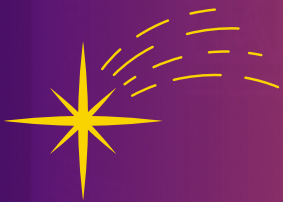




STUDIO GROWTH FORMULA

MONDAY, OCTOBER 17TH



STUDIO GROWTH FORMULA

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

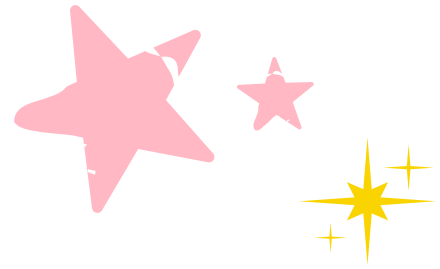
Clint Salter is an award-winning entrepreneur and business development strategist on a mission to revolutionize the dance industry. He is founder and CEO of the Dance Studio Owners Association: the largest community of dance studio owners in the world.

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*.



A-HA MOMENTS
FROM EACH MOMENT OF THE WORKSHOP



STUDIO SUCCESS SCORECARD

GROWTH

ON A SCALE OF 1 - 10

(10 MEANING OUT-OF-THIS-WORLD AMAZING!)

ATTRACT

HOW WOULD YOU RATE YOUR ABILITY TO STAND OUT FROM THE REST OF THE STUDIOS IN YOUR AREA BECAUSE YOU HAVE A DIALED-IN MARKETING MESSAGE THAT SPEAKS DIRECTLY TO YOUR IDEAL STUDENTS AND PARENTS?



HOW WOULD YOU RATE YOUR POSITION IN THE MARKET? ARE YOU SEEN AS THE GO-TO STUDIO IN YOUR LOCAL AREA?



HOW WOULD YOU RATE YOUR UNDERSTANDING OF YOUR IDEAL CUSTOMERS? DO YOU HAVE A CLEAR AVATAR OF EACH PERSON YOU WANT TO BRING INTO YOUR BUSINESS? EG: IDEAL RECREATIONAL PARENT AVATAR, ETC?



HOW WOULD YOU RATE THE WORD OF MOUTH CUSTOMERS YOU RECEIVE AND YOUR REFERRAL PROGRAM INSIDE YOUR STUDIO?



HOW WOULD YOU RATE YOUR NEW STUDENT LEAD GENERATION? ARE YOU BRINGING IN NEW STUDENT LEADS EACH DAY THROUGH YOUR WEBSITE, SOCIAL MEDIA, CONTENT, LOCAL BUSINESS PARTNERSHIPS ETC?



ENROLL

HOW WOULD YOU RATE YOUR ENROLLMENT PROCESS? HAVE YOU SYSTEMIZED THIS PROCESS AND HAVE IT UP AND RUNNING? IS IT THE SAME EACH TIME?



HOW WOULD YOU RATE YOUR CONVERSION RATE? ONCE SOMEONE INQUIRES ABOUT YOUR CLASSES HOW HAPPY ARE YOU WITH HOW MANY PEOPLE ARE BECOMING ENROLLED STUDENTS?



STUDIO GROWTH FORMULA

RETAIN

HOW WOULD YOU RATE YOUR RETENTION PROCESS? HAVE YOU IMPLEMENTED THE 6 WEEK EMAIL ONBOARDING PROCESS AND DO YOU HAVE AT LEAST 3 RETENTION SYSTEMS IN PLACE FOR DURING THE YEAR? EG: SOCIAL EVENTS , ETC.



HOW WOULD YOU RATE YOUR CUSTOMER SERVICE EXPERIENCE? ARE YOU AND YOUR TEAM GETTING BACK TO INQUIRIES, ANSWERING CUSTOMER QUESTIONS AND KEEPING THEM IN THE LOOP WITH WHAT'S GOING ON? THINK ABOUT WHAT YOUR CUSTOMERS WOULD SAY ABOUT YOUR SERVICE AT A DINNER PARTY.



HOW WOULD YOU RATE THE AMOUNT OF TIME YOU'RE SPENDING ON MAKING YOUR PROGRAM THE BEST IT COULD BE? ARE YOU WORKING WITH YOUR TEACHERS TO ENSURE YOU'RE PROVIDING OUTSTANDING TRAINING?



