



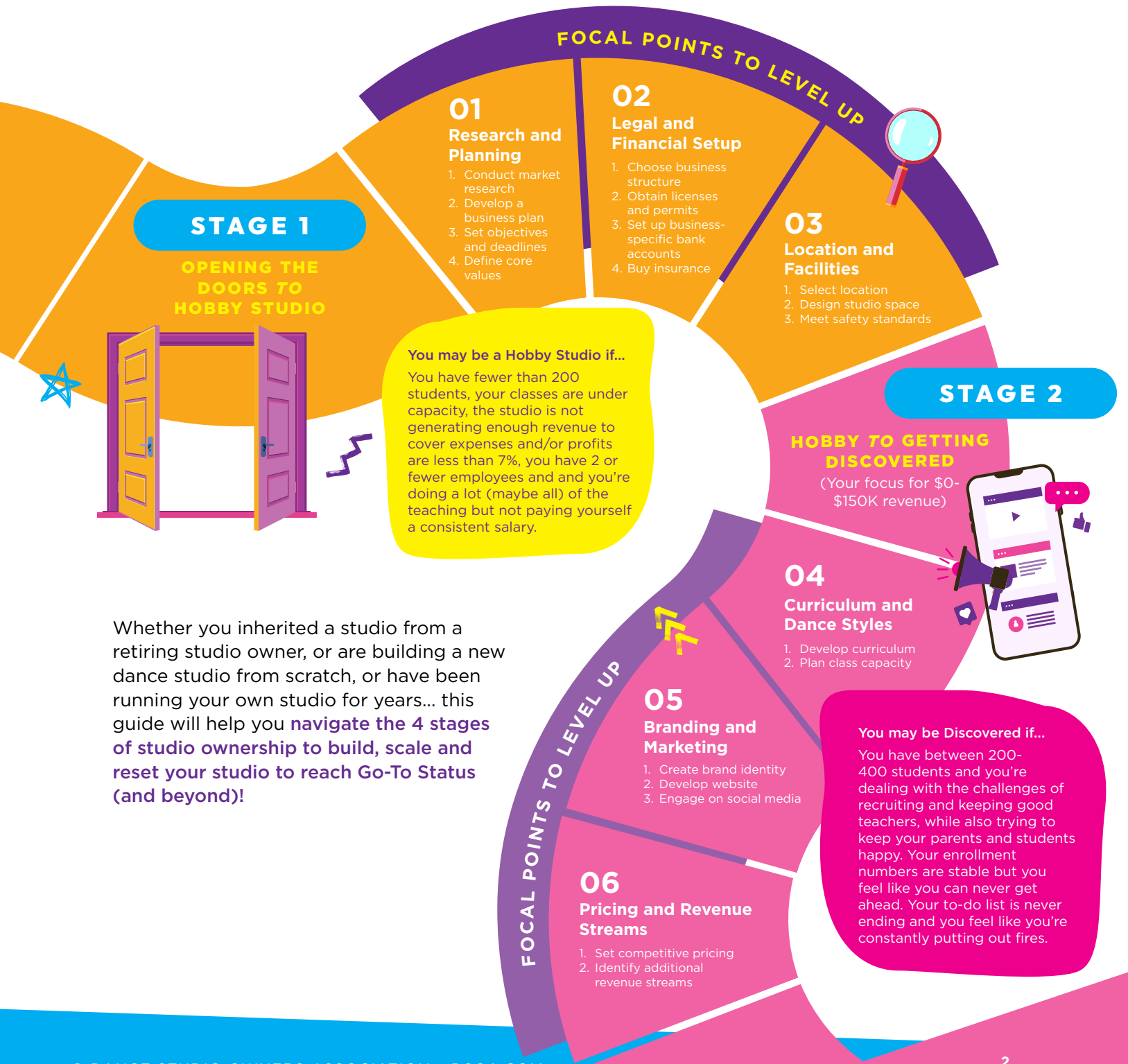
Bonys:
Level Up
NAVIGATING THE
4 STAGES OF
STUDIO OWNERSHIP

© DANCE STUDIO OWNERS ASSOCIATION • DSOA.COM





NAVIGATING THE 4 STAGES OF STUDIO OWNERSHIP



Whether you inherited a studio from a retiring studio owner, or are building a new dance studio from scratch, or have been running your own studio for years... this guide will help you **navigate the 4 stages of studio ownership to build, scale and reset your studio to reach Go-To Status (and beyond)!**

DISCOVERED TO BECOMING LOCALLY FAMOUS

(Your focus for
\$150K-\$950K revenue)

STAGE 3

07

Team Building

1. Hire staff
2. Conduct training
3. Delegate

08

Customer Experience

1. Create a positive atmosphere
2. Gather customer feedback

09

Networking and Partnerships

1. Collaborate locally with schools and events
2. Build relationships with local businesses

STAGE 4

LOCALLY FAMOUS TO ACHIEVING GO TO STATUS

(Your focus for \$1M+
revenue)

10

Scaling for Growth

1. Create operations manuals
2. Monitor key performance indicators (KPIs)

11

Financial Management

1. Keep financial records
2. Budget and forecast for the future

12

Access, Analyze, Seek Consultation

1. Continually assess all areas of the business
2. Seek mentorship for additional business growth

FOCAL POINTS TO LEVEL UP

You may be Locally Famous if...

You have between 400-800 students and you've recruited responsible and passionate teachers and your studio is profitable. But still, you're working harder than ever. You're doing the jobs of about 6 different people in the studio. Sure, you're earning good money but you feel like you have no personal life. Even when you're not physically at the studio you feel you're always there mentally.



Has your studio plateaued at a certain stage? Revisit each of the key focal points to assess whether changes are needed to get you back on track to LEVEL UP!

For in-depth coaching, mentorship and inspiration on each of these steps, check out the DSOA's comprehensive business coaching program for dance studio owners, the Inner Circle.



You may be a Go-To Studio if...

You have more than 800 students and have built a solid business model with processes and systems all dialed in, which greatly free up your time. You've introduced multiple revenue streams so you're not worried about finances or the long-term outlook of the studio. Your marketing and enrollment plan is working 24/7/365 which means you're always growing your student base. You want to turn your attention to personal growth as a leader and fully step into the CEO role of your studio.