

MASTER THE METHODS. AMPLIFY YOUR PROFIT.

# ENROLLMENT UPRISING

6 DAYS TO TRANSFORM THIS SEASON'S  
ENROLLMENT AND END 2024 STRONG!

OCTOBER 7TH-11TH & 15TH, 2024





# ENROLLMENT UPRISING

## 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 50,000 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, having successfully scaled three of the largest international dance brands. She serves as 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, world-class marketing, and high-performance team development, Olivia has trained thousands of dance studio owners and entrepreneurs worldwide. She has guided fellow Dance CEOs in generating millions of dollars in revenue and thousands of leads through paid and organic marketing channels, all while empowering their teams and reducing the stress and time spent on their business.

Her work has been featured in *Dance Teacher* magazine, *Dance Business Weekly*, *Dance Studio Life* magazine, *Business of Dance* podcast, and *Transform My Dance*

*Studio* podcast. Olivia's mission is to deliver the world's best training, resources, and technology specifically crafted for dance educators, so they can transform their teaching, their businesses and their lives.





# ENROLLMENT UPRISING

## YOUR ENROLLMENT UPRISING SCHEDULE



← Join us live on Zoom!

### DAY ONE

#### REFLECT & RISE

(ALLOW 90 MINUTES)

US PACIFIC - MONDAY, OCTOBER 7 AT 9AM  
US MOUNTAIN - MONDAY, OCTOBER 7 AT 10AM  
US CENTRAL - MONDAY, OCTOBER 7 AT 11AM  
US EASTERN - MONDAY, OCTOBER 7 AT 12PM  
UK - MONDAY, OCTOBER 7 AT 5PM  
SOUTH AFRICA - MONDAY, OCTOBER 7 AT 6PM  
PERTH - TUESDAY, OCTOBER 8 AT 12AM  
BRISBANE - TUESDAY, OCTOBER 8 AT 2AM  
SYDNEY - TUESDAY, OCTOBER 8 AT 2AM  
NEW ZEALAND - TUESDAY, OCTOBER 8 AT 4AM

### DAY TWO

#### REGISTRATION REVOLUTION

(ALLOW 90 MINUTES)

US PACIFIC - TUESDAY, OCTOBER 8 AT 9AM  
US MOUNTAIN - TUESDAY, OCTOBER 8 AT 10AM  
US CENTRAL - TUESDAY, OCTOBER 8 AT 11AM  
US EASTERN - TUESDAY, OCTOBER 8 AT 12PM  
UK - TUESDAY, OCTOBER 8 AT 5PM  
SOUTH AFRICA - TUESDAY, OCTOBER 8 AT 6PM  
PERTH - WEDNESDAY, OCTOBER 9 AT 12AM  
BRISBANE - WEDNESDAY, OCTOBER 9 AT 2AM  
SYDNEY - WEDNESDAY, OCTOBER 9 AT 2AM  
NEW ZEALAND - WEDNESDAY, OCTOBER 9 AT 4AM

### DAY THREE

#### REVVED UP MARKETING

(ALLOW 90 MINUTES)

US PACIFIC - WEDNESDAY, OCTOBER 9 AT 9AM  
US MOUNTAIN - WEDNESDAY, OCTOBER 9 AT 10AM  
US CENTRAL - WEDNESDAY, OCTOBER 9 AT 11AM  
US EASTERN - WEDNESDAY, OCTOBER 9 AT 12PM  
UK - WEDNESDAY, OCTOBER 9 AT 5PM  
SOUTH AFRICA - WEDNESDAY, OCTOBER 9 AT 6PM  
PERTH - THURSDAY, OCTOBER 10 AT 12AM  
BRISBANE - THURSDAY, OCTOBER 10 AT 2AM  
SYDNEY - THURSDAY, OCTOBER 10 AT 2AM  
NEW ZEALAND - THURSDAY, OCTOBER 10 AT 4AM



# ENROLLMENT UPRISING



## DAY FOUR

### REVENUE RENAISSANCE

(ALLOW 90 MINUTES)

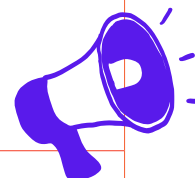
US PACIFIC - THURSDAY, OCTOBER 10 AT 9AM  
US MOUNTAIN - THURSDAY, OCTOBER 10 AT 10AM  
US CENTRAL - THURSDAY, OCTOBER 10 AT 11AM  
US EASTERN - THURSDAY, OCTOBER 10 AT 12PM  
UK - THURSDAY, OCTOBER 10 AT 5PM  
SOUTH AFRICA - THURSDAY, OCTOBER 10 AT 6PM  
PERTH - FRIDAY, OCTOBER 11 AT 12AM  
BRISBANE - FRIDAY, OCTOBER 11 AT 2AM  
SYDNEY - FRIDAY, OCTOBER 11 AT 2AM  
NEW ZEALAND - FRIDAY, OCTOBER 11 AT 4AM

## DAY FIVE

### RETENTION RESURGENCE

(ALLOW 90 MINUTES)

US PACIFIC - FRIDAY, OCTOBER 11 AT 9AM  
US MOUNTAIN - FRIDAY, OCTOBER 11 AT 10AM  
US CENTRAL - FRIDAY, OCTOBER 11 AT 11AM  
US EASTERN - FRIDAY, OCTOBER 11 AT 12PM  
UK - FRIDAY, OCTOBER 11 AT 5PM  
SOUTH AFRICA - FRIDAY, OCTOBER 11 AT 6PM  
PERTH - SATURDAY, OCTOBER 12 AT 12AM  
BRISBANE - SATURDAY, OCTOBER 12 AT 2AM  
SYDNEY - SATURDAY, OCTOBER 12 AT 2AM  
NEW ZEALAND - SATURDAY, OCTOBER 12 AT 4AM



