Dance Studio Name]

P.S. Have any questions or need more referral cards? Just ask our friendly staff, and they'll be more than happy to assist you. Let's make a difference together!

Sample Referral Card



FRIEND REFERRAL PROGRAM

THANK YOU FOR BEING A PART OF OUR DANCE FAMILY!

THROUGH OUR PROGRAMS AND MENTORING WE ARE INVESTED IN HELPING YOUR CHILD SUCCEED!

REFER A FRIEND TO COME TO ONE OF OUR TRIAL CLASSES,

YOU WILL RECEIVE A \$15 DISCOUNT ON YOUR TUITION FOR THE CURRENT MONTH.

IN ORDER FOR YOU TO RECEIVE CREDIT, YOUR FRIEND MUST LIST YOUR NAME AT TIME OF THE TRIAL CLASS REGISTRATION.

HERE'S A BONUS:
DURING THE MONTHS OF AUGUST - OCTOBER

EVERY FAMILY WITH A FRIEND WHO COMPLETES THE REGISTRATION PROCESS

INCLUDING TUITION AND REGISTRATION FEE, WILL ALSO BE ENTERED IN OUR

"REFER A FRIEND CAMPAIGN" \$25 GIFT CARD DRAWING

Branded Coloring Pages

Branded coloring pages keep your studio top of mind when the dancers are at home and serve as a reminder of the joyful moments they will experience during their time at your studio.

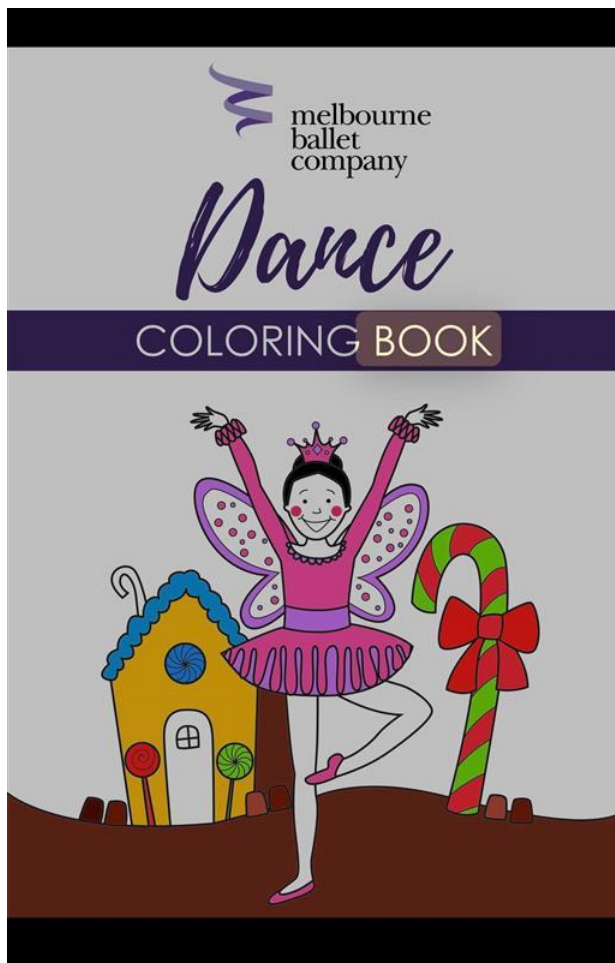
How To Utilize Branded Coloring Pages:

1. Choose Engaging Designs: Select coloring page designs that resonate with your dancers' interests and the overall theme of your studio. Consider incorporating elements such as dancers, costumes, or dance-inspired patterns.
2. Quality Printouts: Ensure that the coloring pages are printed on high-quality paper to provide a satisfying coloring experience for young artists.

3. Personalize When Possible: Consider leaving space on the coloring pages for dancers to write their names or add their own artistic touches, creating a sense of ownership and personalization.