HOW WOULD YOU RATE THE OVERALL STRENGTH AND PERFORMANCE OF YOUR GROWTH PILLAR?



FREEDOM

ON A SCALE OF 1 - 10

(10 MEANING OUT-OF-THIS-WORLD AMAZING!)

PLAN

HOW WOULD YOU RATE THE WAY YOU SET UP YOUR DAY TO BE SUCCESSFUL? DO YOU HAVE HEALTHY HABITS OR LACK STRUCTURE?



HOW WOULD YOU RATE YOUR ABILITY TO FOCUS ON ONE TASK FOR A CERTAIN AMOUNT OF TIME WITHOUT BEING DISTRACTED?



SYSTEMIZE

HOW WOULD YOU RATE OVERALL EFFICIENCY, EFFECTIVENESS AND PRODUCTIVITY OF THE RUNNING OF YOUR STUDIO?



HOW WOULD YOU RATE THE REGULARITY OF YOU AND YOUR TEAM CREATING, UPDATING AND STICKING TO SYSTEMS INSIDE YOUR STUDIO? EG: SYSTEMS ARE BEING CREATED EVERY WEEK.



HOW WOULD YOU RATE YOUR TEAM (TEACHERS AND OFFICE STAFF) ARE TRAINED AND FAMILIAR WITH YOUR ENROLLMENT PROCESS?



STUDIO GROWTH FORMULA

FINANCE

HOW WOULD YOU RATE YOUR PROFIT WITHIN YOUR STUDIO?

☐

HOW WOULD YOU RATE YOUR EXPENSES WITHIN YOUR STUDIO?

☐

HOW WOULD YOU RATE THE CASH FLOW WITHIN YOUR BUSINESS?

☐

HOW WOULD YOU RATE YOUR PLANNING AND FORECASTING AROUND YOUR BUSINESS? EG: BUDGETS AND PROJECTIONS IN PLACE.

☐

HOW WOULD YOU RATE YOUR CLASS FEE STRUCTURE WITHIN YOUR STUDIO? ARE YOU HAPPY WITH WHAT YOU CHARGE (VALUE FOR THE CUSTOMER AND PROFIT FOR YOU)?

☐

HOW WOULD YOU RATE THE OVERALL STRENGTH AND PERFORMANCE OF YOUR FREEDOM PILLAR?

☐

EMPIRE

ON A SCALE OF 1 - 10

(10 MEANING OUT-OF-THIS-WORLD AMAZING!)

COMMUNICATE

HOW WOULD YOU RATE YOU HAVE REGULARLY SCHEDULED STAFF MEETINGS (WEEKLY, MONTHLY OR QUARTERLY)?

☐

HOW WOULD YOU RATE YOUR INTERNAL COMMUNICATIONS? DO YOU HAVE STREAMLINED SYSTEMS FOR COMMUNICATING WITH YOUR TEACHERS AND OFFICE STAFF? EG: FACEBOOK GROUP, SLACK AND ASANA?

☐

HOW WOULD YOU RATE YOUR UPTAKE AND INTEGRATION OF USING TECHNOLOGY (SOFTWARE) TO HELP YOU MANAGE AND MOVE YOUR STUDIO FORWARD?

☐

HOW WOULD YOU RATE THE CONSISTENCY WITH WHICH YOU PROVIDE A FEEDBACK COMPONENT TO ALL CLASSES?

☐

STUDIO GROWTH FORMULA

MENTOR

HOW WOULD YOU RATE YOUR ENTIRE STAFF KNOWS THEIR POTENTIAL CAREER PATH IN YOUR STUDIO? (IE - YOU HAVE A STAFF RETENTION PLAN)?

1 2 3 4 5 6 7 8 9 10

☐

HOW WOULD YOU RATE YOUR TEAM'S OVERALL PERFORMANCE? DO THEY TURN UP TO THE STUDIO ON TIME, GIVE IT THEIR ALL, WORK TO DEADLINES ETC?

1 2 3 4 5 6 7 8 9 10

☐

HOW WOULD YOU RATE YOUR EFFECTIVENESS AS A LEADER WITHIN THE STUDIO? ARE YOU MENTORING AND LEADING THE WAY FORWARD FOR YOUR TEAM? EG: TEAM MEETINGS, CHECK INS, REGULAR UPDATES, STAFF TRAINING ETC.