## DAY SIX

### LEADERSHIP LIBERATION

(ALLOW 120 MINUTES)

US PACIFIC - TUESDAY, OCTOBER 15 AT 9AM  
US MOUNTAIN - TUESDAY, OCTOBER 15 AT 10AM  
US CENTRAL - TUESDAY, OCTOBER 15 AT 11AM  
US EASTERN - TUESDAY, OCTOBER 15 AT 12PM  
UK - TUESDAY, OCTOBER 15 AT 5PM  
SOUTH AFRICA - TUESDAY, OCTOBER 15 AT 6PM  
PERTH - WEDNESDAY, OCTOBER 16 AT 12AM  
BRISBANE - WEDNESDAY, OCTOBER 16 AT 2AM  
SYDNEY - WEDNESDAY, OCTOBER 16 AT 2AM  
NEW ZEALAND - WEDNESDAY, OCTOBER 16 AT 4AM

← Join us live on Zoom!







# ENROLLMENT UPRISING

## A-HA MOMENTS



DAY 1

DAY 2

DAY 3

DAY 4

DAY 5

DAY 6

MASTER THE METHODS. AMPLIFY YOUR PROFIT.

# ENROLLMENT UPRISING

## REFLECT & RISE

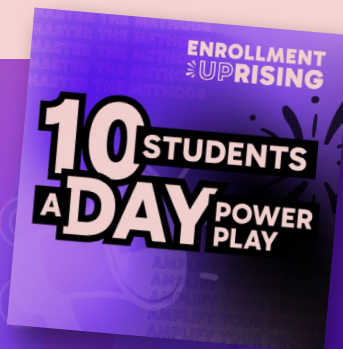
MONDAY, OCTOBER 7TH

12PM ET - 1.30PM ET

Are you connected to your inner “why” and remembering the big picture? Or have you become a “Dance Doubter” and lost faith in yourself?

It's time to reset, regroup, and get excited for the future. **Olivia will kick things off with** a cathartic discussion on why this year has been so hard for dancers- and how you can begin to regain your confidence as a Studio CEO. (You'll leave feeling fired up, in love with dance, and ready to fight any disrespect that comes your way.)

*Join live on Zoom for...*



THIS DONE-FOR-YOU STRATEGY WILL ONLY BE SHARED LIVE ON THE CALL!

## DAY ONE



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# CREATING AN ENROLLMENT UPRISING IS A LOT LIKE CHOREOGRAPHING A DANCE!

**STEP 1**




**STEP 2**




**STEP 3**




**STEP 4**




**STEP 5**




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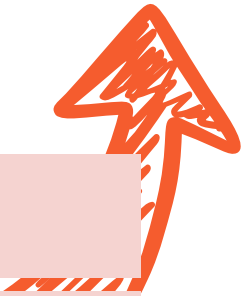




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## Homework

POST YOUR ENROLLMENT UPRISING VISION STATEMENT IN THE GROUP

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10 STUDENTS A DAY POWER PLAY:

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*Show up bonus only! Must come live to get it!*

MASTER THE METHODS. AMPLIFY YOUR PROFIT.

# ENROLLMENT UPRISING

## REGISTRATION REVOLUTION

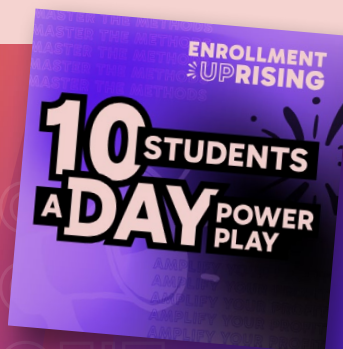
TUESDAY, OCTOBER 8TH

12PM ET - 1.30PM ET

Real families choose dance over other extracurriculars ALL THE TIME. On Day 2, you'll learn exactly how to present your studio in a way that will make parents and students VALUE dance instead of putting it on the back burner.

**Day 2 is dedicated to** teaching you all the skills you'll need to stand out from other extracurriculars, consistently reach new students with impactful marketing, and finally build a thriving student body.

*Join live on Zoom for...*



THIS DONE-FOR-YOU STRATEGY WILL ONLY BE SHARED LIVE ON THE CALL!

