



STUDIO MARKETING PLAYBOOK

MONDAY, JANUARY 30TH

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!





A-HA MOMENTS



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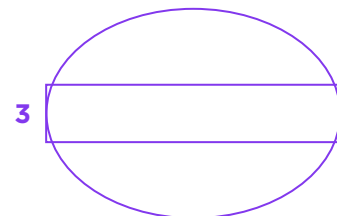
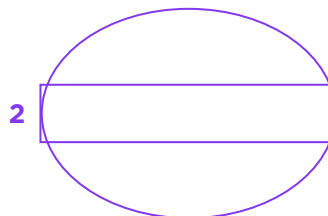
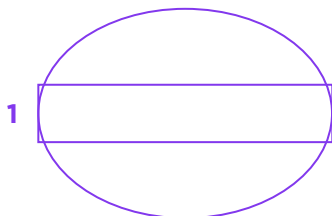
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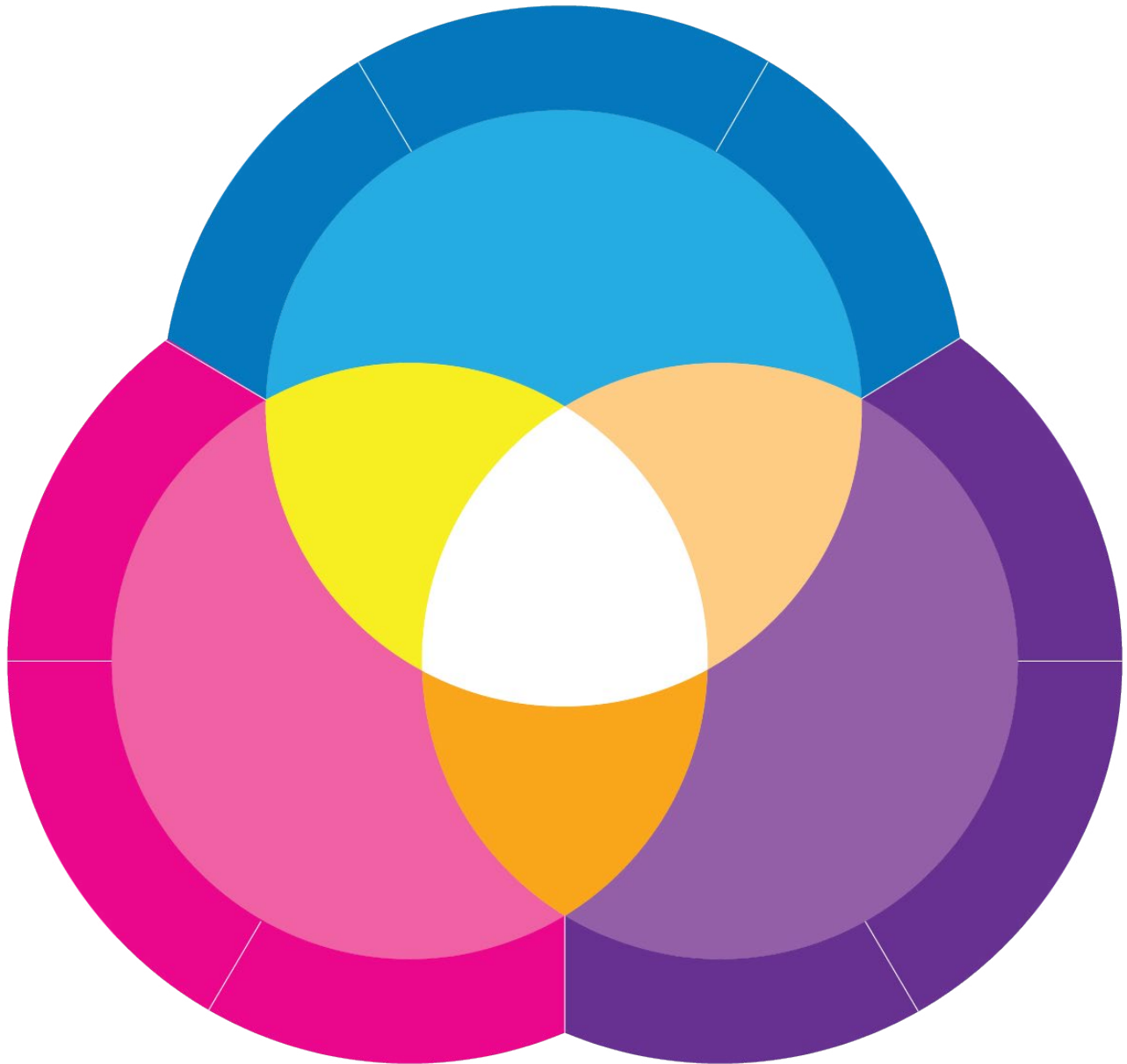
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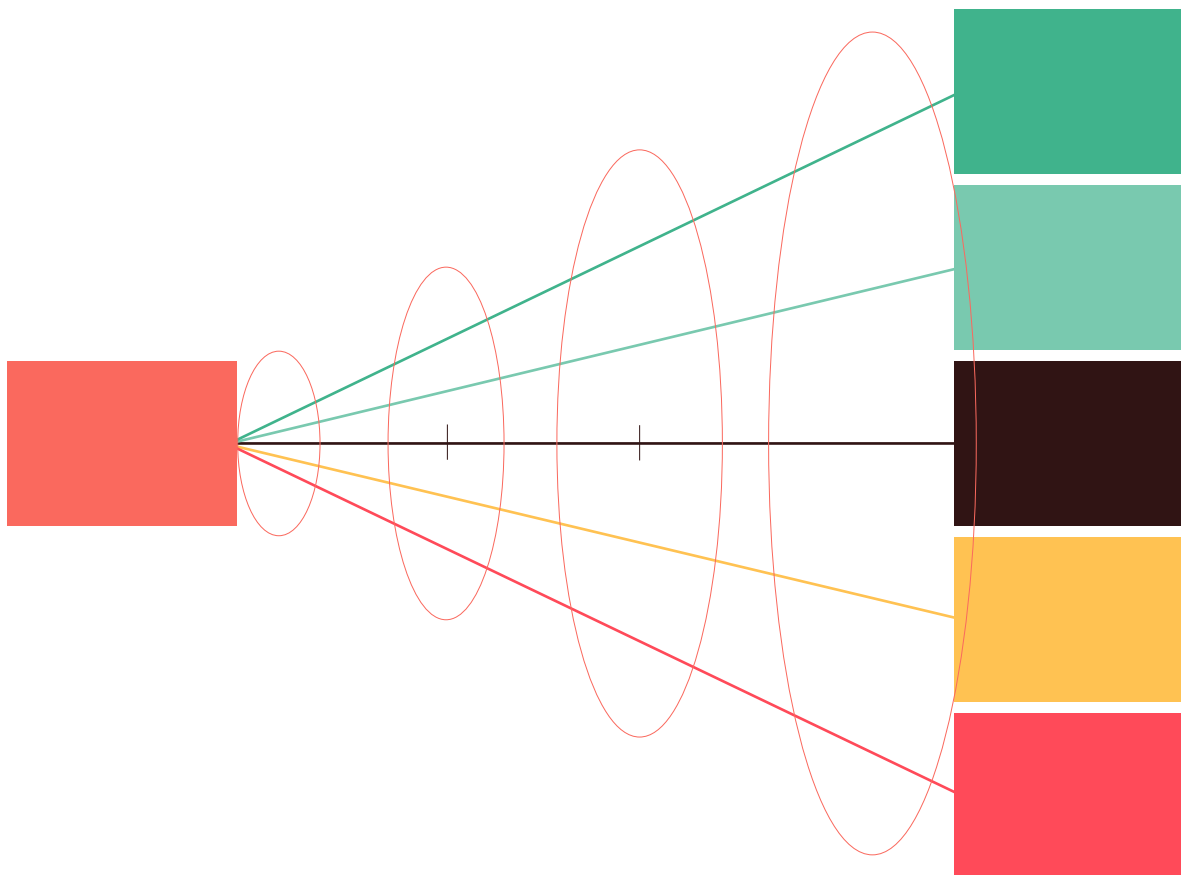


