



DAY FIVE

FAST
 TRACK
TO FULL CLASSES

**STUDENT
RETENTION
METHOD**

FRIDAY, JANUARY 27TH



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



JOIN US LIVE ON ZOOM

← Join us live on Zoom!

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

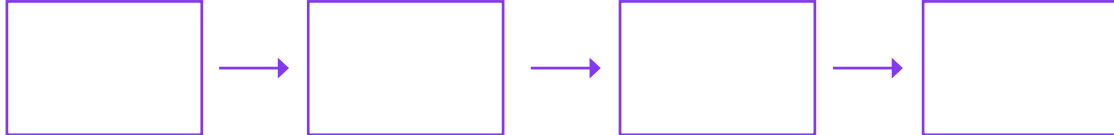
DAY 1	
DAY 2	
DAY 3	
DAY 4	
DAY 5	
DAY 6	

E E

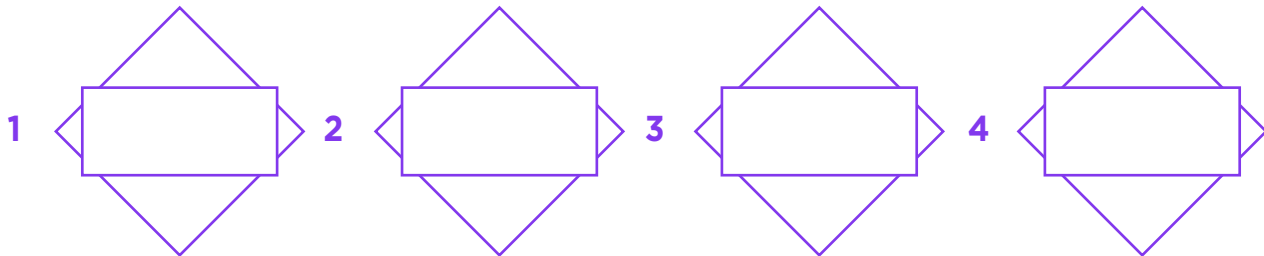
1	
3	
5	

2	
4	
6	

I E M



I S E M



T F

1 2 3 4

C

1		2	
3		4	

M

		/10
		/10
		/10
		/10
		/10
		/10
		/10
		/70

UP NEXT >>



MONDAY, JANUARY 30TH

IN MONDAY'S MASTERCLASS, YOU WILL DISCOVER...

- The Fill-Up Today Class Formula to achieve maximum impact from your marketing and fast-track your growth
- The Look At Me Method to make your studio locally famous, get more recommendations and attract the right dancers
- The Futureproof Studio Roadmap that will set you up for success for years to come, regardless of economic curveballs
- The expert Copywriting Crash Course that promises to make your studio stand out from the pack
- The Student Attraction Secrets that our top-performing studios in the DSOA Inner Circle are implementing right now to achieve unprecedented results

SEE HOW WINNING AT MARKETING IS POSSIBLE *WITHOUT* WORKING OVERTIME, NIGHTS, AND WEEKENDS OR SPENDING A FORTUNE ON PROFESSIONAL MARKETING HELP! ▶▶▶▶▶▶▶▶▶▶



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](#)



"Life after joining the Inner Circle has been a 360 degree turn around for me.

I do not work Sundays at all anymore. It's a family day and under no circumstances am I working that day. Our finances are starting to become in a better place, and there's less stress between my husband and I.

My studio is organized and running smoothly, and doesn't need me half the time.

I've been able to delegate, and step back and enjoy what I've created."

HEATHER BUELOW

DANCERS EDGE STUDIO. ALBERTA, CANADA

"My mother started the business when I was just a baby. It was a hobby business for her, and that was sort of the mentality that I was raised with. One of the hardest things for me was learning what it means to be a business and not just a hobby.

The Inner Circle really has been a lifesaver.

Everything I have needed to grow my business and survive the pandemic has all right there in the Inner Circle - more than I would ever imagine that I needed or wanted. It has given me knowledge, direction and in every aspect of my studio and my life, there has been a lift."



DENISE KNIGHT

MMS DANCE. CALIFORNIA, USA

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

A large, empty rectangular box with a thin black border, intended for handwritten notes.



NOTES

A large, empty rectangular box with a thin black border, intended for handwritten notes.



NOTES

A large, empty rectangular box with a thin black border, intended for handwritten notes.



NOTES

A large, empty rectangular box with a thin black border, intended for handwritten notes.



NOTES