



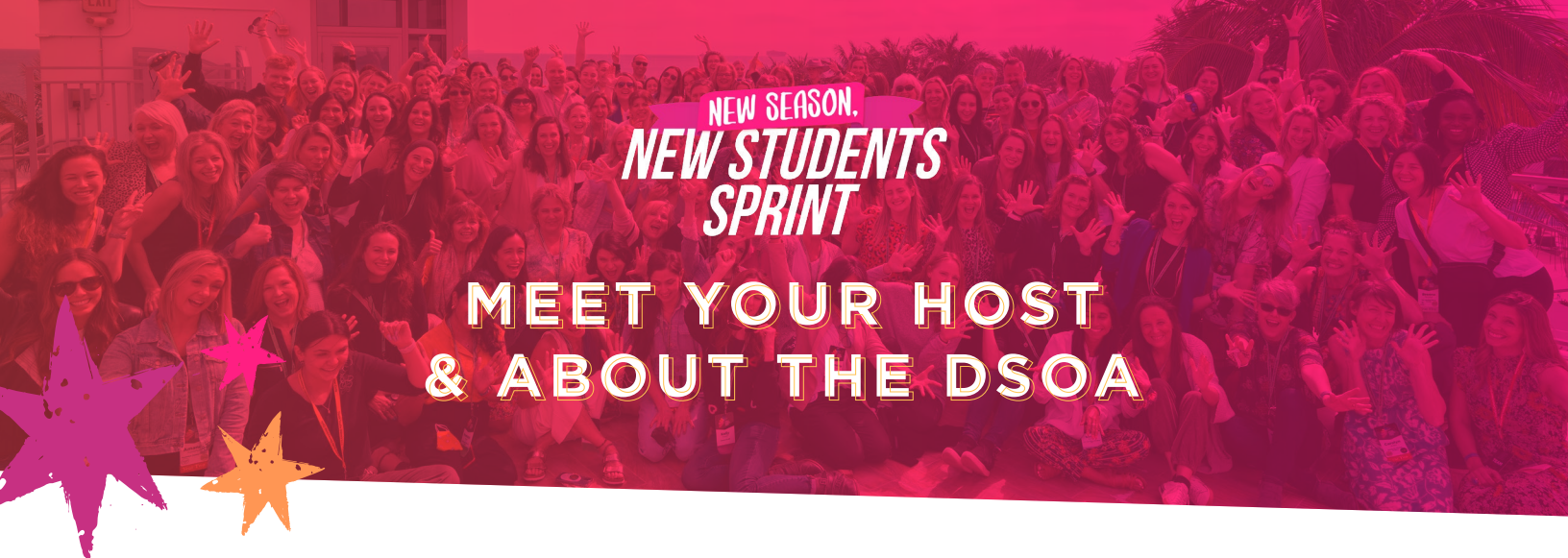
NEW SEASON,  
***NEW STUDENTS  
SPRINT***

DAY THREE

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**BULLETPROOF STUDENT  
ATTRACTION SYSTEM**

WEDNESDAY JULY 20TH



NEW SEASON.  
**NEW STUDENTS  
SPRINT**

## 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.



NEW SEASON.  
**NEW STUDENTS  
SPRINT**

# YOUR NEW SEASON, NEW STUDENTS SPRINT SCHEDULE

JOIN US LIVE ON ZOOM

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|                                                                                      |                                                                                                                                                                                                                                                                                                                                       |
|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>MONDAY, JULY 18TH</b></p> <p><b>GOAL ACHIEVEMENT<br/>FORMULA</b></p>           | <p>US PACIFIC - MONDAY, 18 JULY AT 9AM<br/>US CENTRAL - MONDAY, 18 JULY AT 11AM<br/>US EASTERN - MONDAY, 18 JULY AT 12PM<br/>UK - MONDAY, 18 JULY AT 5PM<br/>SOUTH AFRICA - MONDAY, 18 JULY AT 6PM<br/>PERTH - TUESDAY, 19 JULY AT 12AM<br/>SYDNEY - TUESDAY, 19 JULY AT 2AM<br/>NEW ZEALAND - TUESDAY, 19 JULY AT 4AM</p>            |
| <p><b>DAY ONE FAST<br/>ACTION SESSION:<br/>ASK QUESTIONS &amp;<br/>IMPLEMENT</b></p> | <p>US PACIFIC - MONDAY, 18 JULY AT 12PM<br/>US CENTRAL - MONDAY, 18 JULY AT 2PM<br/>US EASTERN - MONDAY, 18 JULY AT 3PM<br/>UK - MONDAY, 18 JULY AT 8PM<br/>SOUTH AFRICA - MONDAY, 18 JULY AT 9PM<br/>PERTH - TUESDAY, 19 JULY AT 3AM<br/>SYDNEY - TUESDAY, 19 JULY AT 5AM<br/>NEW ZEALAND - TUESDAY, 19 JULY AT 7AM</p>              |
| <p><b>TUESDAY, JULY 19TH</b></p> <p><b>RAPID ENROLLMENT<br/>BLUEPRINT</b></p>        | <p>US PACIFIC - TUESDAY, 19 JULY AT 9AM<br/>US CENTRAL - TUESDAY, 19 JULY AT 11AM<br/>US EASTERN - TUESDAY, 19 JULY AT 12PM<br/>UK - TUESDAY, 19 JULY AT 5PM<br/>SOUTH AFRICA - TUESDAY, 19 JULY AT 6PM<br/>PERTH - WEDNESDAY, 20 JULY AT 12AM<br/>SYDNEY - WEDNESDAY, 20 JULY AT 2AM<br/>NEW ZEALAND - WEDNESDAY, 20 JULY AT 4AM</p> |
| <p><b>DAY TWO FAST<br/>ACTION SESSION:<br/>ASK QUESTIONS &amp;<br/>IMPLEMENT</b></p> | <p>US PACIFIC - TUESDAY, 19 JULY AT 12PM<br/>US CENTRAL - TUESDAY, 19 JULY AT 2PM<br/>US EASTERN - TUESDAY, 19 JULY AT 3PM<br/>UK - TUESDAY, 19 JULY AT 8PM<br/>SOUTH AFRICA - TUESDAY, 19 JULY AT 9PM<br/>PERTH - WEDNESDAY, 20 JULY AT 3AM<br/>SYDNEY - WEDNESDAY, 20 JULY AT 5AM<br/>NEW ZEALAND - WEDNESDAY, 20 JULY AT 7AM</p>   |

