DANCE STUDIO OWNERS INNER CIRCLE

Bonus!

YOUR QUICK-START GUIDE TO

MAXIMIZE YOUR STUDIO POTENTIAL

INCREASE REVENUE WITHOUT ADDING CLASSES OR SPACE TO YOUR STUDIO!

YOUR STUDIO'S POTENTIAL

IF STUDIO OWNERS KNEW THEIR BUSINESS'S FINANCIAL POTENTIAL, THEY WOULD WAKE UP EVERY DAY FEELING *MOTIVATED* AND *EXCITED!*

Why? Because many studio owners don't realize how much untapped revenue their studio could be earning *without* major changes to their studio schedules or increasing studio space! The trick is knowing your business potential.

HOW TO IDENTIFY YOUR BUSINESS'S POTENTIAL

CURRENT OUTPUT	SCHEDULE'S MAXIMUM OUTPUT	LOCATION'S MAXIMUM OUTPUT
My business's current finances with my student numbers and schedule as is	My business's potential finances with my schedule as is	My business's potential finances with my location as is

DSOA Insight

Many studio owners think they need to open an additional location but in actuality they have *not* maximized the revenue yet at their current location yet! Don't take on another lease without first knowing your current studio's potential!

KEY DEFINITIONS

CLASS CAPACITY: A percentage that shows how full a class is.

PRICE PER CLASS: Price each child pays for that class. (You may need to calculate the average price of the class to account for discounts and variable pricing structures.)

REVENUE: The amount of money coming in from that class.

EXPENSES: The costs associated with running the class, including the teacher's wage.

PROFIT: The final amount of money you make at the end, after expenses. [Revenue - Expenses = Profit]

CALCULATE YOUR POTENTIAL

CURRENT OUTPUT

The financial impact of your current schedule and enrollment.

(TOTAL TUITION / TOTAL NUMBER OF STUDENTS)

TOTAL NUMBER OF STUDENTS:	TOTAL TUITION:	AVERAGE TUITION PER STUDENT:

TOTAL EXPENSES (INCLUDING PAYROLL)	NET PROFIT (TOTAL TUITION - TOTAL EXPENSES)

NOW YOU KNOW, WITHOUT CHANGING ANYTHING, WHAT YOUR CURRENT OUTPUT IS.

SCHEDULE'S MAXIMUM OUTPUT

The financial impact of your current schedule, but at full capacity.

MAXIMUM NUMBER OF STUDENTS (MY CURRENT CLASS CAN HOLD)	TOTAL TUITION AT MAXIMUM CAPACITY (AVERAGE TUITION X MAXIMUM CAPACITY)

TOTAL EXPENSES (IF AT FULL CAPACITY IE. ARE ADDITIONAL TEACHERS REQUIRED?)	NET PROFIT (TOTAL TUITION - TOTAL EXPENSES)

Consider this...

Using your net profit number, how much is your studio making *per hour* while your currently scheduled classes are running?

How many hours per week is your studio currently running classes? How many weeks per year?

LOCATION'S MAXIMUM OUTPUT

The maximized financial potential your location holds.

THERE ARE 3 VARIABLES THAT CAN IMMEDIATELY IMPACT YOUR LOCATION'S MAXIMUM OUTPUT, WITHOUT ADDING STUDIO SPACE:

Total service hours: Are you currently operating the maximum number of hours per day and per week that your studio is capable of?

Total enrollment: Is your studio holding the maximum number of students it can each hour of operation?

Revenue per service hour: What is the maximum that you believe people would pay for each class hour?

1

Complete the CURRENT column below with the output of your current schedule.

2

Next, complete the MAXIMUM column, focusing on what's possible...

3

Lastly, calculate the difference between CURRENT and MAXIMUM to discover your business's potential!

Could your studio run classes additional weeks each year, or additional hours per week? What increased rate per class hour would customers be willing to pay? At full capacity, what could the average # of students per class be?

	CURRENT	MAXIMUM	DIFFERENCE
NUMBER OF WEEKS OPEN PER YEAR			
SERVICE HOURS PER WEEK			
SERVICE HOURS ANNUALLY			
REVENUE PER SERVICE HOUR			
AVERAGE NUMBER OF STUDENTS PER CLASS			
Total output = service hours annually x revenue per service hour x average number of students per class			
TOTAL OUTPUT			

DIFFERENCE: What would that additional revenue mean for your studio?

MAXIMUM TOTAL OUTPUT - CURRENT TOTAL OUTPUT = DIFFERENCE

DOES KNOWING YOUR BUSINESS'S FINANCIAL POTENTIAL MAKE YOU FEEL *motivated and excited?*

MANY STUDIO OWNERS DON'T REALIZE THE REVENUE POTENTIAL OF MAXIMIZING THEIR CLASS CAPACITY AND STUDIO SERVICE SCHEDULE!

DANCE STUDIO OWNERS INNER CIRCLE

Helping studio owners discover and achieve their maximum location output is just one way the Inner Circle shines new light on studio owners' untapped potential!

FOR IN-DEPTH COACHING, MENTORSHIP AND INSPIRATION ON YOUR STUDIO FINANCES, HIRING AND LEADERSHIP, MARKETING AND 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!