

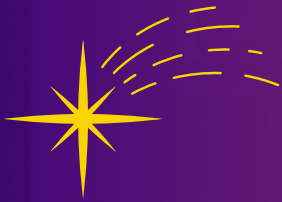
STUDENT ATTRACTION
ACCELERATOR

6 DAYS OF STUDIO GROWTH TRAINING

**RAPID FIRE
GROWTH**

MONDAY, OCTOBER 10TH

DAY ONE



MEET YOUR HOST & ABOUT THE DSOA



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 business, 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 YOUR HOST, CLINT SALTER

Clint Salter is an award-winning entrepreneur and business development strategist on a mission to revolutionize the dance industry. He is founder and CEO of the Dance Studio Owners Association: the largest community of dance studio owners in the world.

Clint is a frequent keynote speaker at the world's largest dance studio events including Dance Teacher Summit, Dance Teacher Web Live, Canadian Dance Expo, Come Together, Victorian Dance Expo, Dance Studio IGNITE, IDEAS Dance Seminars, Pulse Annual Teachers Conference, Dance Studio Makeover, and Dance Studio Domination. As a leader within the industry, Clint has appeared on multiple major news networks including NBC, Fox, and ABC.

Clint is also the author of two books: *Dance Studio Transformation: Build a 7-figure studio, increase your community impact and GET BACK YOUR LIFE*, and *Dance Studio Secrets: 65 Ways to Build a Thriving Studio*.



YOUR STUDENT ATTRACTION ACCELERATOR SCHEDULE

JOIN US LIVE ON ZOOM

← Join us live on Zoom!

DAY ONE

RAPID FIRE GROWTH
(ALLOW 90 MINUTES)

US PACIFIC - MONDAY, OCTOBER 10 AT 9AM
US MOUNTAIN - MONDAY, OCTOBER 10 AT 10AM
US CENTRAL - MONDAY, OCTOBER 10 AT 11AM
US EASTERN - MONDAY, OCTOBER 10 AT 12 NOON
UK - MONDAY, OCTOBER 10 AT 5PM
SOUTH AFRICA - MONDAY, OCTOBER 10 AT 6PM
PERTH - TUESDAY, OCTOBER 11 AT 12AM
BRISBANE - TUESDAY, OCTOBER 11 AT 2AM
SYDNEY - TUESDAY, OCTOBER 11 AT 3AM
NEW ZEALAND - TUESDAY, OCTOBER 11 AT 5AM

DAY TWO

**ENROLLMENT
BOOST SYSTEM**
(ALLOW 90 MINUTES)

US PACIFIC - TUESDAY, OCTOBER 11 AT 9AM
US MOUNTAIN - TUESDAY, OCTOBER 11 AT 10AM
US CENTRAL - TUESDAY, OCTOBER 11 AT 11AM
US EASTERN - TUESDAY, OCTOBER 11 AT 12 NOON
UK - TUESDAY, OCTOBER 11 AT 5PM
SOUTH AFRICA - TUESDAY, OCTOBER 11 AT 6PM
PERTH - WEDNESDAY, OCTOBER 12 AT 12AM
BRISBANE - WEDNESDAY, OCTOBER 12 AT 2AM
SYDNEY - WEDNESDAY, OCTOBER 12 AT 3AM
NEW ZEALAND - WEDNESDAY, OCTOBER 12 AT 5AM

DAY THREE

NEW STUDENT SURGE
(ALLOW 90 MINUTES)

US PACIFIC - WEDNESDAY, OCTOBER 12 AT 9AM
US MOUNTAIN - WEDNESDAY, OCTOBER 12 AT 10AM
US CENTRAL - WEDNESDAY, OCTOBER 12 AT 11AM
US EASTERN - WEDNESDAY, OCTOBER 12 AT 12 NOON
UK - WEDNESDAY, OCTOBER 12 AT 5PM
SOUTH AFRICA - WEDNESDAY, OCTOBER 12 AT 6PM
PERTH - THURSDAY, OCTOBER 13 AT 12AM
BRISBANE - THURSDAY, OCTOBER 13 AT 2AM
SYDNEY - THURSDAY, OCTOBER 13 AT 3AM
NEW ZEALAND - THURSDAY, OCTOBER 13 AT 5AM

JOIN THE ACCELERATOR FACEBOOK GROUP



JOIN US LIVE ON ZOOM

← Join us live on Zoom!