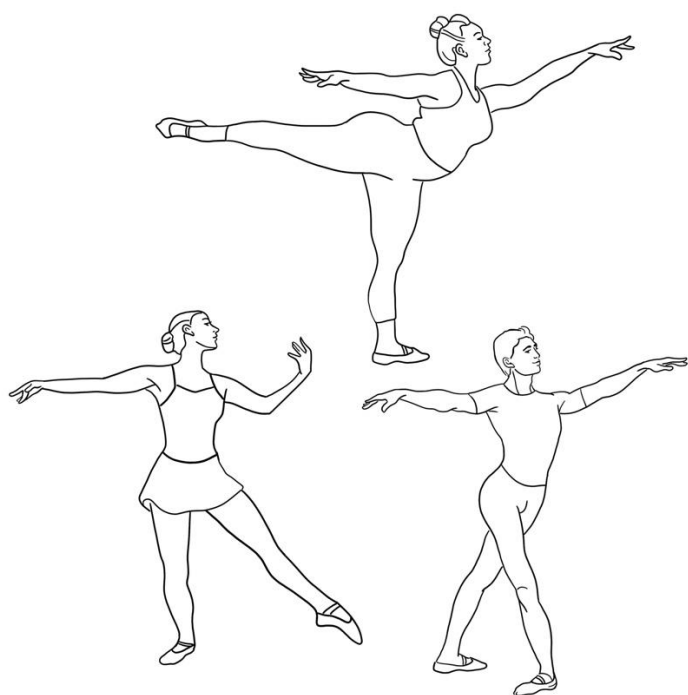
By including branded coloring pages in your welcome pack, you establish a connection to your studio that goes beyond the dance floor.

CAPTAIN TIP: “We give a cute dance colouring book to all under 8s that my VA made and we print locally and a packet of coloured pencils in a logo bag as a welcome gift, with some Melbourne Ballet Company stickers and a lollipop. The older kids get branded lip gloss, which they love!”



[Click here to access our IC Coloring bundle that you can brand and include in your welcome packs.](#)

[Click here for a team of graphic designers who can create a customer coloring bundle for you!](#)