## DAY TWO



## Is This Happening To Your Studio?

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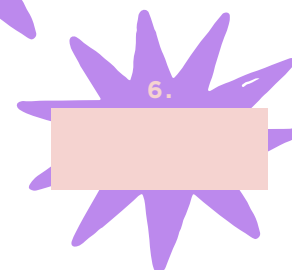
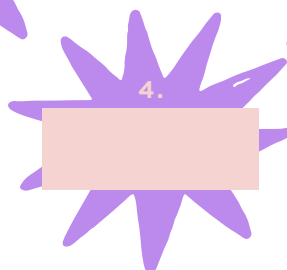
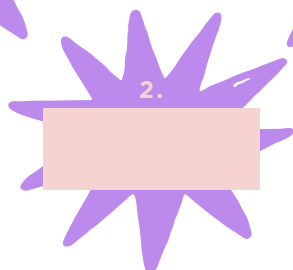
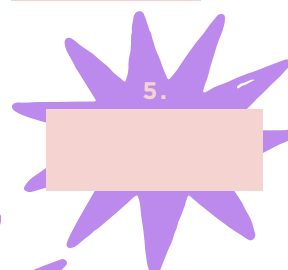
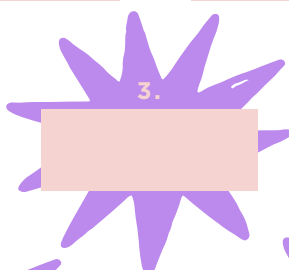
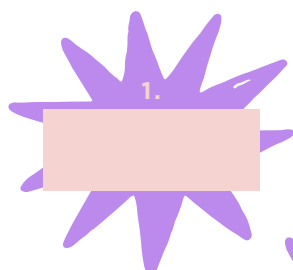
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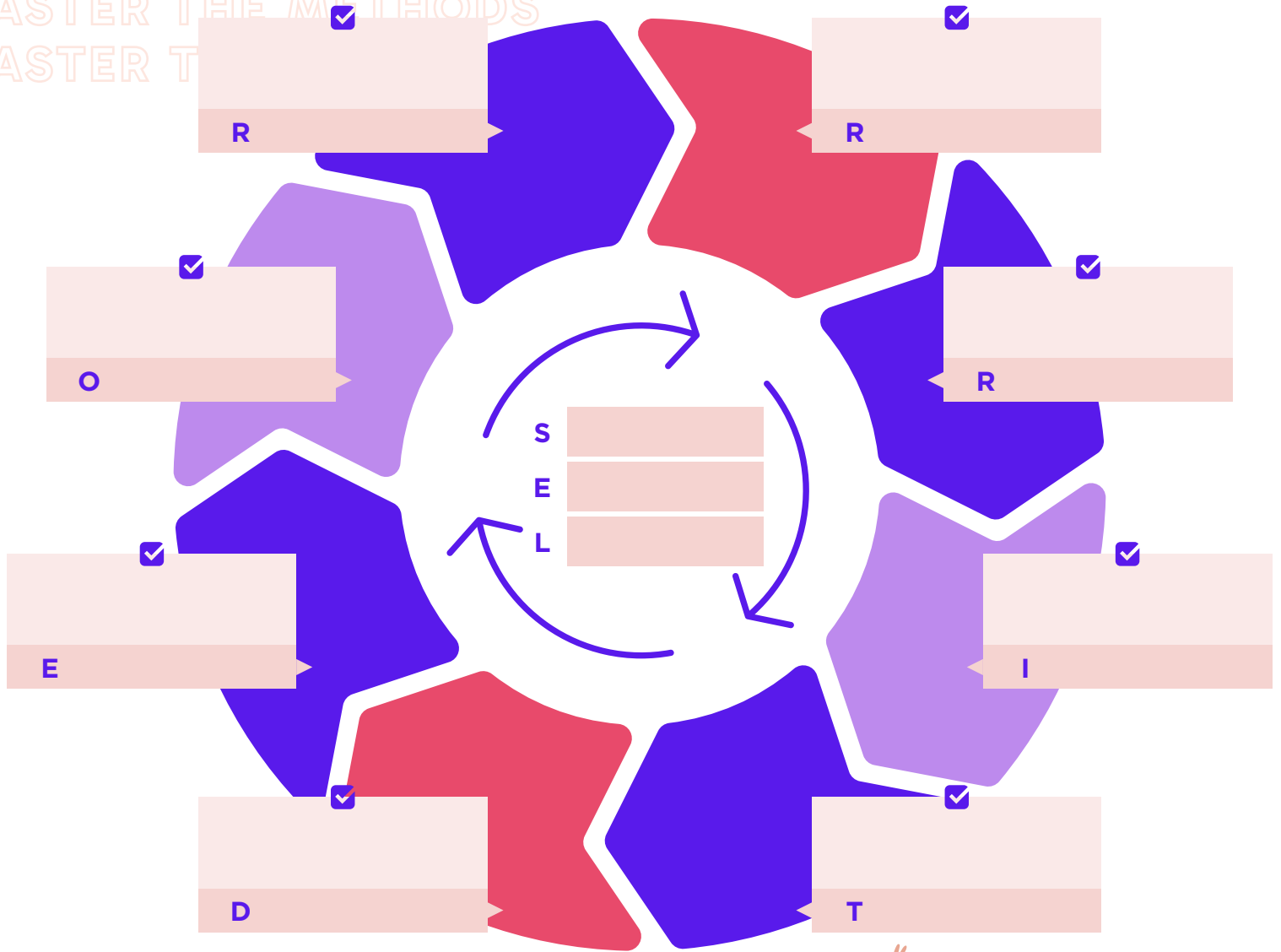


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MASTER THE METHODS  
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## Homework

POST YOUR OUTSTANDING OFFER IN THE GROUP FOR SOME  
COACHING AND FEEDBACK

OUR OFFER TO YOU IS A  VALID UNTIL

10 STUDENTS A DAY POWER PLAY:

*Show up bonus only! Must come live to get it!*

AMPLIFY YOUR PROFIT  
AMPLIFY YOUR PROFIT  
AMPLIFY YOUR PROFIT  
AMPLIFY YOUR PROFIT  
AMPLIFY YOUR PROFIT



MASTER THE METHODS. AMPLIFY YOUR PROFIT.

# ENROLLMENT UPRISING

## REVVED UP MARKETING

WEDNESDAY, OCTOBER 9TH

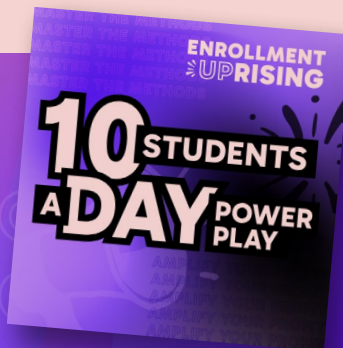
12PM ET - 1.30PM ET

Imagine how your social media feed COULD have looked after a more successful Olympic breaking debut.

We can't change the past, but we CAN take control of the narrative and create content that uplifts dancers- and on **Day 3**, you'll do just that.

Plus, you'll learn how to cut through social media saturation and stand out instead of getting lost in the algorithm.