1 2 3 4 5 6 7 8 9 10

☐

HOW WOULD YOU RATE THE VISION, MISSION AND VALUES YOU HAVE FOR THE STUDIO? ARE THESE CLEARLY ARTICULATED IN WRITING?

1 2 3 4 5 6 7 8 9 10

☐

HOW WOULD YOU RATE THE CULTURE WITHIN YOUR STUDIO WHEN IT COMES TO ALL YOUR STAFF?

1 2 3 4 5 6 7 8 9 10

☐

GROW

HOW WOULD YOU RATE THE TIME YOU SPEND DEVELOPING YOUR LEADERSHIP STYLE? - READING, ATTENDING WORKSHOPS ETC.

1 2 3 4 5 6 7 8 9 10

☐

HOW WOULD YOU RATE YOUR PERFORMANCE DURING THE DAY? ARE YOU WORKING ON HIGH VALUE TASKS TO MOVE THE BUSINESS FORWARD OR LOW VALUE?

1 2 3 4 5 6 7 8 9 10

☐

HOW WOULD YOU RATE YOUR ABILITY TO DELEGATE THE DAY TO DAY RUNNING OF THE STUDIO TO YOUR OFFICE STAFF?

1 2 3 4 5 6 7 8 9 10

☐

HOW WOULD YOU RATE THE AMOUNT OF TIME YOU'RE SPENDING ON DEVELOPING NEW PRODUCTS AND SERVICES FOR YOUR STUDENTS AND PARENTS? (YOU CAN ALSO LOOK AT THESE AS NEW REVENUE STREAMS.)

1 2 3 4 5 6 7 8 9 10

☐

HOW WOULD YOU RATE THE ENERGY AND EXCITEMENT YOU HAVE TO WAKE UP EACH MORNING AND GET TO WORK ON DRIVING YOUR STUDIO FORWARD?

1 2 3 4 5 6 7 8 9 10

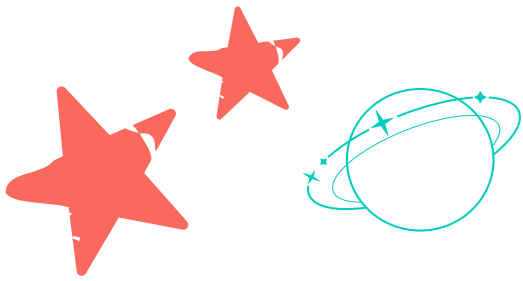
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HOW WOULD YOU RATE THE OVERALL STRENGTH AND PERFORMANCE OF YOUR EMPIRE PILLAR?