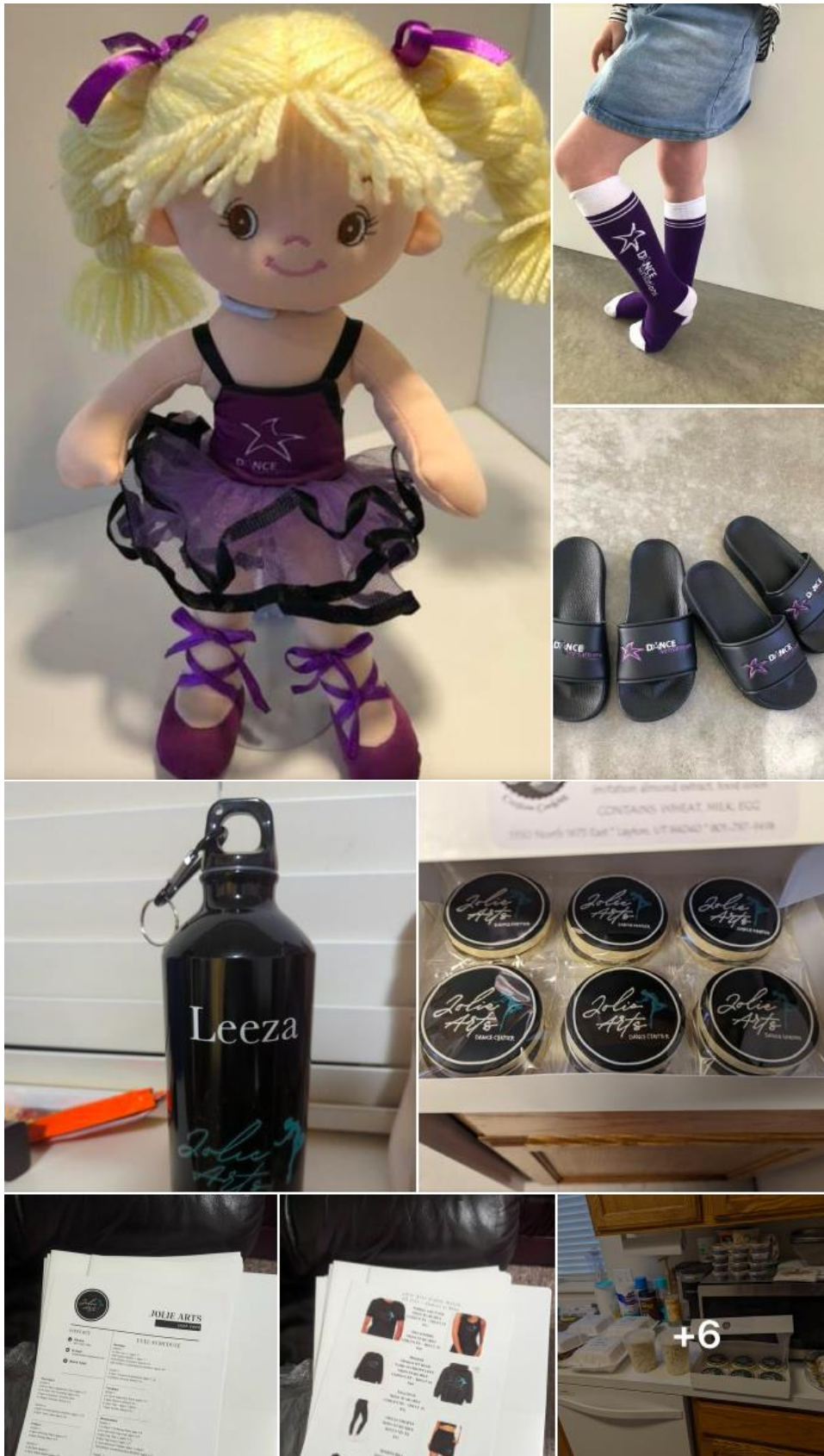


Welcome Gifts

By including a thoughtful welcome gift in your welcome pack, you set the stage for an extraordinary dance experience for your new dancers. It's a chance to create a lasting impression and demonstrate your dedication to their growth and happiness.

Ideas for Welcome Gifts:

- Keychains
- Hair ties
- Dance-themed jewelry
- Dance-themed books
- Motivational quotes poster
- Branded Apparel



IC Member Recommended Supplier List

- 🔗 Stardom - www.stardomdancecostumes.com
- 🔗 Aztec Graphics NJ - <http://www.aztecgraphics.com>
- 🔗 4Imprint Canada - <https://www.4imprint.ca/>
- 🔗 Shirt Supplier: <https://www.shirtsupplier.com>
- 🔗 Plie Promotions - <https://www.facebook.com/Pliepromotions/>
- 🔗 Bags - www.swtrading.net
- 🔗 Dance World Bazaar - <https://www.dawobaz.com/>

These suppliers offer a wide range of dancewear, shoes, costumes, accessories, and more, suitable for dance studios and dancers. Please note that it's always a good idea to compare prices and products from different suppliers to find the best options for your specific needs.

CAPTAIN TIP: "When a student registers for a class they get to pick a registration gift. We usually have 2-3 options for them and always one new one. I buy in bulk to bring the price down and I make sure this is recouped in my registration fee they pay. These are always branded (or very purple) so that they can feel the pride....and it's great advertising."

DSOA TEAM TIP: "For suppliers, I use Uprinting for boxes, sticker mule for stickers, alibaba for tutus and hair ties, discount mugs for bags!"

Branded Apparel

Branded studio merchandise serves as a powerful symbol of identity and belonging for your dancers. By offering merchandise adorned with your studio's logo or name, you create a strong sense of unity and pride within your dance community right from the start. It also adds an exciting and personal touch to the dancers' journey.

Ideas for Branded Studio Merchandise:

- T-shirts
- Hoodies
- Jackets
- Tote bags
- Water bottles
- Keychains
- Dancewear such as leotards, leggings, or warmups



IC Member Recommended Apparel Suppliers

- Discount Dance Supply - www.discountdance.com
- Dancewear Solutions - www.dancewearsolutions.com
- Revolution Dancewear - www.revolutiondance.com
- Dance Direct - www.dancedirect.com
- Dance America - www.dance-america.com
- The Line Up - www.thelineup.com
- Mirella - www.mirella-dance.com
- Just For Kix - www.justforkix.com
- Motionwear - www.motionwear.com
- Eurotard Dancewear - www.eurotard.com
- Dancewear Corner - www.dancewearcorner.com
- BDancewear - www.bdancewear.com
- Intermezzo - www.intermezzo-dancewear.com
- So Danca - www.sodanca.com

These suppliers offer a wide range of dancewear, shoes, costumes, accessories, and more, suitable for dance studios and dancers. Please note that it's always a good idea to compare prices and products from different suppliers to find the best options for your specific needs.