*Join live on Zoom for...*



THIS DONE-FOR-YOU STRATEGY WILL ONLY BE SHARED LIVE ON THE CALL!

# DAY THREE



WHAT  IS YOUR STUDIO UP AGAINST?

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## Your Growth Journey

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## Studio Edge Matrix

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### STUDENT ATTRACTION METHOD

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## Channel Champions

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## Homework

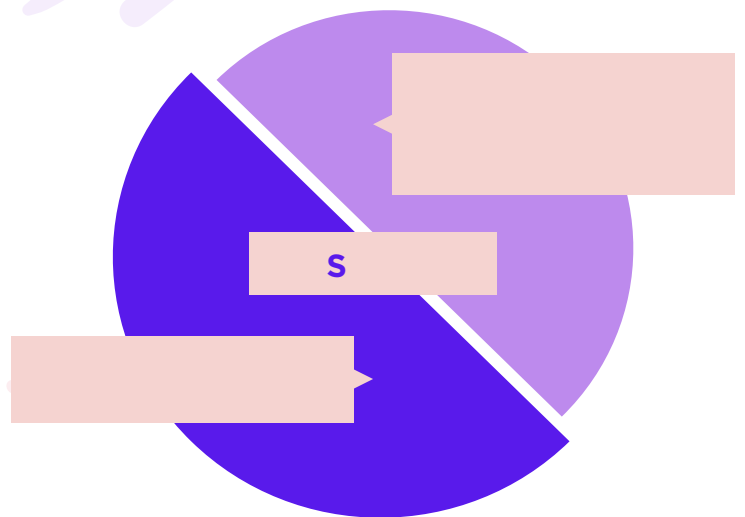
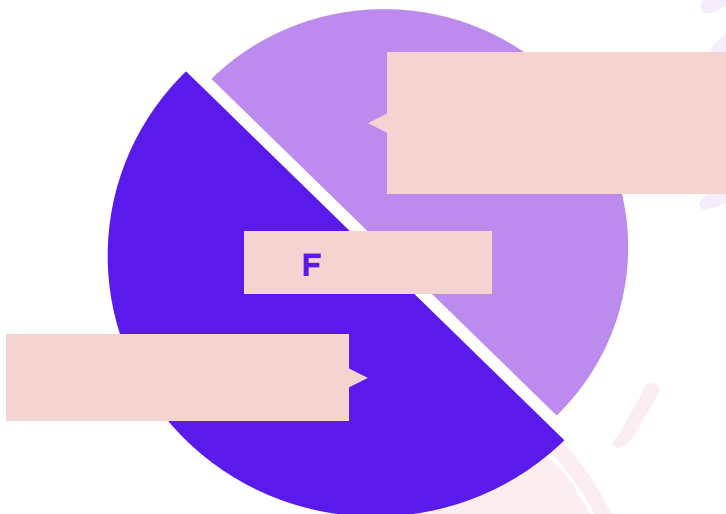
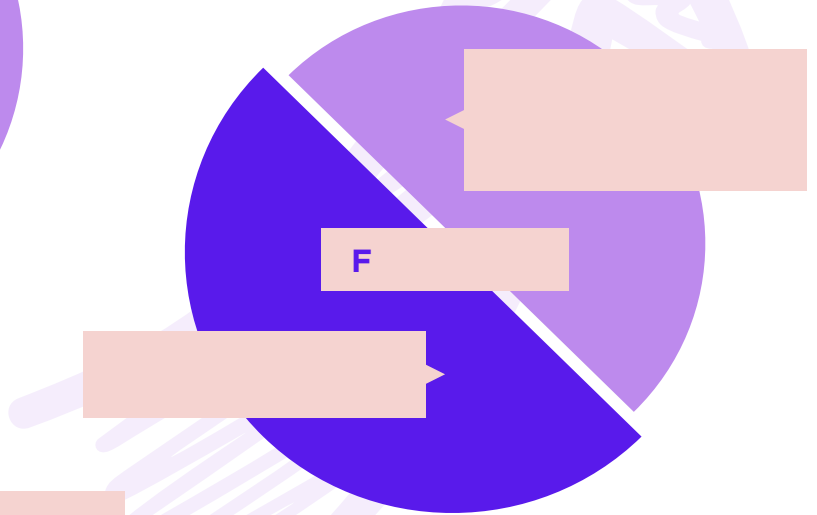
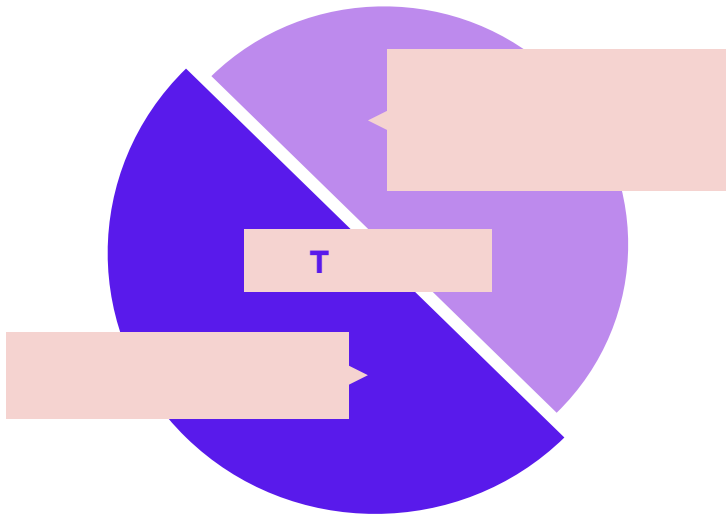
POST YOUR UPRISING OUTREACH COMMITMENT STATEMENT IN THE GROUP FOR SOME COACHING AND FEEDBACK

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AMPLIFY YOUR PROFIT  
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AMPLIFY YOUR PROFIT



# Why Now Wheels



10 STUDENTS A DAY POWER PLAY:

*Show up bonus only! Must come live to get it!*



MASTER THE METHODS. AMPLIFY YOUR PROFIT.

