



DAY THREE



FAST
 TRACK
TO FULL CLASSES

**THE
WINNING
CONTENT
FORMULA**

WEDNESDAY, JANUARY 25TH



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	

ORGANIC MARKETING CHANNELS

4 PILLARS TO ORGANIC GROWTH

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PAID MARKETING CHANNELS

FACEBOOK AD FORMULA

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UP NEXT >>

PROVEN PROFIT SYSTEM

THURSDAY, JANUARY 26TH

IN TOMORROW'S TRAINING, YOU WILL...

- Uncover the most common pricing mistakes that could be hurting your profits and discover pricing that works for your studio.
- Understand the top 6 profit drivers and develop a roadmap to get your studio in the green.
- Learn how you can increase the size of the paycheck going to your most important team member: YOU!

**GAIN CONTROL OF YOUR FINANCES WITHOUT COMPROMISING YOUR
CUSTOMER EXPERIENCE OR CUTTING BACK ON STAFF!**



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](#)



"We have increased our students by 50% since joining the Inner Circle, and then our revenue has jumped an insane amount.

We're now bringing in over \$70,000 a year from what we originally were doing."

STACIE GRENIER

CONNICK SCHOOL OF IRISH DANCE. NORTH CAROLINA, USA

"Since joining the Inner Circle, my profit has consistently grown by 20% every year.

The amount I have grown in every year is 10 times what I pay to be in the Inner Circle.

I initially thought I would just join for one year to get me over a hump, and it's been so life changing that I know it's something that I need to continue to do to be a successful business owner and leader."

DODIE HUNTER-ESKEW

RISING STAR TUMBLING & DANCE STUDIO. WYOMING, USA



"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."

APRA BHANDARI

ADAA DANCE STUDIO. 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!



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