TIP: Make sure you budget for any gifts or apparel as part of the registration fee or class fee etc. Although this is positioned as a freebie, customers should be paying for it.



Other Things to Keep In Mind

- Ensure that each item in the Welcome Pack is well-designed, visually appealing, and consistent with the studio's branding.
- Determine the optimal time to distribute the Welcome Pack, such as during registration, orientation, or the first class. This should be the same timing for every new student.
- Decide on a studio script that teachers or staff follow when distributing welcome packs.
- Prepare the Welcome Packs in advance, ensuring that all items are properly organized and packaged.

Here are some wins IC members have had implementing Welcome Packs:

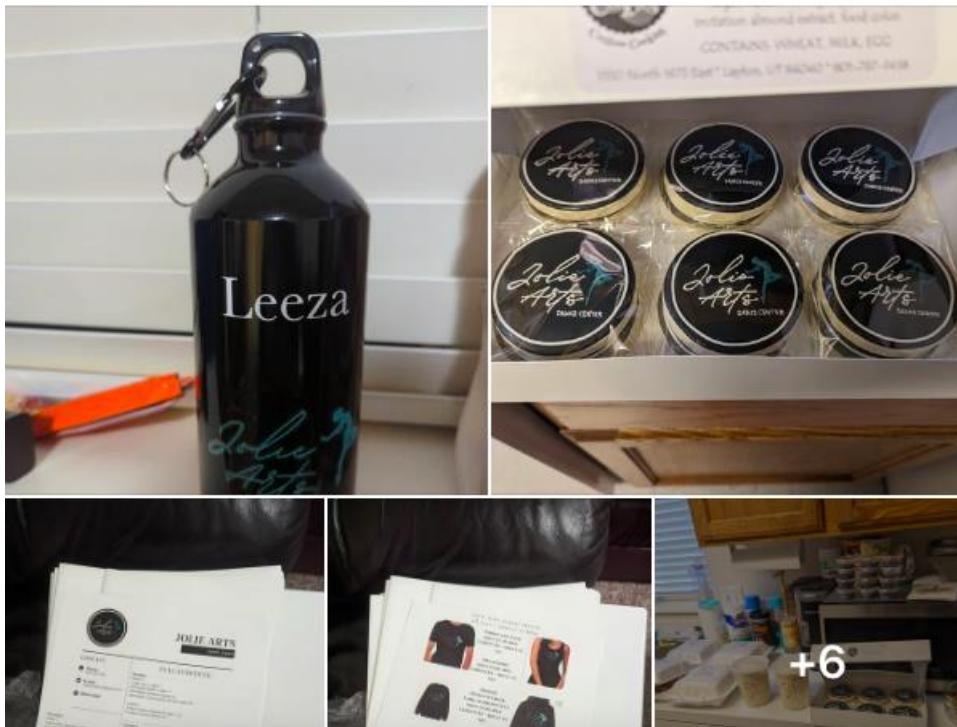


LeeZa Jolie

28 August 2022 · 🌍

(Win) Made our company and rec student Welcome packets, got our custom merch line live on our website, had a successful Staff Kick off retreat (granted hosted at my house due to a slew of silly nonsense but it worked!) AND have 8 trials scheduled - all before classes start Monday.

Finally feeling like I can breath a little and ready to have a great first week of the season!





Nicole Thate

1 July 2022 · 🌐

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[share] Thank you to all the people who share what they do at their studio. It inspires me to always strive for a better customer experience. I took a jump and raised my prices by quite a bit and was scared but no one even questioned it at all. I also presented all the add instructions we are doing like adding in SpotTV and becoming YPAD studio and fun holiday events just for our students as well as gift prizes.

Here's a welcome box that people got if they registered in the ... [See more](#)



Heather Jackson

1 September 2021 · 🌐

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[Win] One of my goals this year is the WOW factor for our dance families. This is the first wow moment of the dance season. Each brand new student to our studio receives a welcome box full of branded goodies at their doorstep. It is a part of our 11 step enrollment process with Kody. My front desk team is assigned the task in active campaign, they grab the box, weigh it, print off the label from stamps.com...and poof just like that we wow our families. Thank you [Tanya Neary](#) for the inspiration.



Feedback Link: dsoa.com/icfeedbackform