

DAY TWO

FAST **TRACK** *TO FULL CLASSES*

PERFECT ENROLLMENT PROCESS

TUESDAY, JANUARY 24TH

2023



ABOUT THE DSOA & MEET THE EXPERTS

ABOUT THE DSOA

The Dance Studio Owners Association (DSOA) is the largest community of dance studio owners in the world. The DSOA has helped over 35,000 dance studio owners grow their businesses, impact their local communities and improve the lives of over 800,000 children through their programs and services. DSOA has been honored with countless awards for its achievements including the American Business Awards Gold Stevie Award for Online Training and Silver Stevie Award for Business-to-Business Services.

The DSOA's Inner Circle membership is the highest level, expert-coaching program exclusively for dance studio owners. Likened to a business school for dance studio owners (but way more fun), the Inner Circle educates, coaches and supports studio owners in the areas of marketing, finance, systems & operations, leadership and team resources – all positioned to help studio owners run profitable businesses, permanently reverse the cycle of burnout, and impact more kids' lives through the gift of dance!

MEET THE EXPERTS

The Inner Circle is proud to unite the highest caliber of dance-studio-specific expert training, personalized support, and strategic coaching in the world. Our world-class coaching team — featuring Clint Salter, Shannon Westveer, Hillary Parnell, Cara Poppitt and Jodi Shilling — works closely with members to define strategic visions and crystal-clear roadmaps tailored to their studio goals and measurements of success.

Members also receive continuous training from world-renowned industry experts and thought leaders like Kim McSwain, Julie Kay Stallcup, David Westveer, Hana Ramat and Olivia Mode-Cater to stay ahead of the curve as they grow their studios and reclaim their lives.

This week's training series will be hosted by Studio Growth Coach Clint Salter. Clint has been with the Inner Circle coaching team for more than eight years. He is an award-winning entrepreneur and business development strategist on a mission to revolutionize the dance industry!





YOUR FASTTRACK TO FULL CLASSES SCHEDULE

JOIN US LIVE ON ZOOM

← Join us live on Zoom!

DAY ONE YOUR BEST YEAR ROADMAP (ALLOW 90 MINUTES)	US PACIFIC - MONDAY, 23 JANUARY AT 9:00AM US MOUNTAIN - MONDAY, 23 JANUARY AT 10:00AM US CENTRAL - MONDAY, 23 JANUARY AT 11:00AM US EASTERN - MONDAY, 23 JANUARY AT 12:00PM UK - MONDAY, 23 JANUARY AT 5:00PM SOUTH AFRICA - MONDAY, 23 JANUARY AT 7:00PM PERTH - TUESDAY, 24 JANUARY AT 1:00AM BRISBANE - TUESDAY, 24 JANUARY 2023 AT 3:00AM SYDNEY - TUESDAY, 24 JANUARY 2023 AT 4:00AM NEW ZEALAND - TUESDAY, 24 JANUARY 2023 AT 6:00AM
DAY TWO PERFECT ENROLLMENT PROCESS (ALLOW 90 MINUTES)	US PACIFIC - TUESDAY, 24 JANUARY AT 9:00AM US MOUNTAIN - TUESDAY, 24 JANUARY AT 10:00AM US CENTRAL - TUESDAY, 24 JANUARY AT 11:00AM US EASTERN - TUESDAY, 24 JANUARY AT 12:00PM UK - TUESDAY, 24 JANUARY AT 5:00PM SOUTH AFRICA - TUESDAY, 24 JANUARY AT 7:00PM PERTH - WEDNESDAY, 25 JANUARY AT 1:00AM BRISBANE - WEDNESDAY, 25 JANUARY 2023 AT 3:00AM SYDNEY - WEDNESDAY, 25 JANUARY 2023 AT 4:00AM NEW ZEALAND - WEDNESDAY, 25 JANUARY 2023 AT 6:00AM
DAY THREE THE WINNING CONTENT FORMULA (ALLOW 90 MINUTES)	US PACIFIC - WEDNESDAY, 25 JANUARY AT 9:00AM US MOUNTAIN - WEDNESDAY, 25 JANUARY AT 10:00AM US CENTRAL - WEDNESDAY, 25 JANUARY AT 11:00AM US EASTERN - WEDNESDAY, 25 JANUARY AT 12:00PM UK - WEDNESDAY, 25 JANUARY AT 5:00PM SOUTH AFRICA - WEDNESDAY, 25 JANUARY 2022 AT 7:00PM PERTH - THURSDAY, 26 JANUARY AT 1:00AM BRISBANE - THURSDAY, 26 JANUARY AT 3:00AM SYDNEY - THURSDAY, 26 JANUARY AT 4:00AM NEW ZEALAND - THURSDAY, 26 JANUARY AT 6:00AM



