



Bonus!

CHAOS TO CLARITY:

3-YEAR STUDIO ACHIEVEMENT BLUEPRINT

YOUR PATH TO
PREDICTABLE GROWTH

© DANCE STUDIO OWNERS ASSOCIATION • DSOA.COM



Many studio owners know they need to stop, take a breath, and put a PLAN in place for their studio's success. They know that the kind of real growth and improvement they want to see over the next couple years won't just happen without a vision and a strategy.

BUT STUDIO LIFE HAPPENS.

They get pulled into the proverbial fires of day-to-day studio operations: music and choreography, managing staff, ordering costumes, keeping dance families happy, and the list goes on.

**IT SEEMS LIKE THERE ARE ALWAYS FIRES
TO PUT OUT, BUT...**

An illustration of a black and purple microphone with a coiled cord. The cord is yellow and purple, looping around the text. There are yellow sound waves emanating from the microphone. The background is white with a purple and yellow striped border at the top.

TRUTH BOMB

**YOU'RE THE STUDIO CEO. IF YOU DO NOT MAKE
VISION-SETTING AND PROFIT PLANNING A PRIORITY,
THE DAILY FIRES WON'T MATTER BECAUSE YOU MAY
NOT HAVE A STUDIO FOR THE LONG RUN.**

Every Studio CEO needs a plan, a path for predictable growth!



VISION SETTING

LET'S TALK 3 YEARS INTO THE FUTURE!

THE YEAR IS: 2026

Your studio is doing so well! Your KPIs (Key Performance Indicators) are really strong, and your systems are operating so smoothly. You've been able to *hire and delegate* a rockstar staff that you're really proud of. You love them, your dance families love them, and you trust your studio in their hands.

IN THIS WONDERFUL, AMAZING, STRESS-FREE FUTURE-STATE, FILL IN THE NUMBERS!

In 2026....

Don't be shy here!
The studio is successful
so of course you're
paying yourself well!
You deserve it!!

My studio has _____ students.

My studio is bringing in \$_____ in revenue.

We're doing \$_____ in profit after expenses.

My salary is \$_____.

I'm taking _____ weeks' vacation!

You can finally afford to take the
time you need to recharge, so
you're able to show up for your
studio as your best self!



2026 LOOKS WONDERFUL!

WHAT DID IT TAKE TO GET THERE?

Your beautiful 3-year picture is possible, but it won't happen overnight!

Let's reflect on current state. What do your numbers look like today?

My studio has _____ students.

My studio is bringing in \$_____ in revenue.

We're doing \$_____ in profit after expenses.

My salary is \$_____.

I'm taking _____ weeks' vacation.

3-YEAR ACHIEVEMENT BLUEPRINT

Now, jot down some goals for each of the following studio business categories that will inch you toward your 3-year picture.

ENROLLMENT AND RETENTION:	REVENUE STREAMS:
EXPENSES AND PROFIT:	SYSTEMS AND STAFFING:



Worth-while progress does not happen overnight. Assign goals by year to ensure you're not taking on too much at once and will be on track to hit your 3-year picture.

KPIS (KEY PERFORMANCE INDICATORS)	YEAR 1 PICTURE	YEAR 2 PICTURE	YEAR 3 PICTURE
STUDENTS			
REVENUE			
PROFIT			
SALARY			
VACATION			

ADD YOUR AREAS OF IMPROVEMENT FROM ABOVE TO THE APPROPRIATE YEAR BELOW.

BUSINESS CATEGORY	YEAR 1 FOCUS	YEAR 2 FOCUS	YEAR 3 FOCUS
ENROLLMENT AND RETENTION			
REVENUE STREAMS			
EXPENSES AND PROFIT			
SYSTEMS AND STAFFING			



Keep these priorities specific.

For example, will you hire an admin, implement a studio management software, automate your billing, adjust your class pricing to reduce discounting...?

CHAOS TO CLARITY

COMMITMENT STATEMENTS

Identify your primary commitment for each year to ensure you stay focused on the most critical part of your business that will advance your studio toward your 3-Year Picture.

I am committed to improving _____ in Year 1.

MY TOP 3-5 FOCUSED PRIORITIES TO ACHIEVE THIS OUTCOME ARE:

1.

2.

3.

4.

5.

I am committed to improving _____ in Year 2.

MY TOP 3-5 FOCUSED PRIORITIES TO ACHIEVE THIS OUTCOME ARE:

1.

2.

3.

4.

5.

I am committed to improving _____ in Year 3.

MY TOP 3-5 FOCUSED PRIORITIES TO ACHIEVE THIS OUTCOME ARE:

1.

2.

3.

4.

5.



**TIP: At the DSOA, we always
say, *the fortune is in the follow up!***

Take a moment to schedule accountability time for yourself for each of your focused priorities above! By scheduling planning sessions, setting deadlines and blocking reflection time on your calendar NOW, you're more likely to take the actions necessary to keep you on track toward your 3-year picture!



Studio Owners inside the DSOA's comprehensive business coaching program, the Inner Circle, get in-depth 1-on-1 and group coaching; annual, quarterly and weekly planning sessions; master class trainings and done-for-you systems to help them break out of the chaos and realize their big, beautiful studio visions!

For in-depth coaching, mentorship and inspiration on Enrollment and Retention, Revenue Streams, Expenses and Profit, Systems and Staffing (plus SO much more), **check out all the Inner Circle has to offer!**

SEE WHAT IT'S ALL ABOUT

Psst! We only bring on new Inner Circle members a few times a year so don't hesitate, see what's inside!