DAY FOUR LASER FOCUSED PROFITS (ALLOW 90 MINUTES)	US PACIFIC - THURSDAY, OCTOBER 13 AT 9AM US MOUNTAIN - THURSDAY, OCTOBER 13 AT 10AM US CENTRAL - THURSDAY, OCTOBER 13 AT 11AM US EASTERN - THURSDAY, OCTOBER 13 AT 12 NOON UK - THURSDAY, OCTOBER 13 AT 5PM SOUTH AFRICA - THURSDAY, OCTOBER 13 AT 6PM PERTH - FRIDAY, OCTOBER 14 AT 12AM BRISBANE - FRIDAY, OCTOBER 14 AT 2AM SYDNEY - FRIDAY, OCTOBER 14 AT 3AM NEW ZEALAND - FRIDAY, OCTOBER 14 AT 5AM
DAY FIVE RETENTION ACTIVATOR (ALLOW 90 MINUTES)	US PACIFIC - FRIDAY, OCTOBER 14 AT 9AM US MOUNTAIN - FRIDAY, OCTOBER 14 AT 10AM US CENTRAL - FRIDAY, OCTOBER 14 AT 11AM US EASTERN - FRIDAY, OCTOBER 14 AT 12 NOON UK - FRIDAY, OCTOBER 14 AT 5PM SOUTH AFRICA - FRIDAY, OCTOBER 14 AT 6PM PERTH - SATURDAY, OCTOBER 15 AT 12AM BRISBANE - SATURDAY, OCTOBER 15 AT 2AM SYDNEY - SATURDAY, OCTOBER 15 AT 3AM NEW ZEALAND - SATURDAY, OCTOBER 15 AT 5AM
STUDIO GROWTH FORMULA (ALLOW 120 MINUTES)	US PACIFIC - MONDAY, OCTOBER 17 AT 9AM US MOUNTAIN - MONDAY, OCTOBER 17 AT 10AM US CENTRAL - MONDAY, OCTOBER 17 AT 11AM US EASTERN - MONDAY, OCTOBER 17 AT 12 NOON UK - MONDAY, OCTOBER 17 AT 5PM SOUTH AFRICA - MONDAY, OCTOBER 17 AT 6PM PERTH - TUESDAY, OCTOBER 18 AT 12AM BRISBANE - TUESDAY, OCTOBER 18 AT 2AM SYDNEY - TUESDAY, OCTOBER 18 AT 3AM NEW ZEALAND - TUESDAY, OCTOBER 18 AT 5AM

ADD ALL OF THE EVENTS TO YOUR CALENDAR HERE



A-HA MOMENTS

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

DAY ONE - RAPID FIRE GROWTH



RAPID GROWTH PILLARS

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STUDENT ATTRACTION PLAN

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TOTALS

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LEVEL 1: X X =
LEVEL 2: X X =
LEVEL 3: X X =

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STUDENT ATTRACTION
ACCELERATOR
6 DAYS OF STUDIO GROWTH TRAINING

UP NEXT >>

ENROLLMENT BOOST SYSTEM

TUESDAY, OCTOBER 11TH

JOIN US FOR DAY 2

Consider this basic training for your business! It's not mission success unless you have sold-out classes - so during **Day 2** **we're talking about all things enrollment. Best practices, filling gaps, and improving your sales rate** from the very second you receive an inquiry...

All the way through to our Student Rush Formula which will **help you generate an INFLUX of new students to fill up those spots and create FAST WINS...** practically before you even finish the Accelerator training!



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



"(Win) I'm at the highest enrollment numbers I have ever had at 605 and I'm only 20 students away from where I was this time last year before COVID hit! I'm so excited!

Edit- now at 610 and 15 away!"

- LINDSEY BACHLER HADLEY

"In December 2020, our studio was down to 28 students, and we were struggling to pay our rent and teachers, let alone myself. Then I saw that Clint was doing a free training, so of course I hopped right on it!

By the end of the week I was talking to my husband about investing in the studio. I was at a total loss as to how to proceed with advertising and getting new students in our doors, but had some great ideas after the training that I just couldn't get to materialize on my own. We went ahead and enrolled in both SAI and the Clintensive add on, and quickly started to see students coming through the door. I can't begin to express the value of these programs. SAI and Clintensive had paid for themselves in new students by week 3 of our 8 week SAI experience. By the end of SAI, our studio had grown to 70 students. April was our fourth month in a row with our highest gross income, which has tripled since December. I have now taken a salary for 4 months as well. We are now in the process of purchasing a building with 2 dance studios instead of renting our current building, and hope to move in September!"



- JESSICA MAGNALL



"Since joining the Inner Circle, I've been able to implement a number of different revenue streams.