STUDIO GROWTH MODEL





THE FUTUREPROOF STUDIO ROADMAP





REAL STUDIO OWNERS, REAL RESULTS

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.

APPLY NOW TO GET STARTED



"I've seen my enrollment increase, my systems become much more efficient, myself grow as a leader and my team grow and be more confident in themselves. I've seen that I can take a couple days off, leave my studio and not freak out."

ANJANETTE 'AJ' MARAYA-RAMEY
MARAYA PERFORMING ARTS, CALIFORNIA USA

"Before joining the Inner Circle, I was struggling with getting students in the door, how to differentiate from other studios in my area and how to be a leader. Since joining, I have added 50 students to my studio, I have a better handle on my finances and I've hired three staff members, including an enrollment coordinator."

SARA WARDEL
ELEVATION DANCE CENTER, CALIFORNIA USA



"My biggest result since joining the Inner Circle has been my growth as a mom, wife and boss. It has allowed me to be home more with my family, because I'm able to delegate more and delegate with confidence. I'm not constantly checking my email, calling the studio or running up to the studio."

CAROLYN SIMPSON WELLS
DANCE BY DESIGN, TEXAS 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!



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"The Inner Circle has really helped me organize my business and implementing the systems they teach is one of the best things that happened to my studio. The feedback from our parents is wonderful but the result I'm most proud of is my strength as a studio owner."

DARBY IVA PACK

MARYLAND ACADEMY OF DANCE, MARYLAND USA

"I was almost ready to close my doors. The Inner Circle has made me a confident CEO, I now take care of myself outside of the studio, and I have a never ending source of inspiration."

GWENN CAPODIECI

BACKSTAGE STUDIO OF DANCE, NEW YORK USA



"I started the Inner Circle 8 years ago. In that time, my business has propelled in student numbers, in understanding how to be a CEO and learning more about how I can make an impact in other people's lives through my dance studio."

ANGELA MANNELLA HOFFMAN

MOORE THAN DANCE, MINNESOTA USA

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HOW DO STUDIO OWNERS GET THESE RESULTS?

THEY JOIN

THE INNER CIRCLE

WHAT IS IT?

The Inner Circle (IC) is a year round high level mastermind for experienced studio owners who want to finally become the CEO of a profitable and fulfilling business that runs smoothly with or without their day-to-day involvement.

With the highest caliber of **expert knowledge**, **personalized support** and **strategic coaching** available specifically for studio owners today, The Inner Circle is basically like a business school just for dance studio owners, but way more fun!

You'll analyze your studio's finances, marketing, operations and leadership like never before.

You'll get unlimited access to dozens of proven, plug-and-play templates and our world-class coaches will help you map out a crystal clear strategic vision for the growth of your studio. You'll also get 24/7 access to a community of fellow growth-oriented studio owners who are teaming with innovative ideas and feedback.

WHO IS IT FOR?

Recommended for studio owners who are willing to contribute, roll up their sleeves and work ON their studio (not just IN it). If you're ready to maximize profitability, and achieve those BIG goals you have always dreamed of, the IC is for you.



WHAT DO YOU GET?

- 🕒 **Welcome to the Family Call** where you'll learn how you can make the most of the tools and resources available in the Inner Circle.
- 🕒 **One-On-One Game Plan** with Inner Circle coaches. You'll walk away from this session with a clear vision and step-by-step execution plan for the next 90 days.
- 🕒 **Priority Customer Service** where your emails go to the top of our list and will be answered quickly by our Member Success Team.
- 🕒 **LIVE Weekly Office Hours** where our coaches and community can support you with any questions you might have.
- 🕒 **LIVE Monthly Expert Coaching** with our team of Studio Growth experts (like Kim McSwain, Julie Kay Stallcup, Kody Thompson and David Westveer).
- 🕒 **Studio Growth Curriculum** (also known among our members as the University for Dance Studio Owners).
- 🕒 **Monthly Masterclasses** where each month you'll learn a new done-for-you system that you can plug-and-play into your studio.
- 🕒 **Life-Changing Retreats** where you get the rare opportunity to attend 2-day virtual retreats and 2.5-day in-person retreats that we host throughout the year.
- 🕒 **Small Group Sessions** (AKA Squads) where you can dig deep and get the answers you need in a safe, peer-led environment.
- 🕒 **Quarterly Facebook Ads Training** with our Meta Ads Expert for a deep dive into the latest best practices for Facebook and Instagram Ads.
- 🕒 **Team Retreat Access** where WE train your team in the latest systems to streamline your business, and provide them with new ideas and inspiration.
- 🕒 **Round-The-Clock Community Support** inside our members only Facebook Group.
- 🕒 **LIVE Weekly, Monthly and Quarterly Planning** with the Inner Circle Coaches, who will help to map out your goals and show you how to gain traction and maintain focus.

APPLY NOW TO GET STARTED



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