

DANCE STUDIO
ADS CRASH
COURSE

**5 DAY VIRTUAL COURSE
TO MASTER YOUR STUDENT
ATTRACTION ADS**

MARCH 18TH - 22ND, 2024

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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 47,000 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, OLIVIA MODE-CATER

Olivia Mode-Cater is an industry leader in dance entrepreneurship and the Director of the Dance Studio Owners Association: the largest community of dance studio owners in the world.

Best-known for her expertise in dance business profitability, marketing, and automation, Olivia has trained thousands of dance studio owners and entrepreneurs worldwide. Her work has been featured in Dance Teacher Magazine, Dance Business Weekly, Dance Studio Life Magazine, the Business of Dance Podcast, and the Transform My Dance Studio Podcast.

Olivia's mission is to deliver the world's best training, resources, and technology specifically tailored to dance educators so they can transform their teaching and their business.



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YOUR CRASH COURSE SCHEDULE

← Join us live on Zoom!

DAY ONE

PAID AD BUILDING BLOCKS:

LAY THE FOUNDATION FOR SUCCESS

(ALLOW 60 MINUTES)

US PACIFIC - MONDAY, MARCH 18 AT 9AM
US MOUNTAIN - MONDAY, MARCH 18 AT 10AM
US CENTRAL - MONDAY, MARCH 18 AT 11AM
US EASTERN - MONDAY, MARCH 18 AT 12PM
UK - MONDAY, MARCH 18 AT 5PM
SOUTH AFRICA - MONDAY, MARCH 18 AT 6PM
PERTH - TUESDAY, MARCH 19 AT 12AM
BRISBANE - TUESDAY, MARCH 19 AT 2AM
SYDNEY - TUESDAY, MARCH 19 AT 3AM
NEW ZEALAND - TUESDAY, MARCH 19 AT 5AM

DAY TWO

CLICK GOLD: CRAFTING COMPELLING COPY AND CREATIVES FOR IRRESISTIBLE ADS

(ALLOW 60 MINUTES)

US PACIFIC - TUESDAY, MARCH 19 AT 9AM
US MOUNTAIN - TUESDAY, MARCH 19 AT 10AM
US CENTRAL - TUESDAY, MARCH 19 AT 11AM
US EASTERN - TUESDAY, MARCH 19 AT 12PM
UK - TUESDAY, MARCH 19 AT 5PM
SOUTH AFRICA - TUESDAY, MARCH 19 AT 6PM
PERTH - WEDNESDAY, MARCH 20 AT 12AM
BRISBANE - WEDNESDAY, MARCH 20 AT 2AM
SYDNEY - WEDNESDAY, MARCH 20 AT 3AM
NEW ZEALAND - WEDNESDAY, MARCH 20 AT 5AM

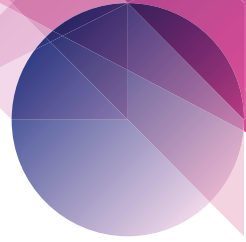
DAY THREE

LEAD LAUNCH: HIT PUBLISH AND UNLEASH THE LEAD AVALANCHE

(ALLOW 60 MINUTES)

US PACIFIC - WEDNESDAY, MARCH 20 AT 9AM
US MOUNTAIN - WEDNESDAY, MARCH 20 AT 10AM
US CENTRAL - WEDNESDAY, MARCH 20 AT 11AM
US EASTERN - WEDNESDAY, MARCH 20 AT 12PM
UK - WEDNESDAY, MARCH 20 AT 5PM
SOUTH AFRICA - WEDNESDAY, MARCH 20 AT 6PM
PERTH - THURSDAY, MARCH 21 AT 12AM
BRISBANE - THURSDAY, MARCH 21 AT 2AM
SYDNEY - THURSDAY, MARCH 21 AT 3AM
NEW ZEALAND - THURSDAY, MARCH 21 AT 5AM

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DAY FOUR

LEAD NAVIGATION:

**UNVEILING YOUR LEADS
AND MASTERING THE
FOLLOW-UP**

(ALLOW 60 MINUTES)