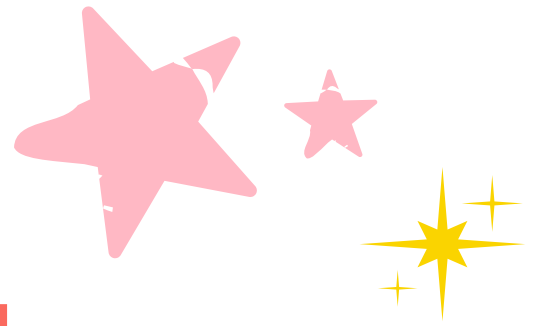
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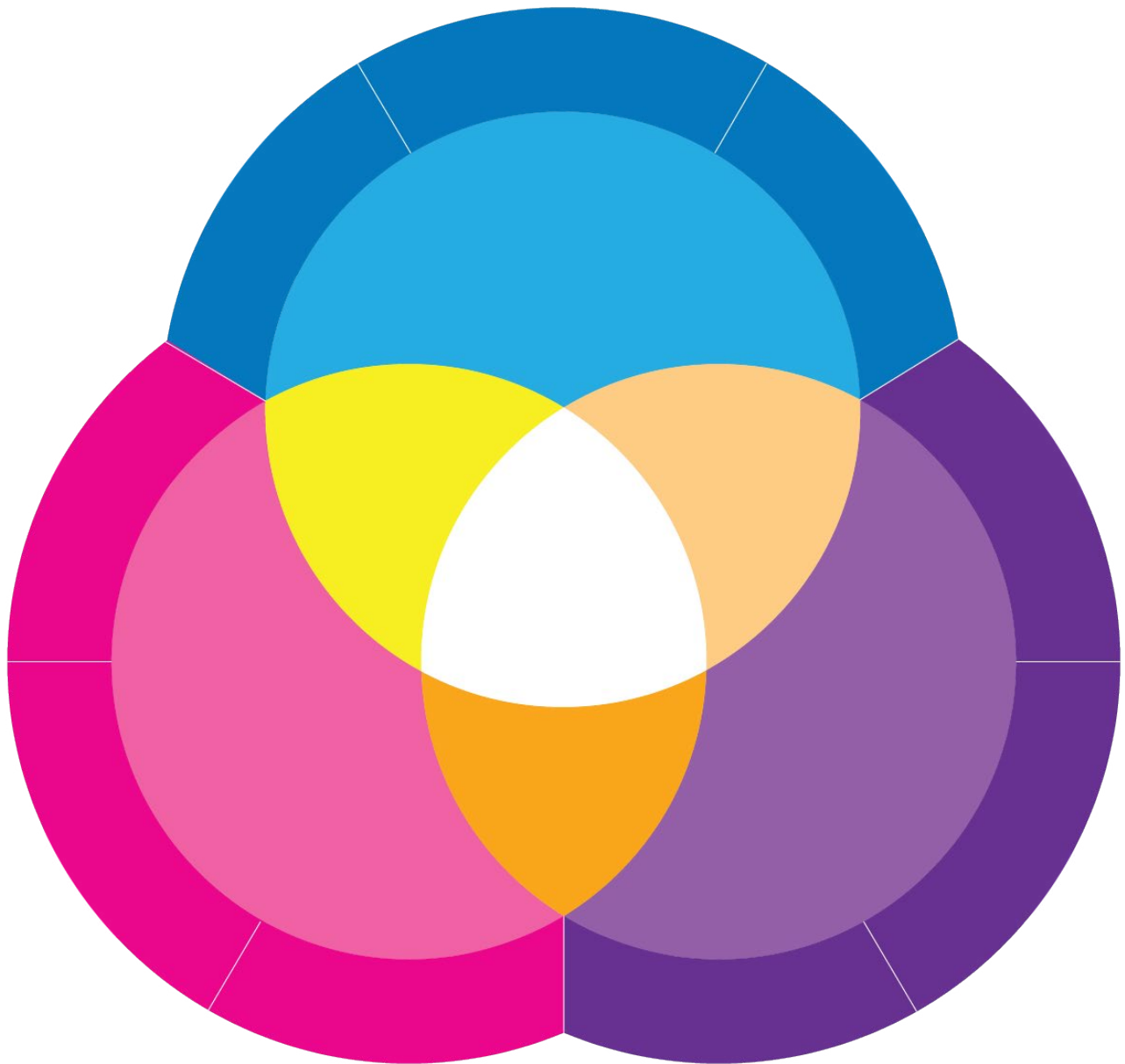
TOTAL SCORE = / 370

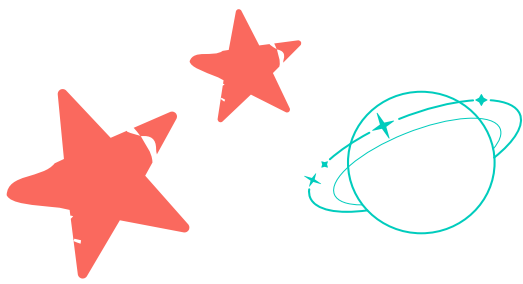


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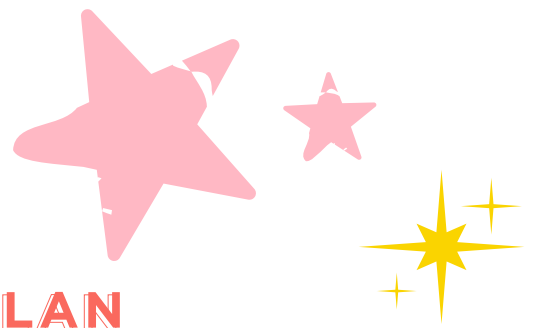


