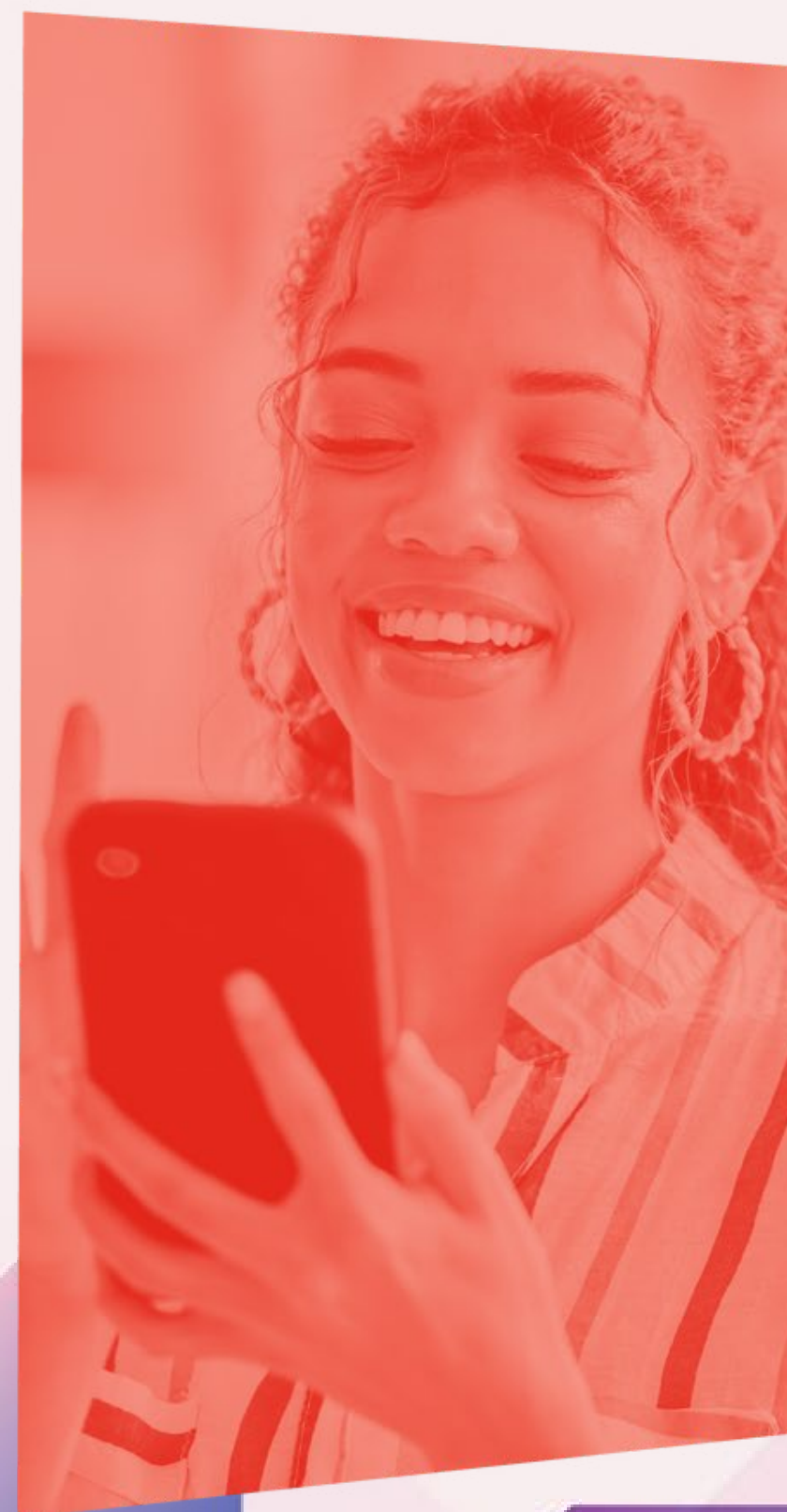


The Trial that Sells Itself



Wins in the last 90 days?