US PACIFIC - THURSDAY, MARCH 21 AT 9AM
US MOUNTAIN - THURSDAY, MARCH 21 AT 10AM
US CENTRAL - THURSDAY, MARCH 21 AT 11AM
US EASTERN - THURSDAY, MARCH 21 AT 12PM
UK - THURSDAY, MARCH 21 AT 5PM
SOUTH AFRICA - THURSDAY, MARCH 21 AT 6PM
PERTH - FRIDAY, MARCH 22 AT 12AM
BRISBANE - FRIDAY, MARCH 22 AT 2AM
SYDNEY - FRIDAY, MARCH 22 AT 3AM
NEW ZEALAND - FRIDAY, MARCH 22 AT 5AM

DAY FIVE

METRIC MASTERY:

**DECIPHERING DATA FOR
OPTIMAL RESULTS**

(ALLOW 60 MINUTES)

US PACIFIC - FRIDAY, MARCH 22 AT 9AM
US MOUNTAIN - FRIDAY, MARCH 22 AT 10AM
US CENTRAL - FRIDAY, MARCH 22 AT 11AM
US EASTERN - FRIDAY, MARCH 22 AT 12PM
UK - FRIDAY, MARCH 22 AT 5PM
SOUTH AFRICA - FRIDAY, MARCH 22 AT 6PM
PERTH - SATURDAY, MARCH 23 AT 12AM
BRISBANE - SATURDAY, MARCH 23 AT 2AM
SYDNEY - SATURDAY, MARCH 23 AT 3AM
NEW ZEALAND - SATURDAY, MARCH 23 AT 5AM

BONUS

**NEW SEASON
PLANNING INTENSIVE**

(3 DAYS - ATTEND
JUST ONE SESSION)

DAY 1:
US PACIFIC - MONDAY, MARCH 25 AT 9AM
US CENTRAL - MONDAY, MARCH 25 AT 11AM
US EASTERN - MONDAY, MARCH 25 AT 12PM

DAY 2:
US PACIFIC - TUESDAY, MARCH 26 AT 12PM
US CENTRAL - TUESDAY, MARCH 26 AT 2PM
US EASTERN - TUESDAY, MARCH 26 AT 3PM

DAY 3:
US PACIFIC - WEDNESDAY, MARCH 27 AT 7AM
US CENTRAL - WEDNESDAY, MARCH 27 AT 9AM
US EASTERN - WEDNESDAY, MARCH 27 AT 10AM

← Join us live on Zoom!

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A-HA MOMENTS

DAY 1

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DAY 2

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DAY 3

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DAY 4

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DAY 5

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PAID AD BUILDING BLOCKS

LAY THE FOUNDATION
FOR SUCCESS

MONDAY, MARCH 18TH

12PM ET - 1PM ET

Are your ads bringing in leads consistently, or are they adding to your overwhelm?

- Discover the critical elements often overlooked by dance studio owners when setting up ads.
- Lay the foundation for ultimate paid ads success.

Unlock the 3 essential steps to secure new leads by week's end

And if you attend live, you'll snag the **Day 1 Show Up Bonus: a list of 50 value-packed offers and ideas** that you can use to attract new students and keep your current dancers excited.

DAY ONE

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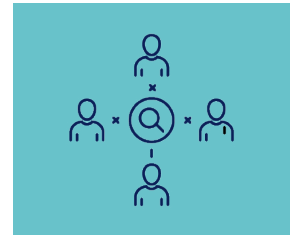
**TOP 3 REASONS STUDIO OWNERS
ARE FRUSTRATED WITH FACEBOOK ADS**



1.

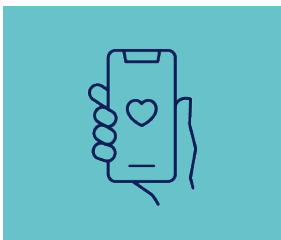


2.



3.

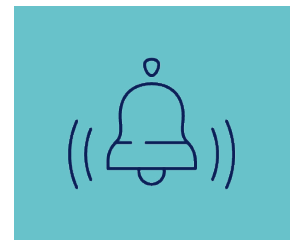
**TOP 3 REASONS STUDIO OWNERS NEED
TO MASTER FACEBOOK ADS**



1.



2.



3.