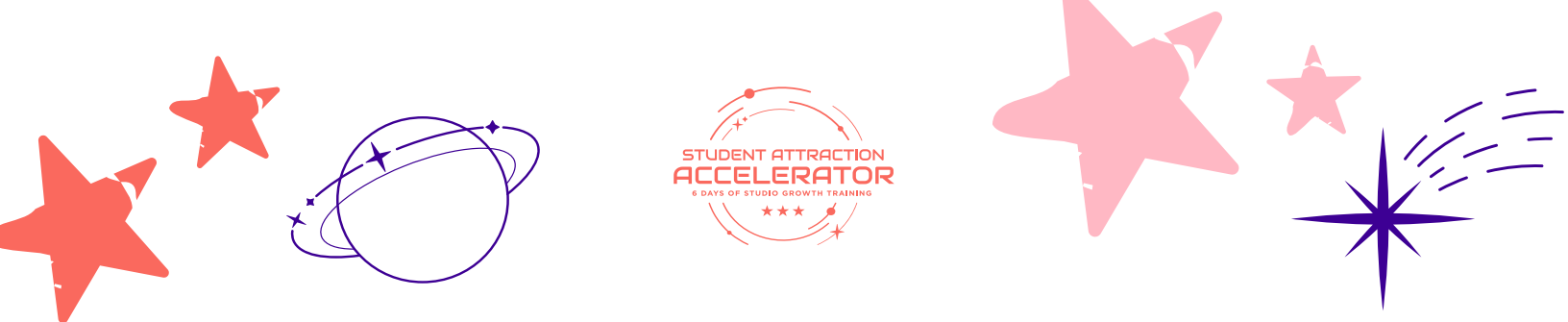
I always had a good adult programme, but I implemented adult fitness, and my programme tripled. As far as revenue goes, we bring in around \$30K to \$40K, just in adult fitness per season.

My preschool programme was completely restructured, we just launched that this year, and we've quadrupled our preschool age classes. We also quadrupled our dress code purchases, and our summer enrollment has doubled in the last year."

- SHAWNA KWAN

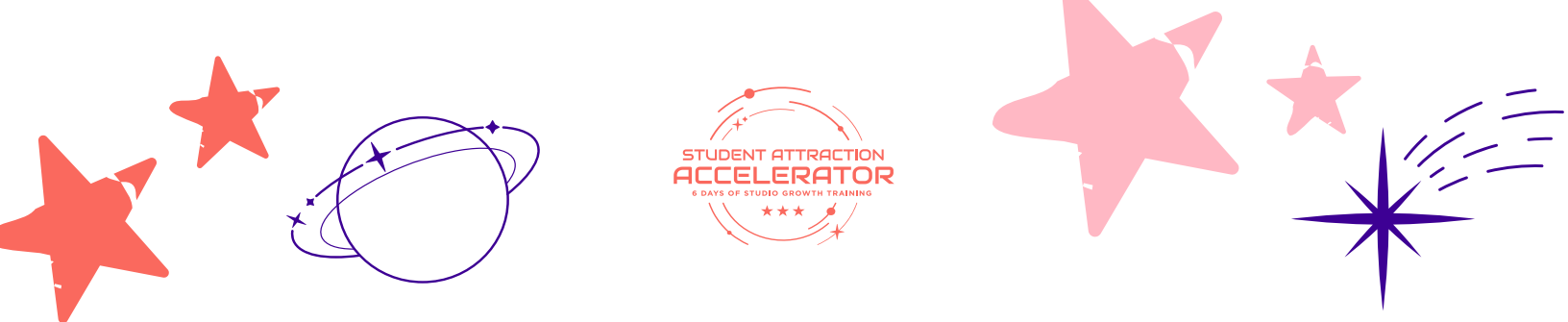
ABOUT THE INNER CIRCLE

This intimate mastermind program is unlike anything you've ever experienced before. By joining us, you'll spend at least 12 months working closely with our industry-leading team of Studio Growth Coaches and experts in a community of like-minded Dance Studio Owners from all 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!