The **Trial** that
Sells Itself



Why Only Focusing on Marketing Is Blocking Your Growth

NOTES

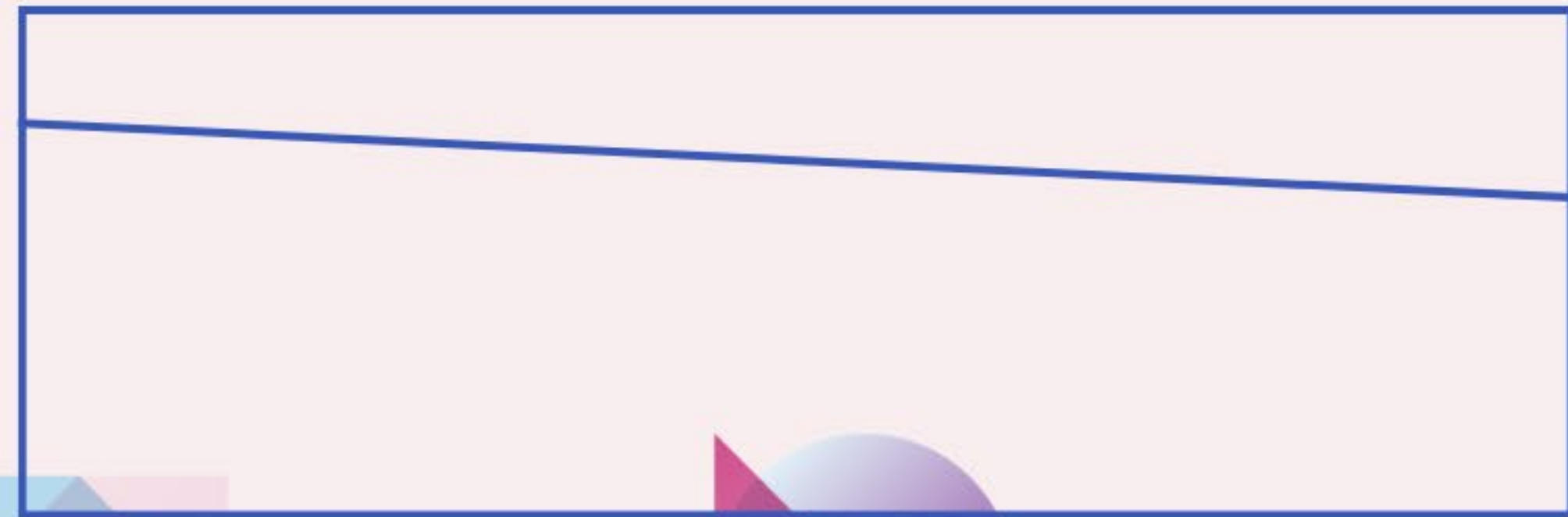
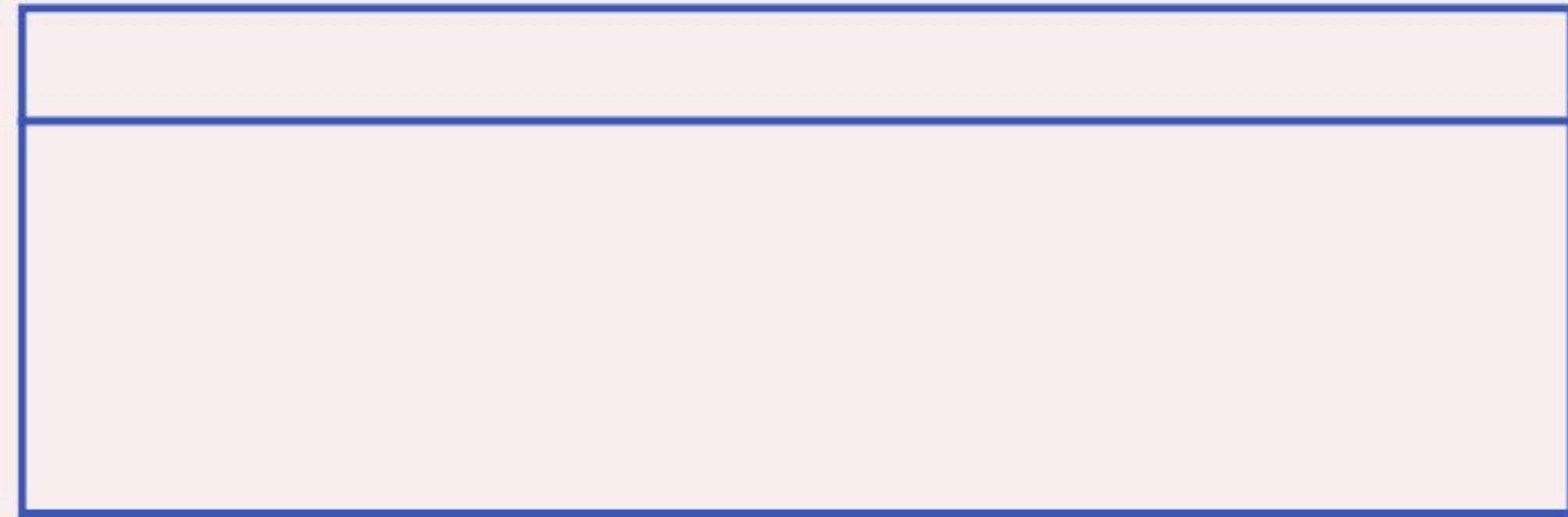