The Building Blocks



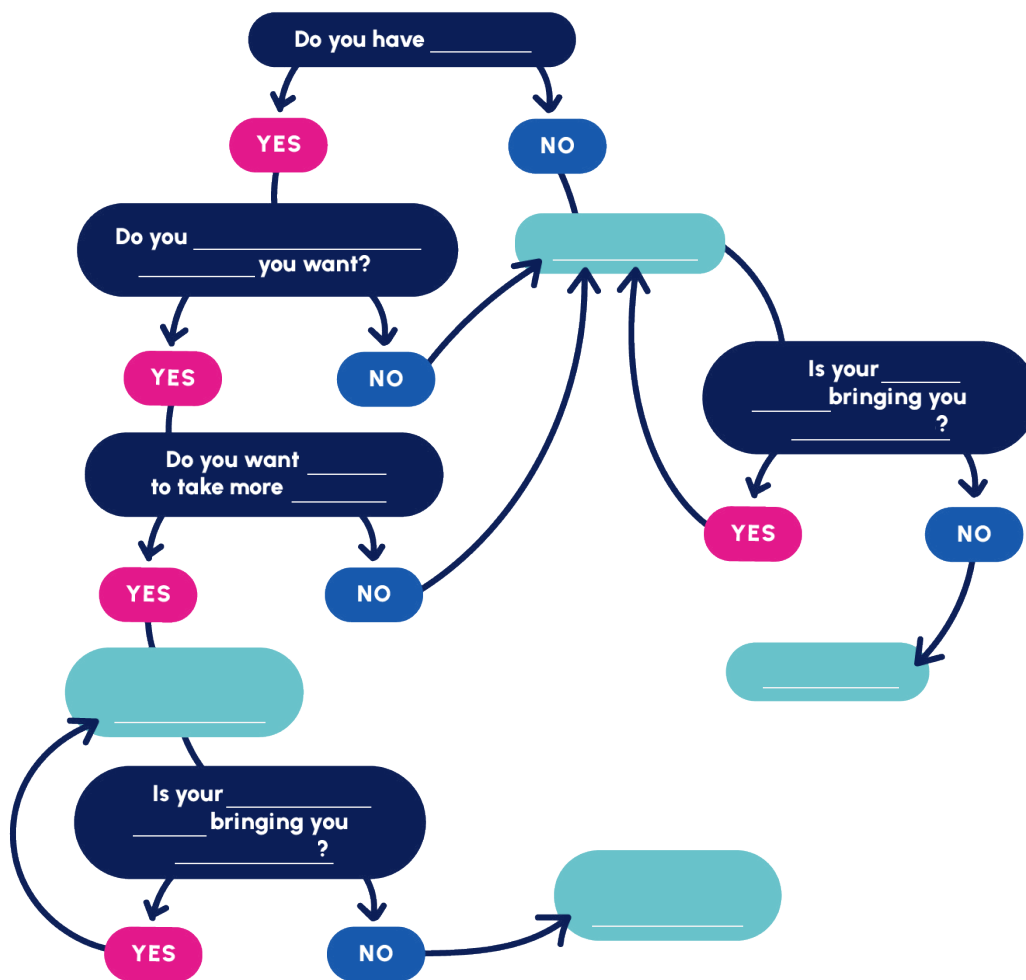
Begin with \$ _____
per day!

DANCE STUDIO ADS CRASH COURSE

U _____ **V** _____ **P** _____

1. We offer a _____ to _____ by _____.
2. Our studio's _____ is _____ because _____.
3. Our _____ are _____ because _____.
4. Our studio's _____ to _____ sets _____.
5. We _____ on _____.

S _____ **O** _____ **O** _____ **Q** _____



My _____ **should be:** _____

DANCE STUDIO ADS CRASH COURSE



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Q			

N		S		G		L	
1		:		X		X	
2		:		X		X	
3		:		X		X	

S		A		V		S	

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CLICK GOLD

CRAFTING COMPELLING COPY AND CREATIVES FOR IRRESISTIBLE ADS

TUESDAY, MARCH 19TH

12PM ET - 1PM ET

Is your content lost in the noise, or is it magnetizing the right leads to your studio?

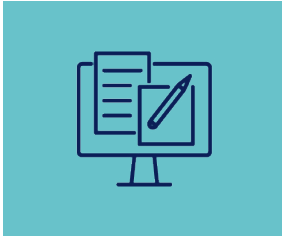
- Infuse your studio's unique flair into our powerhouse Facebook Ads framework, a proven generator of studio revenue.
- Master the art of captivating visuals that halt your leads mid-scroll.
- Depart with compelling, attention-grabbing copy primed and ready for your ads.

