



STUDIO MARKETING MARATHON EVENT



FOUR RECESSION-RESILIENT
MARKETING STRATEGIES FOR A STAND
OUT, PROFITABLE STUDIO

JULY 25TH, 2022

JOIN US LIVE ON ZOOM

← Join us live on Zoom



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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.





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STUDIO IMPACT MATRIX

3	6	9
2	5	8
1	4	7





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STUDIO OWNER STAGES TO THRIVE

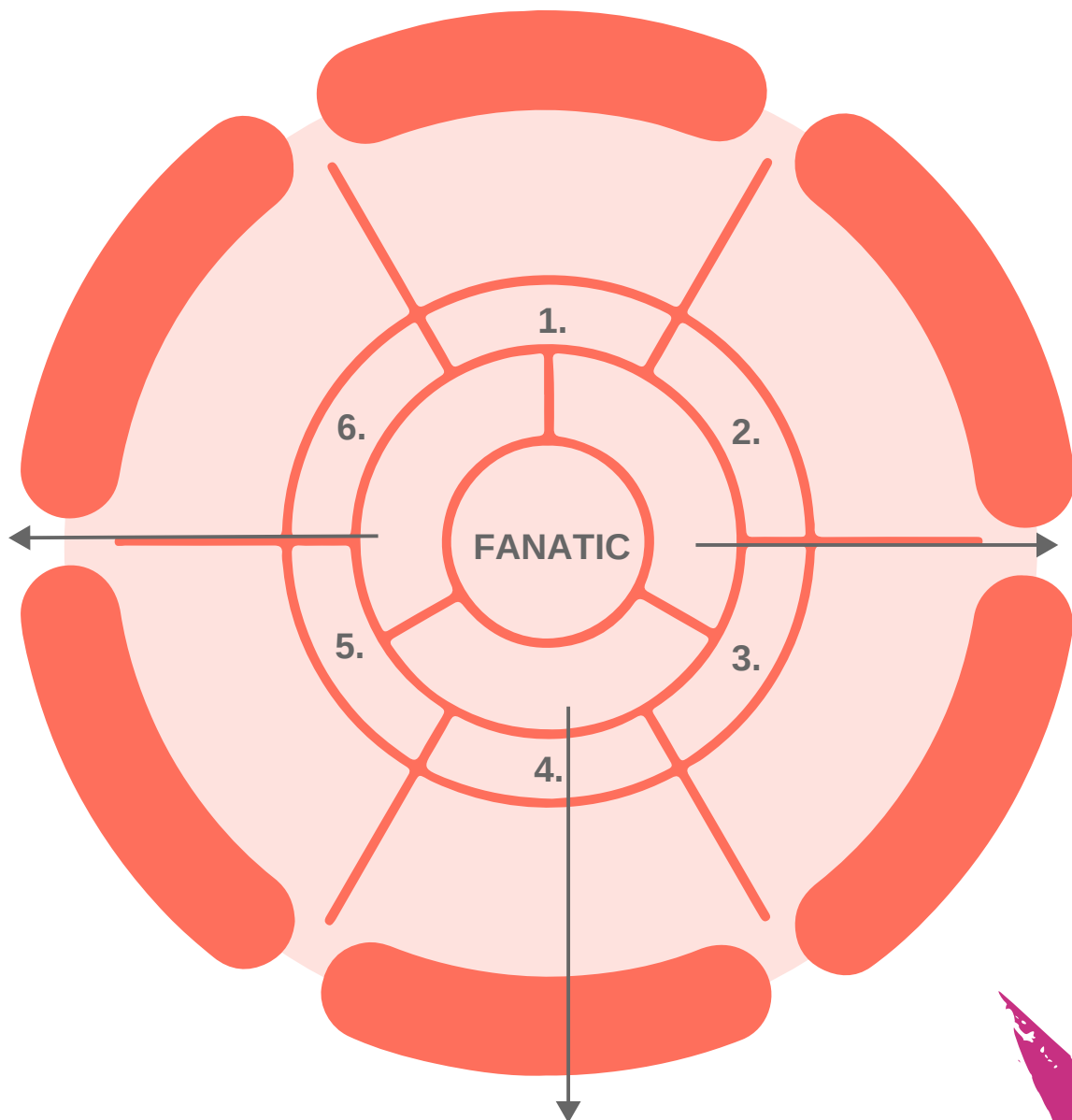
PHASE	STAGE	LEVEL	SATISFACTION
8			
7			
6			
5			
4			
3			
2			
1			





