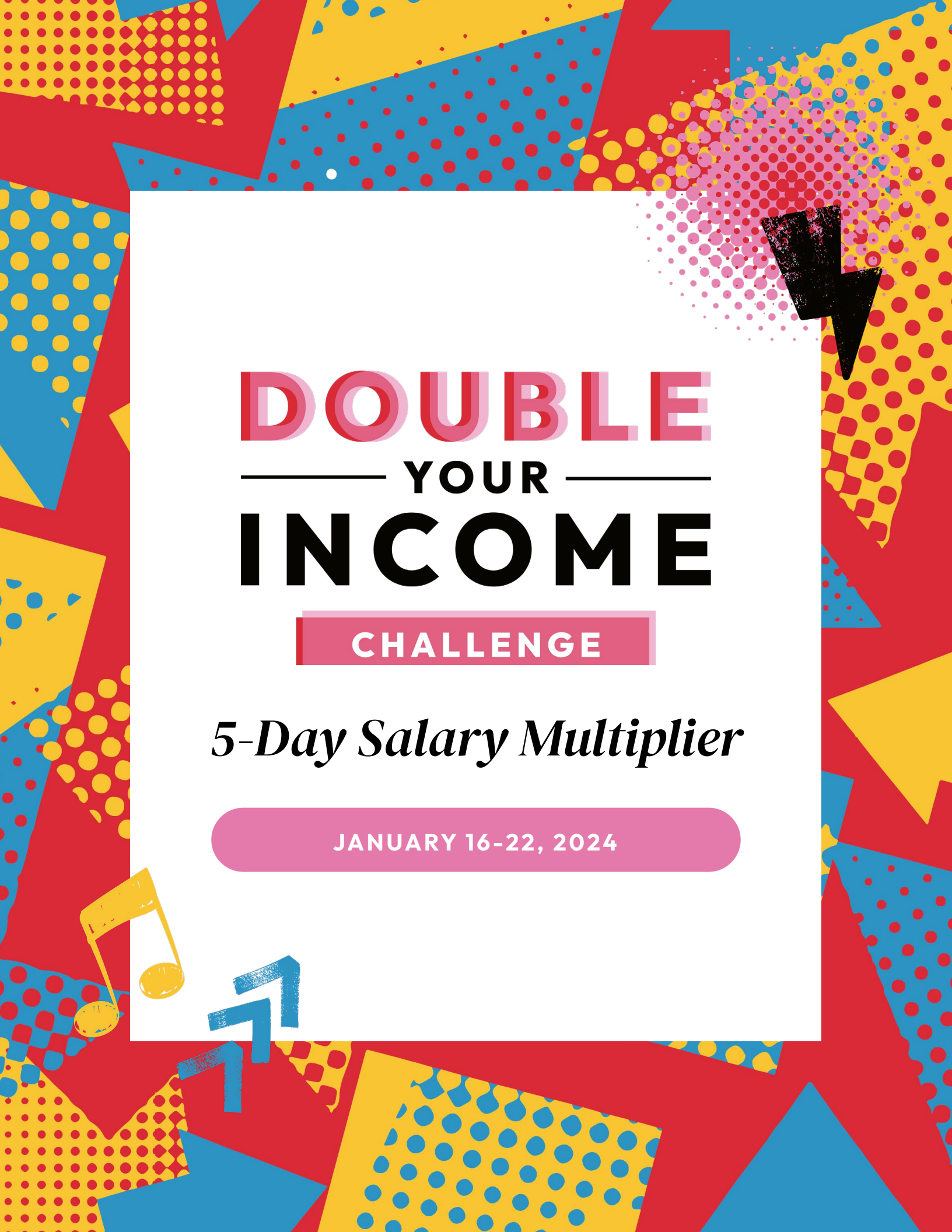




DOUBLE — YOUR — INCOME CHALLENGE

5-Day Salary Multiplier

JANUARY 16-22, 2024

DOUBLE YOUR INCOME CHALLENGE

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.



DOUBLE
— YOUR —
INCOME
CHALLENGE

YOUR DOUBLE YOUR INCOME CHALLENGE SCHEDULE



← Join us Live on Zoom!