# ENROLLMENT UPRISING

## REVENUE RENAISSANCE

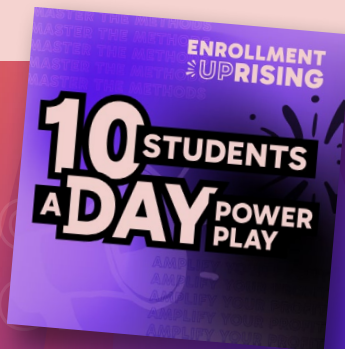
THURSDAY, OCTOBER 10TH

12PM ET - 1.30PM ET

Your financial stability matters, and you can learn how to build a lucrative dance studio while advocating for the industry at the same time. You don't have to pick one- you can and should have BOTH.

**Day 4 breaks down how to** build multiple streams of income for your studio in a regenerative way that gives back to you without compromising your values.

*Join live on Zoom for...*



THIS DONE-FOR-YOU STRATEGY WILL ONLY BE SHARED LIVE ON THE CALL!

## DAY FOUR

# For The Red?

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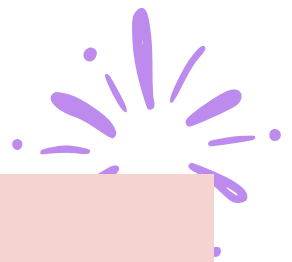
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A stylized orange starburst or explosion shape is positioned above a large, thick purple arrow that points upwards and to the right. The arrow has a textured, hand-drawn appearance. The background is white, with a solid blue horizontal band at the bottom. A small white letter 'M' is visible in the bottom left corner of the blue band.

## Top Money Makers and Mistakes



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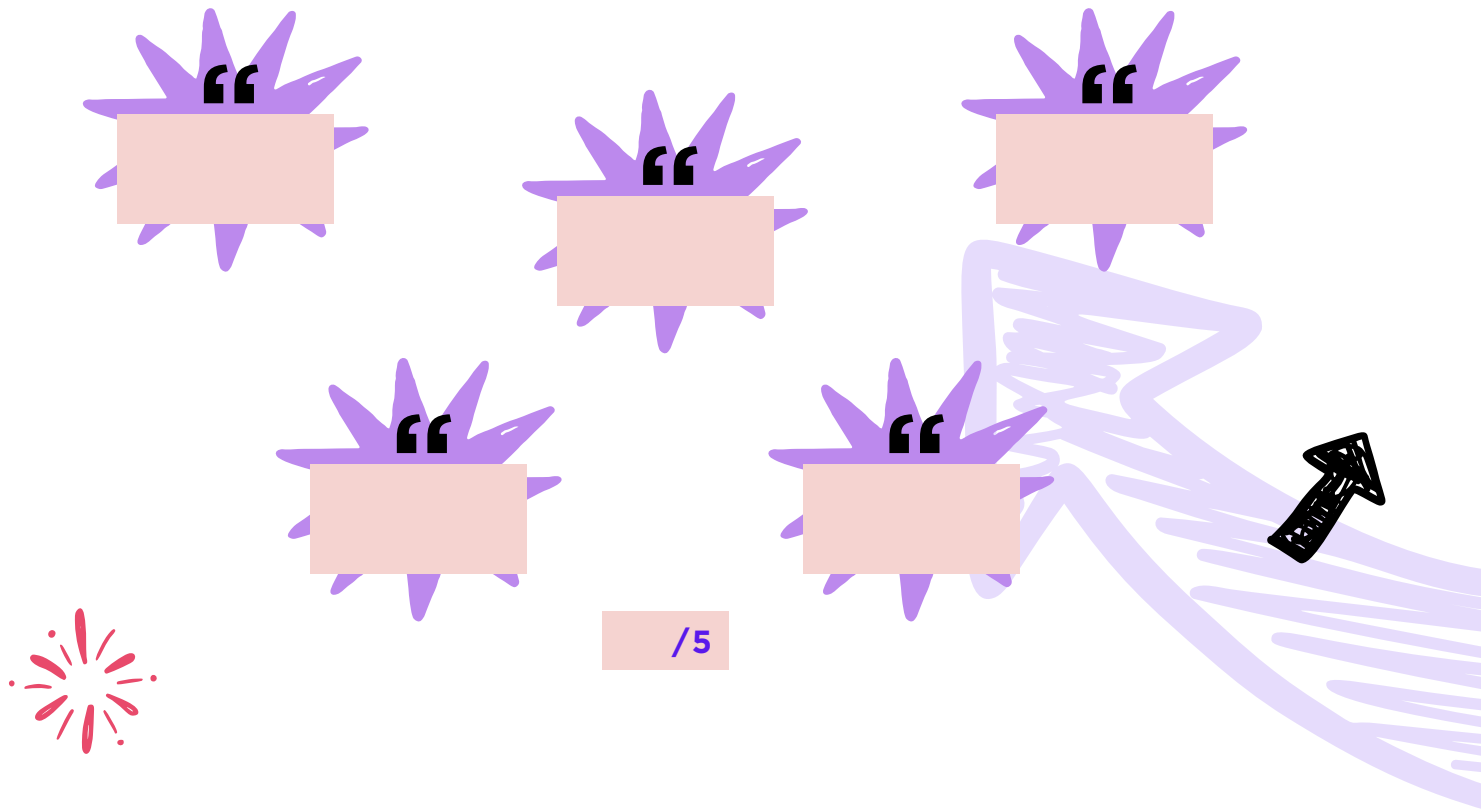