The Trial That Sells Itself Opportunity

NOTES



The Trial That Sells Itself Opportunity



Ask Questions & Position Yourself As the Solution	Make Attending Frictionless	Make a First Impression That Feels Like Home	Give Your Team the Words	The Fortune Is in the Follow- Up

Trial That Sells Itself Timeline



Do you want them to...

- ☐ Attend a class that's already running
- ☐ Create a class for trialers to attend



SIGN UP



W
M
E
O
R
E

Hi! Thanks for reaching out. We offer a variety of classes for all ages and levels. **Classes are \$95/month**, we require a recital fee, and registration is due after the first trial class.

Our schedule is on the website. Do you want me to send you a link for a trial class now? What's your email so I can send you all the info?



NOTES

Hi! I'm so glad you reached out 😊 What's your child's age, and what got you interested in trying dance?

She's 5. She dances around the house constantly to Paw Patrol and I thought maybe I should get her into lessons.

That's adorable! Miss Tina who teaches our 5 year old classes uses Paw Patrol music all the time! The dancers love doing their warm ups and freeze dance to it. We actually have 5-year-olds on Tuesdays at 4:00pm. Would you like to come try it out on us?

Yes! That sounds great. She would love that.

Amazing! I'll get you set up. This is complimentary and our gift to you—just come a few minutes early so we can say hi and show you around. What is the best email for me to send the details to?

Sure! It's parent@gmail.com.

Perfect! We'll see you then!

NOTES

SHOW UP



Confirmation Text/Email

NOTES

Hi there, Betty!

This is <First Name> from <Dance Studio>. It was great to chat with you earlier.
This message is to confirm <Trialer's Name> trial dance class. The details are below.

We're really looking forward to having you and <First Name> at our studio! If you have any questions whatsoever, please reach out to us!

Class: Preschool Ballet

Day/Time: Monday, May 10 at 10am

Attire: Comfortable Clothes and Bare Feet

Parking Info: There's plenty of parking in front of the building

Please plan come 15 minutes early for your pre-class consult!

Thanks!

<First Name>

<Dance Studio>

24 Hour See You Soon Text

"Hi there, Betty! 🙌 This is Megan from <Dance Studio>.

We're really looking forward to having Annie at our studio tomorrow at 10 am for our preschool ballet class. All the information is below in this message, but if you have any questions whatsoever please reach out to us!