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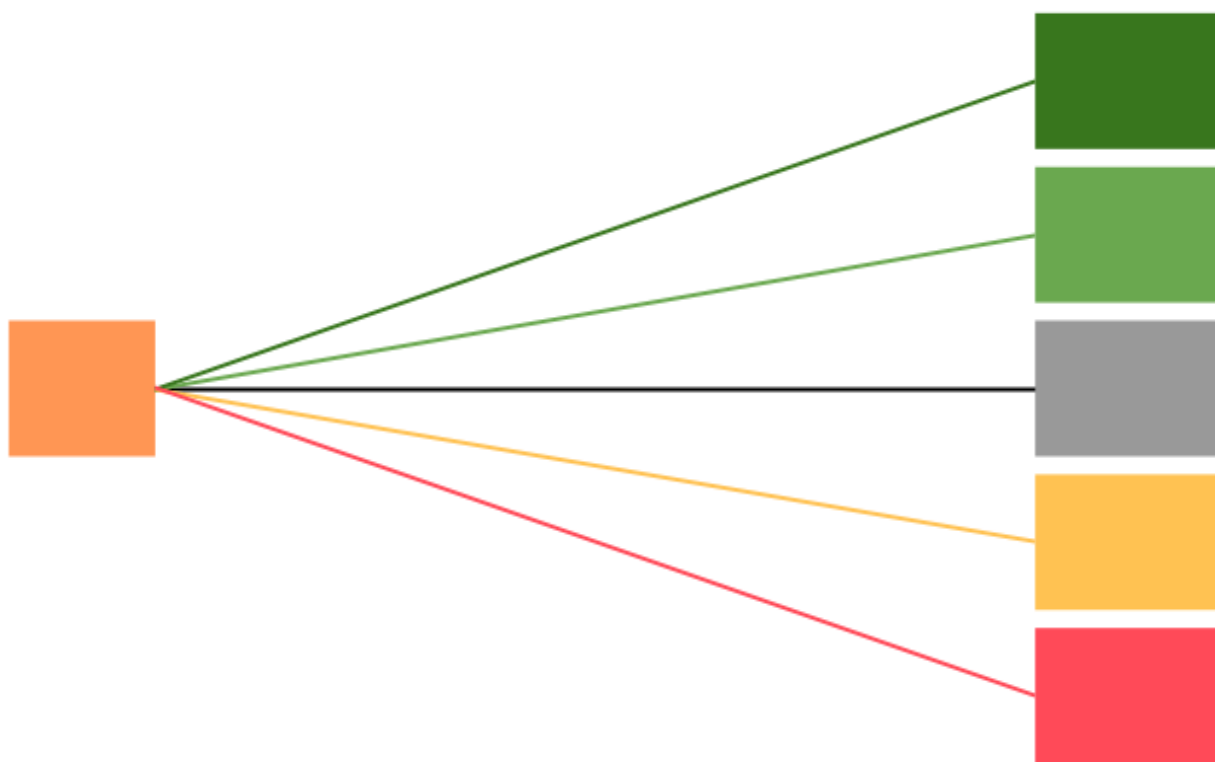
THE FOLLOWER TO FANATIC BLUEPRINT





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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



"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 stagg 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!



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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 FINNY



"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

"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



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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.

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