## Upselling Uprising

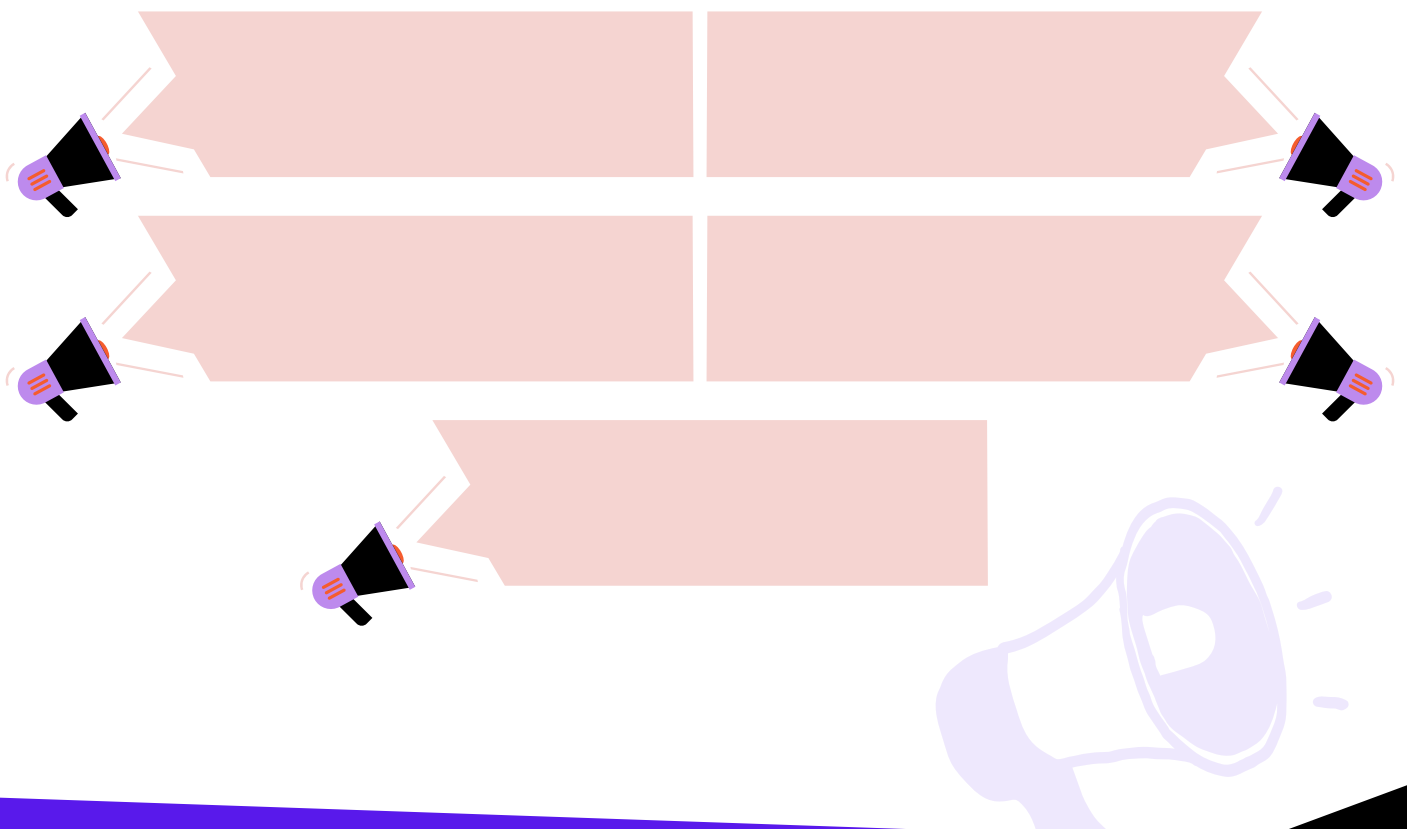
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## The Money Myths Holding You Back



## Shifting Money Narratives





# Homework



POST YOUR UPSELL UPRISING COMMITMENT STATEMENT IN  
THE GROUP FOR SOME COACHING AND FACEBOOK

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10 STUDENTS A DAY POWER PLAY:

*Show up bonus only! Must come live to get it!*



MASTER THE METHODS. AMPLIFY YOUR PROFIT.

# ENROLLMENT UPRISING

## RETENTION RESURGENCE

FRIDAY, OCTOBER 11TH

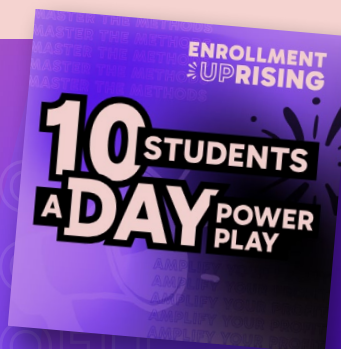
12PM ET - 1.30PM ET

Loyalty in the dance world is precious. And because dancers are so often pitted against each other so other industries can benefit, it can be hard to come by.

Instead of falling into patterns of scarcity or feeling like “everyone is against you,” you can proactively build caring, loyal relationships with students, parents, and other dance professionals around you.

**Day 5 will teach you** how to inspire loyalty through dance advocacy so you can earn more and create amazing, long-term relationships within your community.