And if you hop into the live training, you'll receive the **Day 2 Show-Up Bonus: 3 professional ad templates** that will make your FB Ads journey even EASIER.

DAY TWO

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TOP 3 REASONS STUDIO OWNERS
FACEBOOK ADS GO UNNOTICED



1.

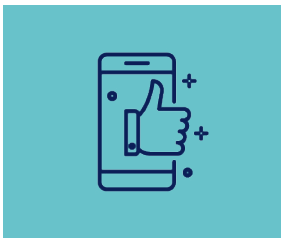


2.



3.

TOP 3 REASONS STUDIO OWNERS NEED TO BE
CRAFTING COMPELLING COPY AND CREATIVES



1.



2.



3.

STEP 1:

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5

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STEP 2:

WINNING AD COPY TEMPLATE



PRIMARY TEXT

FOR EFFECTIVE AD COPY,
BE SURE TO...



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STEP 3:

FACEBOOK AD CONTENT **RED** FLAGS

___ / 5

FACEBOOK AD CONTENT **GREEN** FLAGS

___ / 5

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LEAD LAUNCH

HIT PUBLISH AND UNLEASH THE LEAD AVALANCHE

WEDNESDAY, MARCH 20TH

12PM ET - 1PM ET

Ready to blend our proven blueprint with your unique flair for a daily surge of leads?

- Unlock precise audience settings and set a clear budget to attract your ideal leads consistently.
- Infuse your eye-catching visuals and compelling copy into Ads Manager for maximum impact.
- Hit publish and witness the flood of leads pour in on autopilot!

Day 3's Show Up Bonus is 3 additional copy templates that you can customize to keep your marketing strong even after this course ends.

DAY THREE

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FACEBOOK ADS PREPARATION CHECKLIST

1	
2	
3	
4	
5	

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LEAD NAVIGATION

UNVEILING YOUR LEADS AND MASTERING THE FOLLOW-UP

THURSDAY, MARCH 21ST

12PM ET - 1PM ET

You've got leads pouring in—now what?

- Explore the overnight influx and pinpoint your leads deep within the Ads Manager.
- With a lead-generating machine in place, learn how to engage this influx effectively.
- Uncover pivotal follow-up moments to ensure no lead slips through the cracks.

You do NOT want to miss the **Day 4 Show Up Bonus**: attend live, and we'll give you a **proven script** that's certain to build trust and close sales with new students.

DAY FOUR

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TOP FAQs FOR DANCE STUDIO FACEBOOK ADS

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METRIC MASTERY

DECIPHERING DATA FOR OPTIMAL RESULTS

FRIDAY, MARCH 22ND

12PM ET - 1PM ET

Are you lost in the metrics maze? It's time to decipher what truly matters.

- Unravel the mystery behind terms like CPL, CPC, and CTR, and how they drive your studio's growth.
- Master campaign management for ongoing success and peak performance.
- Command your numbers with confidence, paving the way for triumph.

The Day 5 Show Up Bonus is a DFY spreadsheet that makes navigating your Ads Manager dashboard simple and clear. Drop in LIVE to claim it!

DAY FIVE

DANCE STUDIO
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Diagram showing a vertical line with five horizontal lines connecting to boxes on the right. A large blue bracket on the right side groups the first three rows (1, 2, 3) and points to a single box.



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.



"(Win) I'm at the highest enrollment numbers I have ever had at 605 and I'm only 20 students away from where I was this time last year before COVID hit! I'm so excited!

Edit- now at 610 and 15 away!"

- LINDSEY BACHLER HADLEY

"My knock-it-out-of-the-park goal seemed almost impossible to reach, and now we're only 30 students away from achieving it! Thank you to the IC team for providing such an amazing program...I haven't been able to implement everything yet, but even the small things have made a difference in my studio."

- SUZI ROURKE



1. Reached 300 students, which I've never done before (I'm now at 319!)
2. Brought in \$5900 more than Feb 2020 which was pre covid
3. More than half filled summer camps and already have my costs well covered"

Amazing month and still going!!"

- SHAWNA KWAN

THE INNER CIRCLE

The Inner Circle is the only comprehensive business coaching program for dance studio owners!

Other programs focus on *parts* of owning a studio...

Only the Inner Circle delivers the all-inclusive systems to increase enrollment, get control of finances and support YOU in achieving the career and freedom you deserve!

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