Class: Preschool Ballet

Day/Time: Monday, May 10 at 10am

Attire: Comfortable Clothes and Bare Feet

Parking Info: There's plenty of parking in front of the building

Please plan come 15 minutes early for your pre-class consult!

Text back Y to Confirm

Text back R to Reschedule

See you soon!

<First Name>

<Dance Studio>

NOTES

WARM UP



Pre-Class Consult Checklist

NOTES

- ☐ **Waiver** - get key info and protects you from liabilities
- ☐ **Script** - gather key intel to sell them into the class
- ☐ **Tour** - Build trust and reduce anxiety
- ☐ **Front Desk Comeback Strategy** - To make sure they don't ghost you and you get the sale

Click here for
**BONUS #1: Pre-Trial
Swipe Scripts for
Teachers and Admins**

Pre-Class Consult


The Full Consult *(Best with Front Desk Staff)*

You have a team member available during trials. They're trained to greet, collect the form, ask about the child, offer a second trial, and give the Welcome Folder.

✨ Use the full Pre-Class Consult script


The Check-In Station *(Great if You're Teaching the Class)*

You teach the class and can't meet the family live.
You have a lobby or waiting area.

 Set up an iPad station with a sign prompting families to check in, fill out a form, and see what to expect.

The Pre-Class Video *(Perfect for Limited Space or Remote Setups)*

You don't have available staff or a lobby area.

 Send a short video ahead of time with what to expect, plus a form to collect info before the trial.

NOTES

INTROS

INTRO TO TEACHER

- Build trust and reduce anxiety
- Get on eye-level
- Introduce to parent and child

INTRO TO BUDDY

- Build trust and reduce anxiety
- Pick the sweetheart student
- Works for adults and kids

NOTES



Sticky Homework Strategy

For Young Dancers (Ages 3-6):

1. **Gentle Stretching:** Encourage them to practice basic stretches at home, like touching their toes, reaching for the sky, and doing gentle leg stretches.
2. **Dance-Themed Coloring Sheet:** Provide dancers a coloring sheet and have them complete and bring it back next week.

For Elementary School Dancers (Ages 7-11)

1. **Review and Repeat:** Have them review the choreography learned in class and practice it at home to show the class next week
2. **Balance Challenge:** Assign a balance exercise like practicing relevés or balancing on one leg while counting to 20.

For Pre-Teens (Ages 12-14):

1. **Improvisation Exploration:** Encourage them to put on their favorite music and explore improvising at home, experimenting with different movements and styles.
2. **Choreography Challenge:** Challenge them to create a different ending to a combination that you taught in class.

For Teen Dancers (Ages 15-18):

1. **Choreograph a Combo:** Ask them to choose a piece of music and create a short across-the-floor combination to it to teach the class."
2. **Cross-Training:** Have them watch and do a yoga or Pilates Youtube video to improve flexibility and strength.

For Adults

1. **Review and Repeat:** Have them review the choreography learned in class and practice it at home to show the class next week
2. **At-Home Learning:** Hop on our social media and try a different step in one of our videos


NOTES

My Homework Selections

For young dancers: _____

For older dancer: _____

For adults: _____



Click here for
BONUS #2: "Hype-Up"
Homework for Trial
Students

PAY UP



Parent:

She seemed to have fun.

Studio:

Hi! So... how did it go?

Studio:

Great! Umm... well... let us know
if you have any questions.

Parent:

Okay, thanks.

Studio:

Yeah... we hope to see you again soon!
You can register online if you want.

Parent:

Alright, we'll think about it.

Studio:

Okay, have a good day!

NOTES

Studio:
How much fun did you have in class today?

Child:
So much fun!

Studio:
What did you love about today?

Child:
I loved dancing to paw patrol music
and play freeze dance with scarves.

Studio:
Super fun, right? Here, let's have you choose a
prize from our treasure box.