*Join live on Zoom for...*



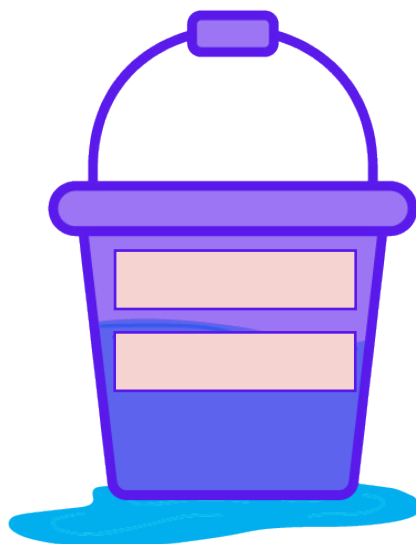
THIS DONE-FOR-YOU STRATEGY WILL  
ONLY BE SHARED LIVE ON THE CALL!

# DAY FIVE

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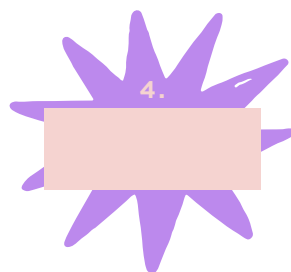
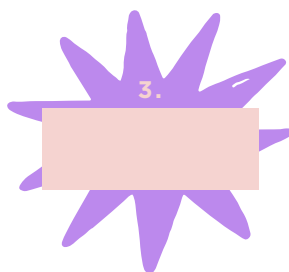
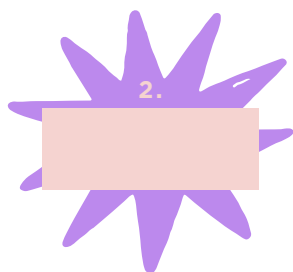
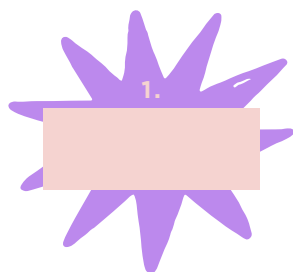
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# Creating Your Studio's Superfans

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10 STUDENTS A DAY POWER PLAY:

Show up bonus only! Must come live to get it!



# LEADERSHIP LIBERATION

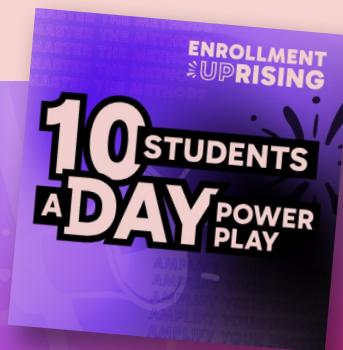
UNLOCKING YOUR STUDIO CEO POWER

TUESDAY, OCTOBER 15TH

12PM ET - 2PM ET

Join us for a special masterclass on Day 6 and level up your leadership skills. You'll review the 5 core takeaways from The Enrollment Uprising that will help you become a stronger leader and guide your team to success. Plus, learn how to guide your team to support your studio mission and take back your CEO power.

*Join live on Zoom for...*



THIS DONE-FOR-YOU  
STRATEGY WILL ONLY BE  
SHARED LIVE ON THE CALL!

DAY SIX



# Are you running your business, or is it running you?



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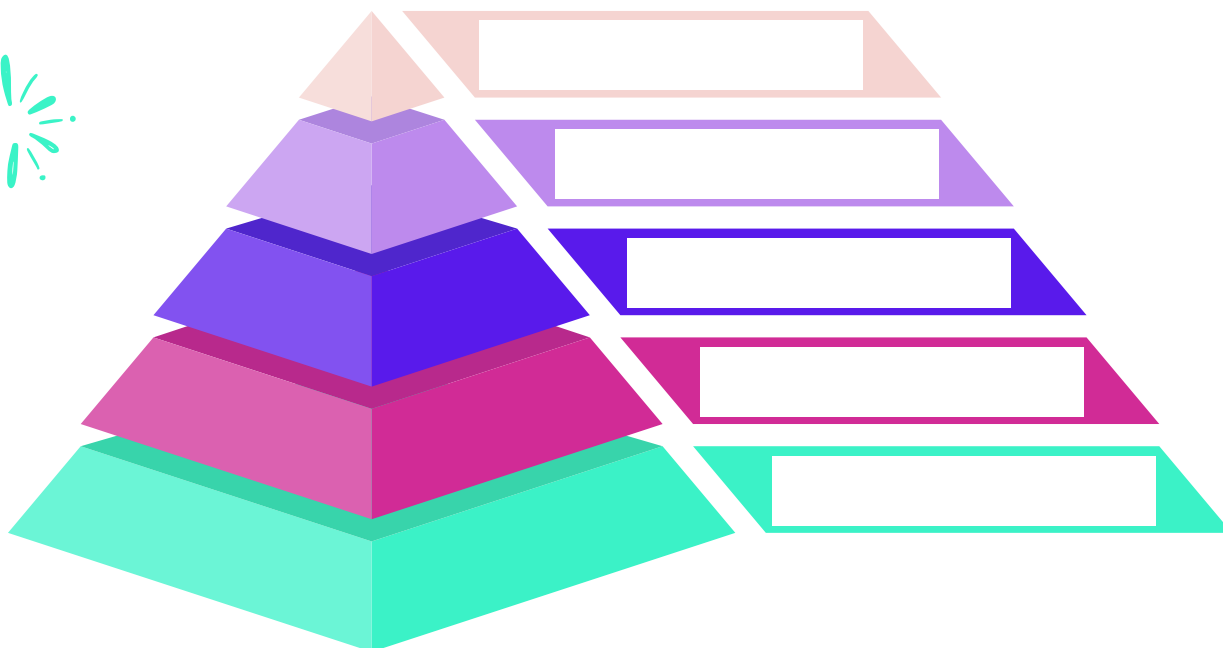
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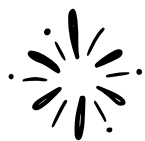
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**STEP 2:**

**Which months of the year  
do you currently  ?**



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| JULY                     | AUGUST                   | SEPTEMBER                | OCTOBER                  | NOVEMBER                 | DECEMBER                 |
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## Getting Your Team On Board

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## What's the #1 action you can take?