# NEW SEASON. NEW STUDENTS SPRINT

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| <p>WEDNESDAY, JULY 20TH</p> <p><b>BULLETPROOF<br/>STUDENT ATTRACTION<br/>SYSTEM</b></p>    | <p>US PACIFIC - WEDNESDAY, 20 JULY AT 9AM<br/>US CENTRAL - WEDNESDAY, 20 JULY AT 11AM<br/>US EASTERN - WEDNESDAY, 20 JULY AT 12PM<br/>UK - WEDNESDAY, 20 JULY AT 5PM<br/>SOUTH AFRICA - WEDNESDAY, 20 JULY AT 6PM<br/>PERTH - THURSDAY, 21 JULY AT 12AM<br/>SYDNEY - THURSDAY, 21 JULY AT 2AM<br/>NEW ZEALAND - THURSDAY, 21 JULY AT 4AM</p> |
| <p><b>DAY THREE FAST<br/>ACTION SESSION:<br/>ASK QUESTIONS &amp;<br/>IMPLEMENT</b></p>     | <p>US PACIFIC - WEDNESDAY, 20 JULY AT 12PM<br/>US CENTRAL - WEDNESDAY, 20 JULY AT 2PM<br/>US EASTERN - WEDNESDAY, 20 JULY AT 3PM<br/>UK - WEDNESDAY, 20 JULY AT 8PM<br/>SOUTH AFRICA - WEDNESDAY, 20 JULY AT 9PM<br/>PERTH - THURSDAY, 21 JULY AT 3AM<br/>SYDNEY - THURSDAY, 21 JULY AT 5AM<br/>NEW ZEALAND - THURSDAY, 21 JULY AT 7AM</p>   |
| <p>THURSDAY, JULY 21ST</p> <p><b>MARKETING THAT<br/>GOES THE EXTRA MILE</b></p>            | <p>US PACIFIC - THURSDAY, 21 JULY AT 9AM<br/>US CENTRAL - THURSDAY, 21 JULY AT 11AM<br/>US EASTERN - THURSDAY, 21 JULY AT 12PM<br/>UK - THURSDAY, 21 JULY AT 5PM<br/>SOUTH AFRICA - THURSDAY, 21 JULY AT 6PM<br/>PERTH - FRIDAY, 22 JULY AT 12AM<br/>SYDNEY - FRIDAY, 22 JULY AT 2AM<br/>NEW ZEALAND - FRIDAY, 22 JULY AT 4AM</p>            |
| <p><b>DAY FOUR FAST<br/>ACTION SESSION:<br/>ASK QUESTIONS &amp;<br/>IMPLEMENT</b></p>      | <p>US PACIFIC - THURSDAY, 21 JULY AT 12PM<br/>US CENTRAL - THURSDAY, 21 JULY AT 2PM<br/>US EASTERN - THURSDAY, 21 JULY AT 3PM<br/>UK - THURSDAY, 21 JULY AT 8PM<br/>SOUTH AFRICA - THURSDAY, 21 JULY AT 9PM<br/>PERTH - FRIDAY, 22 JULY AT 3AM<br/>SYDNEY - FRIDAY, 22 JULY AT 5AM<br/>NEW ZEALAND - FRIDAY, 22 JULY AT 7AM</p>              |
| <p>FRIDAY, JULY 22ND</p> <p><b>STUDIO RETENTION<br/>&amp; REJUVENATION<br/>ROADMAP</b></p> | <p>US PACIFIC - FRIDAY, 22 JULY AT 9AM<br/>US CENTRAL - FRIDAY, 22 JULY AT 11AM<br/>US EASTERN - FRIDAY, 22 JULY AT 12PM<br/>UK - FRIDAY, 22 JULY AT 5PM<br/>SOUTH AFRICA - FRIDAY, 22 JULY AT 6PM<br/>PERTH - SATURDAY, 23 JULY AT 12AM<br/>SYDNEY - SATURDAY, 23 JULY AT 2AM<br/>NEW ZEALAND - SATURDAY, 23 JULY AT 4AM</p>                |