So PARENT NAME, does this day
and time work for you?

Parent:
Yes, it works great!

Studio:
Most people also take the jazz class right after.

Parent:
Sounds wonderful. Let's sign up for both!

NOTES

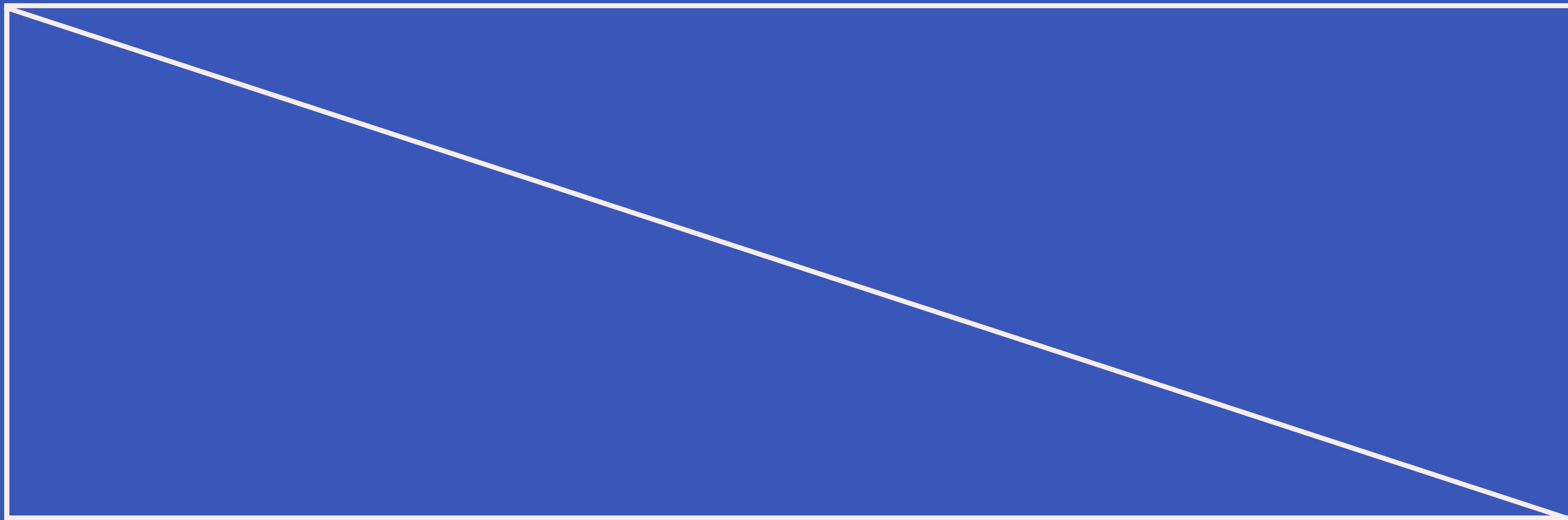
[Click here for
BONUS #3: Top
Objection Handling
Scripts](#)

Buy Now Bonuses

- 1 Discounted registration fee
- 2 Waived registration fee
- 3 Free pair of tights, shoes, or other apparel
- 4 Dance Swag Gift
- 5 \$50 Dance Camp or Intensive Credit

NOTES

CONVERSION COUNTDOWN



What will you do?

Will I offer a Buy Now Bonus?

☐ Yes ☐ No

If so, which one?

- ☐ Discounted registration fee
- ☐ Waived registration fee
- ☐ Free pair of tights, shoes, or other apparel
- ☐ Dance Swag Gift
- ☐ \$50 Dance Camp or Intensive Credit

FOLLOW UP



Follow Up #1

Buy Now Bonus ends today

Follow Up #2

Community and Scarcity

Follow Up #3

9 Word Text

NOTES

**Click here for
BONUS #4: Post-Trial
Follow-Up Text
Templates**

Climbing the Leadership Ladder

The **Trial** that
Sells Itself



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