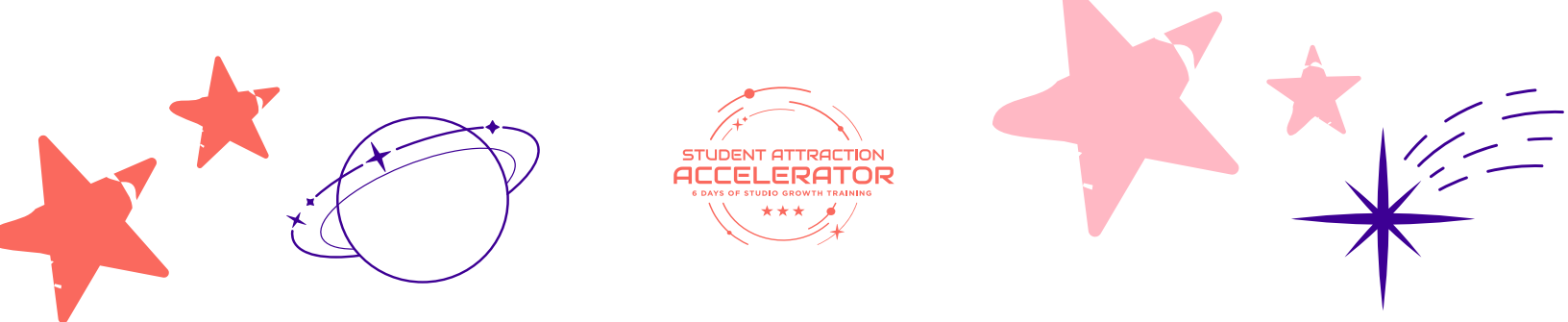
NOTES

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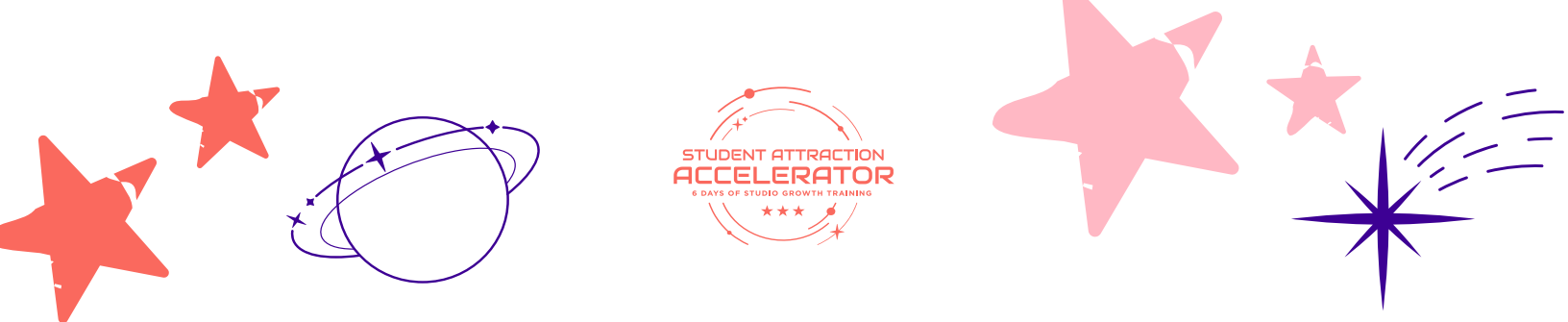
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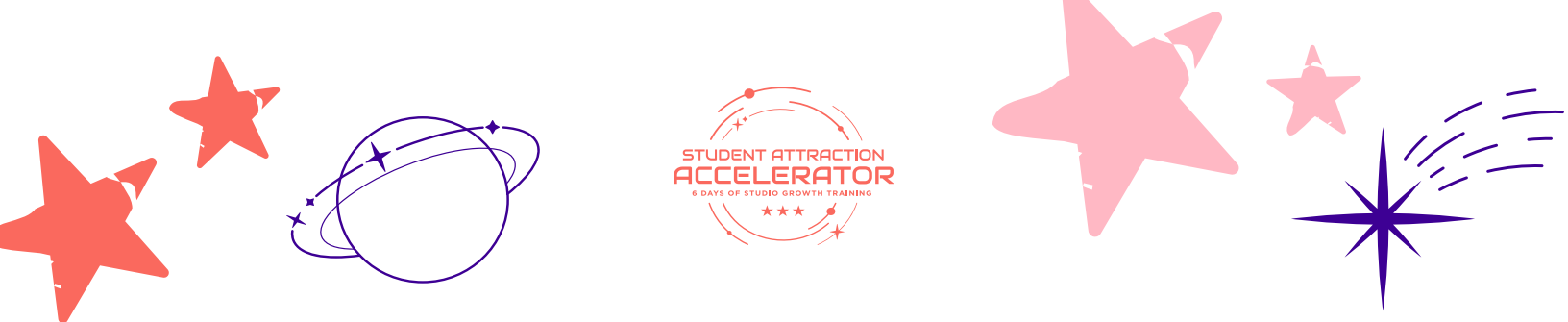
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