## NEW SEASON. NEW STUDENTS SPRINT

JOIN US LIVE ON ZOOM

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### DAY FIVE FAST ACTION SESSION: ASK QUESTIONS & IMPLEMENT

US PACIFIC - FRIDAY, 22 JULY AT 12PM  
US CENTRAL - FRIDAY, 22 JULY AT 2PM  
US EASTERN - FRIDAY, 22 JULY AT 3PM  
UK - FRIDAY, 22 JULY AT 8PM  
SOUTH AFRICA - FRIDAY, 22 JULY AT 9PM  
PERTH - SATURDAY, 23 JULY AT 3AM  
SYDNEY - SATURDAY, 23 JULY AT 5AM  
NEW ZEALAND - SATURDAY, 23 JULY AT 7AM

MONDAY, JULY 25TH

### DAY SIX JOIN US FOR THE STUDIO MARKETING MARATHON EVENT

US PACIFIC - MONDAY, 25 JULY AT 9AM  
US CENTRAL - MONDAY, 25 JULY AT 11AM  
US EASTERN - MONDAY, 25 JULY AT 12PM  
UK - MONDAY, 25 JULY AT 5PM  
SOUTH AFRICA - MONDAY, 25 JULY AT 6PM  
PERTH - TUESDAY, 26 JULY AT 12AM  
SYDNEY - TUESDAY, 26 JULY AT 2AM  
NEW ZEALAND - TUESDAY, 26 JULY AT 4AM

This is the final piece of the puzzle where you will learn:

- **Studio Impact Matrix:** Connect what lights you up to what draws them in. 9 pillars to understanding who you are and truly stand out from the competition.
- **Thrive Model:** Take your studio from surviving to thriving! 8 steps to ultimate satisfaction and operating at your highest capacity.
- **Follower to Fanatic Blueprint:** Learn the process to not only retain new students, but turn them into raving fans who refer others to your studio!
- **Future Proof Roadmap:** Chart the path to your ideal outcome and assess the cost of inaction.

ADD ALL OF THE EVENTS TO YOUR CALENDAR HERE





NEW SEASON.  
**NEW STUDENTS  
SPRINT**

**A-HA MOMENTS**

|              |  |
|--------------|--|
| <b>DAY 1</b> |  |
| <b>DAY 2</b> |  |
| <b>DAY 3</b> |  |
| <b>DAY 4</b> |  |
| <b>DAY 5</b> |  |
| <b>DAY 6</b> |  |



# DAY THREE - BULLETPROOF STUDENT ATTRACTION SYSTEM

NEW SEASON.  
**NEW STUDENTS  
SPRINT**

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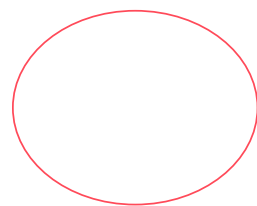
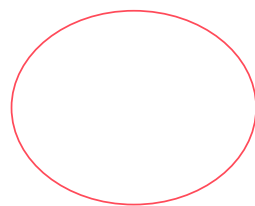
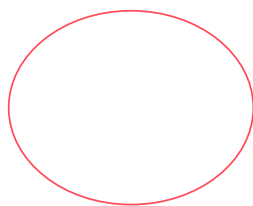
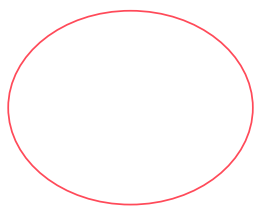
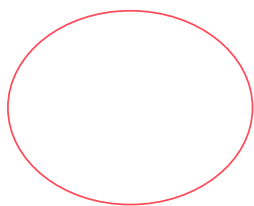
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Share your Sprint journey and tag [@dancestudioownersassociation](#) in your Instagram stories today for your chance to win a group coaching call with Inner Circle coaches valued at \$300



Post today's homework in the New Season, New Students Sprint [Facebook Group](#) for another chance to win our daily prize!

JOIN US BACK ON ZOOM AT 3PM ET / 12PM PT FOR THE  
DAILY FAST ACTION SESSION: ASK QUESTIONS AND IMPLEMENT!

# UP NEXT!

THURSDAY, JULY 21  
AT 12PM ET / 9AM PT



**PROVEN, UP-TO-DATE STRATEGIES TO GET AHEAD  
AND STAND OUT FROM THE PACK**

**ON DAY 4 YOU WILL:**

- Learn the 9 distribution channels every studio owner needs to reach your ideal parents & students
- Generate headlines that turn heads & inspire inquiries with our Copywriting Crash Course
- Write your benefit-driven I Believe Statement & use it to get way ahead of the competition





## ABOUT 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**



"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**

"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 stag members, including an enrollment coordinator."

**-SARA WARDEL**



"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**

## 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 Dance Studio Owner Mentor Clint Salter and a small group of other 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!