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DAY FOUR PROVEN PROFIT SYSTEM (ALLOW 90 MINUTES)	US PACIFIC - THURSDAY, 26 JANUARY AT 9:00AM US MOUNTAIN - THURSDAY, 26 JANUARY AT 10:00AM US CENTRAL - THURSDAY, 26 JANUARY AT 11:00AM US EASTERN - THURSDAY, 26 JANUARY AT 12:00PM UK - THURSDAY, 26 JANUARY AT 5:00PM SOUTH AFRICA - THURSDAY, 26 JANUARY 2022 AT 7:00PM PERTH - FRIDAY, 27 JANUARY AT 1:00AM BRISBANE - FRIDAY, 27 JANUARY AT 3:00AM SYDNEY - FRIDAY, 27 JANUARY AT 4:00AM NEW ZEALAND - FRIDAY, 27 JANUARY AT 6:00AM
DAY FIVE STUDENT RETENTION METHOD (ALLOW 90 MINUTES)	US PACIFIC - FRIDAY, 27 JANUARY AT 9:00AM US MOUNTAIN - FRIDAY, 27 JANUARY AT 10:00AM US CENTRAL - FRIDAY, 27 JANUARY AT 11:00AM US EASTERN - FRIDAY, 27 JANUARY AT 12:00PM UK - FRIDAY, 27 JANUARY AT 5:00PM SOUTH AFRICA - FRIDAY, 27 JANUARY 2022 AT 7:00PM PERTH - SATURDAY, 28 JANUARY AT 1:00AM BRISBANE - SATURDAY, 28 JANUARY AT 3:00AM SYDNEY - SATURDAY, 28 JANUARY AT 4:00AM NEW ZEALAND - SATURDAY, 28 JANUARY AT 6:00AM
STUDIO MARKETING PLAYBOOK (ALLOW 120 MINUTES)	US PACIFIC - MONDAY, 30 JANUARY AT 9:00AM US MOUNTAIN - MONDAY, 30 JANUARY AT 10:00AM US CENTRAL - MONDAY, 30 JANUARY AT 11:00AM US EASTERN - MONDAY, 30 JANUARY AT 12:00PM UK - MONDAY, 30 JANUARY AT 5:00PM SOUTH AFRICA - MONDAY, 30 JANUARY 2022 AT 7:00PM PERTH - TUESDAY, 31 JANUARY AT 1:00AM BRISBANE - TUESDAY, 31 JANUARY AT 3:00AM SYDNEY - TUESDAY, 31 JANUARY AT 4:00AM NEW ZEALAND - TUESDAY, 31 JANUARY AT 6:00AM

ADD ALL OF THE EVENTS TO
YOUR CALENDAR HERE

JOIN THE FAST TRACK TO FULL
CLASSES FACEBOOK GROUP HERE



A-HA MOMENTS

DAY 1	
DAY 2	
DAY 3	
DAY 4	
DAY 5	
DAY 6	

N _____ S _____ G _____ = _____

R _____ G _____ = _____

1	L _____ G _____	
2	E _____	
3	T _____	
4	E _____	
5	E _____	
6	R _____	

LEAD GENERATION FLOW

A _____ B _____ C _____ D _____ E _____

MAGNETIC MARKETING TO STAND OUT

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PROJECT PLAN MUST-HAVES

KNOCK OUT BRAND

A _____ O _____ O _____



UP NEXT >>

THE WINNING CONTENT FORMULA

WEDNESDAY, JANUARY 25TH

IN TOMORROW'S TRAINING, YOU WILL...

- Uncover the 4 pillars of your studio's organic growth strategy that will increase your reach and engagement with potential new customers.
- Demystify paid advertising strategy and start seeing a return on your investment.
- Learn the Facebook Ad fundamentals that the world's leading dance studios are currently using to increase leads and enrollments.

FINALLY, FEEL CONFIDENT IN CONTENT MARKETING WITHOUT THE
GUESSWORK AND WITHOUT BREAKING THE BANK!



WHAT IS THE INNER CIRCLE?

The Inner Circle is a year round, one-stop shop for studio owners who want to transform their studio from a 'hobby' to a bonafide business that runs smoothly and efficiently with or without their day-to-day involvement.

[LEARN MORE ABOUT THE INNER CIRCLE](#)



"Before joining the Inner Circle, I had just bought my building and it ate up all of my savings. For over a year, I wasn't able to bring any of that back.

But through the Inner Circle, I found 'Profit First', and now I have savings, I pay myself regularly, and I also take quarterly profit allocation.

My family relationships have also transformed since joining the Inner Circle.

Now I have a better understanding of the things that I need to work on, I'm approaching my work with more energy, and my family has become more supportive because of that because they're seeing my excitement and how much more focused I am."

LINDSEY HADLEY

JOY OF DANCE, NEW HAMPSHIRE, USA

"The results that I'm the most proud of since joining the Inner Circle, are starting this season with my pre-COVID numbers, and now exceeding those numbers.

I was also able to secure financing for our new building, which is being built right now. I think to secure financing, after having the two worst years to date because of COVID really shows the financial strength of our company.

And everything that we have worked for the last two years to really keep things going has paid off."

STEPHANIE STANIFORTH

ELEMENTS DANCE CO. , ALBERTA, CANADA



ABOUT THE INNER CIRCLE

This intimate mastermind program is unlike anything you've ever experienced before. By joining us, you'll spend 12 months working closely with our world-class coaches and experts and a group of other like-minded dedicated Dance Studio Owners from around the world. You'll experience growth in your enrollments, retention rates and sales. You'll create systems that allow you to work more on the business than in the business, maximize profitability, and achieve those big goals you have always dreamed of!



NOTES



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