GROWTH MODEL





STUDIO GROWTH FORMULA



STUDIO GROWTH PLAN

STUDIO NAME _____

MY 12 BIG GOALS

1

2

3

4

5

6

7

8

9

10

11

12

MY FOCUS AREAS

☐

Enrollment

☐

Marketing

☐

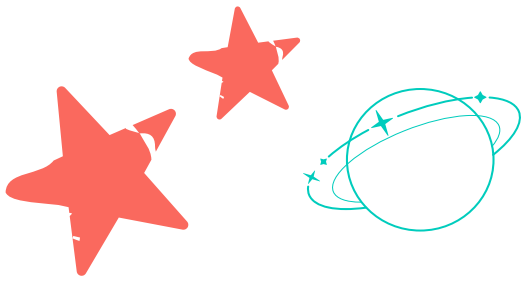
Profitability

☐

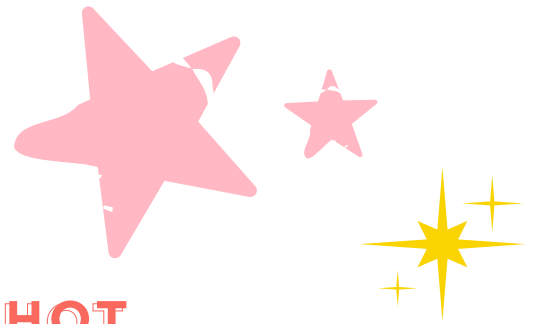
Leadership

☐

Retention

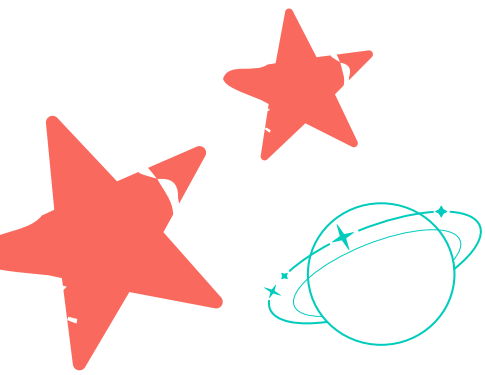


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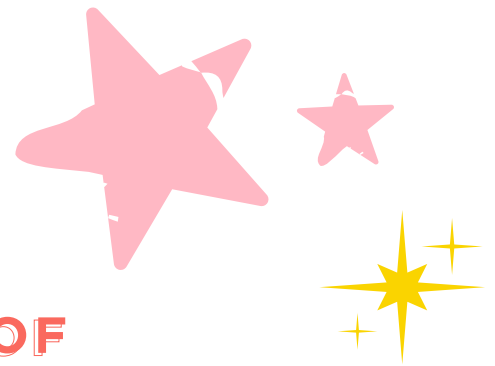


QUARTERLY SNAPSHOT

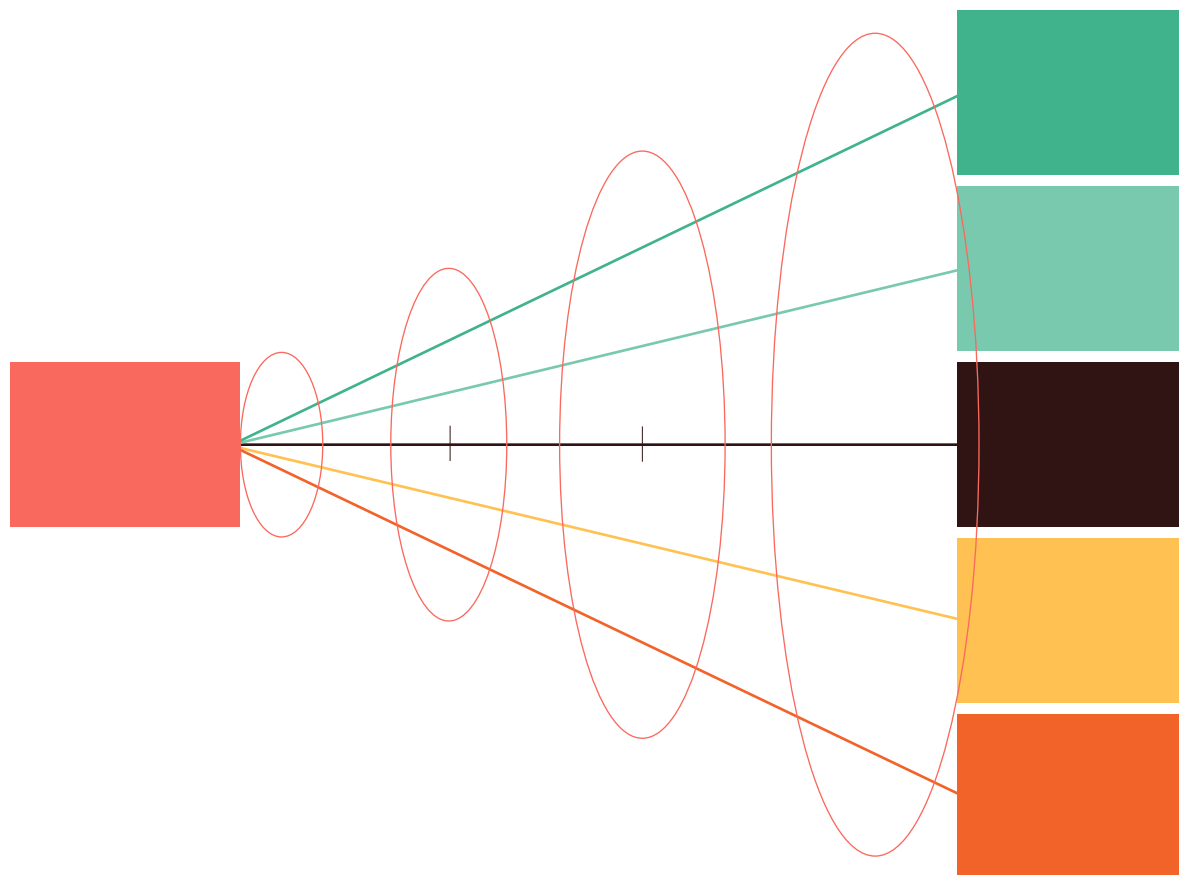
OCTOBER TO DECEMBER	GOAL #1
	GOAL #2
	GOAL #3
JANUARY TO MARCH	GOAL #1
	GOAL #2
	GOAL #3
APRIL TO JUNE	GOAL #1
	GOAL #2
	GOAL #3
JULY TO SEPTEMBER	GOAL #1
	GOAL #2
	GOAL #3