**STEP 3:**

**for Authentic Marketing**

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## What's the #1 step you can take for teachers?

## What's the #1 step you can take to for admin?

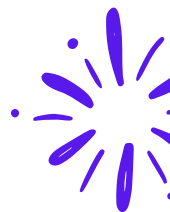




**STEP 4:**

**Win-Win**

**to Boost Your Profits**

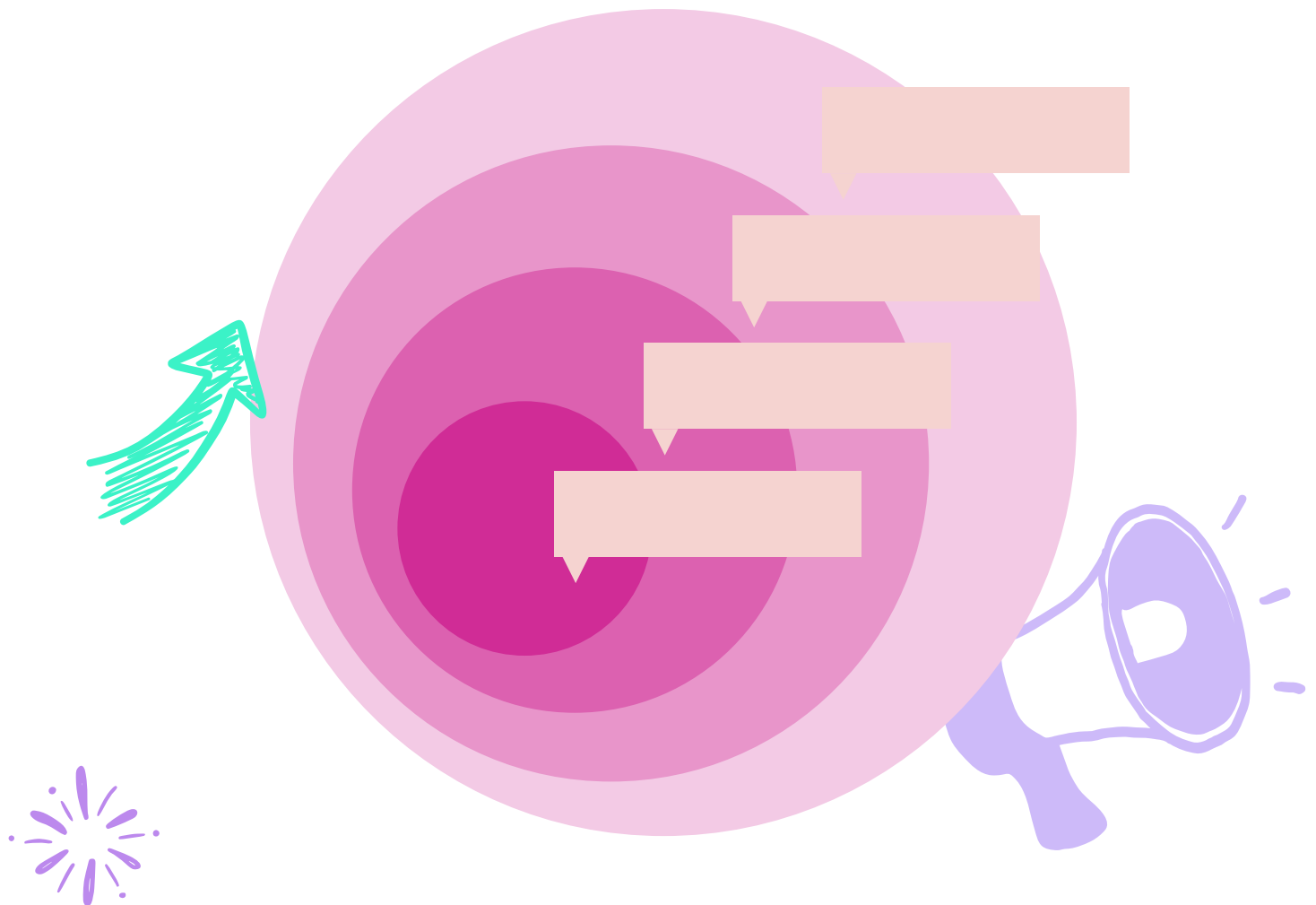


**What's the #1 action you can take?**

**STEP 5:**



Building a [ ] of [ ]



What's the #1 action you can take?

[ ]

[ ] in [ ]

|     |     |     |
|-----|-----|-----|
| [ ] | [ ] | [ ] |
| [ ] | [ ] | [ ] |

# Studio CEO Head and Heart Continuum

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10 STUDENTS A DAY POWER PLAY:

*Show up bonus only! Must come live to get it!*





## ABOUT THE INNER CIRCLE

The Inner Circle is a year-round, one-stop business coaching program 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



"(WIN) Our goal this season was to hit 400 students. We hit 406 this week! We have been working hard and my staff have been 'all in' to make it happen."

- DEB COLLIER



### THE INNER CIRCLE

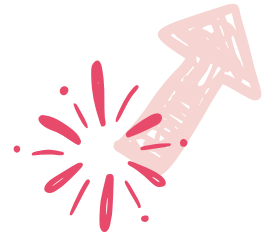
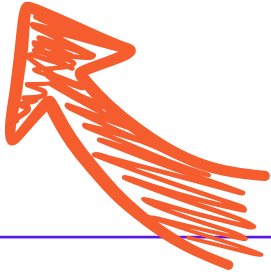
The Inner Circle is the only comprehensive business coaching program for dance studio owners!

**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!

# ENROLLMENT UPRISING

## NOTES



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