STUDIO
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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



"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

"We have been in the Inner Circle for almost 5 years now, and cannot imagine actually being able to utilize and fully get all of the amazing benefits and information that are offered in the Inner Circle in less than 10 years at least.

The DSOA is constantly adding new information and updating the training in this changing industry. The quality of the information, the training and the support that we're getting in the Inner Circle, we can't imagine doing this business without it anymore."

- KENDRA AND CHRIS SLATT



"As a studio owner, joining the Inner Circle has been the most important thing that I've done to be in the know of things, to keep up with the industry, and to know how to run the business in the best possible way.

After doing the free training with Clint, I was certain that I wanted to be connected to this community for a very long time.

The most important thing that I value about the Inner Circle is the community. The fact that the DSOA has put together this program where studio owners are just so welcoming is amazing. I believe every studio owner should be a part of the Inner Circle."

- APR A BHANDARI

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!



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



"Being in the Inner Circle has totally changed my life. I really feel like I was running my business pretty much alone for so many years, and now I have this incredible family and support system around me."

- ALISA FINNEY

"Since joining the Inner Circle, we've increased our students by 50%. Our revenue has jumped by \$70,000 from what we were originally doing."

- STACIE GREINER



"My personal life has really taken a 180. I was working 7 days a week and wasn't spending much time with my family. But in the past few months, I've been able to reduce my hours by 15 hours each week and I'm at home 5 nights a week."

- LINDSEY HADLEY

ABOUT THE INNER CIRCLE

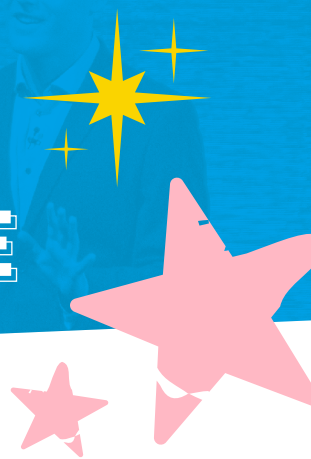
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HOW DO STUDIO OWNERS GET THESE RESULTS?

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 Tracy Morgan).
- 🕒 **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** where Coach, Tracy Morgan will provide a LIVE deep dive into her most up-to-date training.
- 🕒 **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 Sessions** with Clint Salter, who will help to map out your goals for the next 30 days and show you how to get there.

APPLY NOW TO GET STARTED





STUDIO GROWTH FORMULA

NOTES



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