DAY ONE

ELEVATE YOUR EARNINGS

(ALLOW 90 MINUTES)

US PACIFIC - TUESDAY, JANUARY 16 AT 9AM
US MOUNTAIN - TUESDAY, JANUARY 16 AT 10AM
US CENTRAL - TUESDAY, JANUARY 16 AT 11AM
US EASTERN - TUESDAY, JANUARY 16 AT 12PM
UK - TUESDAY, JANUARY 16 AT 5PM
SOUTH AFRICA - TUESDAY, JANUARY 16 AT 6PM
PERTH - WEDNESDAY, JANUARY 17 AT 12AM
BRISBANE - WEDNESDAY, JANUARY 17 AT 2AM
SYDNEY - WEDNESDAY, JANUARY 17 AT 3AM
NEW ZEALAND - WEDNESDAY, JANUARY 17 AT 5AM

DAY TWO

THE FACEBOOK ADS PROFIT MACHINE

(ALLOW 90 MINUTES)

US PACIFIC - WEDNESDAY, JANUARY 17 AT 9AM
US MOUNTAIN - WEDNESDAY, JANUARY 17 AT 10AM
US CENTRAL - WEDNESDAY, JANUARY 17 AT 11AM
US EASTERN - WEDNESDAY, JANUARY 17 AT 12PM
UK - WEDNESDAY, JANUARY 17 AT 5PM
SOUTH AFRICA - WEDNESDAY, JANUARY 17 AT 6PM
PERTH - THURSDAY, JANUARY 18 AT 12AM
BRISBANE - THURSDAY, JANUARY 18 AT 2AM
SYDNEY - THURSDAY, JANUARY 18 AT 3AM
NEW ZEALAND - THURSDAY, JANUARY 18 AT 5AM



DOUBLE
— YOUR —
INCOME
CHALLENGE



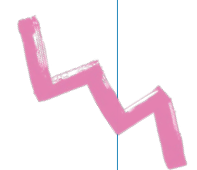
← Join us Live on Zoom!

DAY THREE

**YOUR INNER FINANCE
GENIUS**

(ALLOW 90 MINUTES)

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



DAY FOUR

UNLOCKING LOYALTY

(ALLOW 90 MINUTES)

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

DAY FIVE

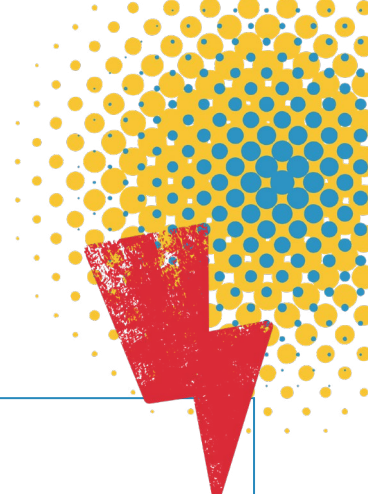
**STUDIO CEO MASTERY:
ADVANCED LEADERSHIP
METHODS TO RIGHT-SIZE
YOUR TEAM**

(ALLOW 90 MINUTES)

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



DOUBLE
— YOUR —
INCOME
CHALLENGE



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

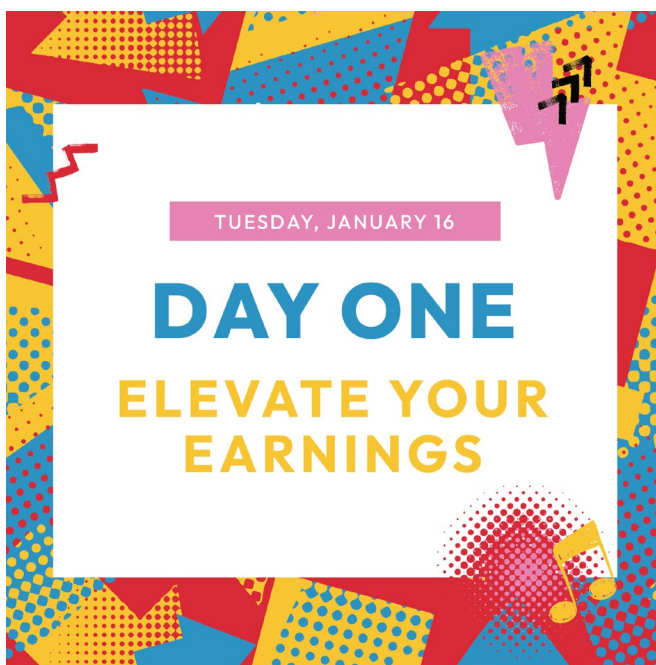
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DAY ONE

TUESDAY, JAN 16

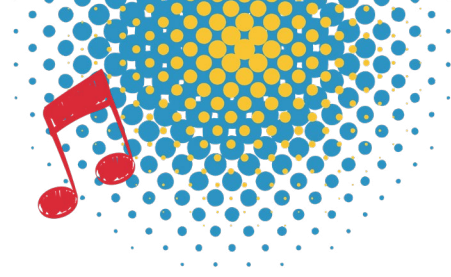
12PM ET



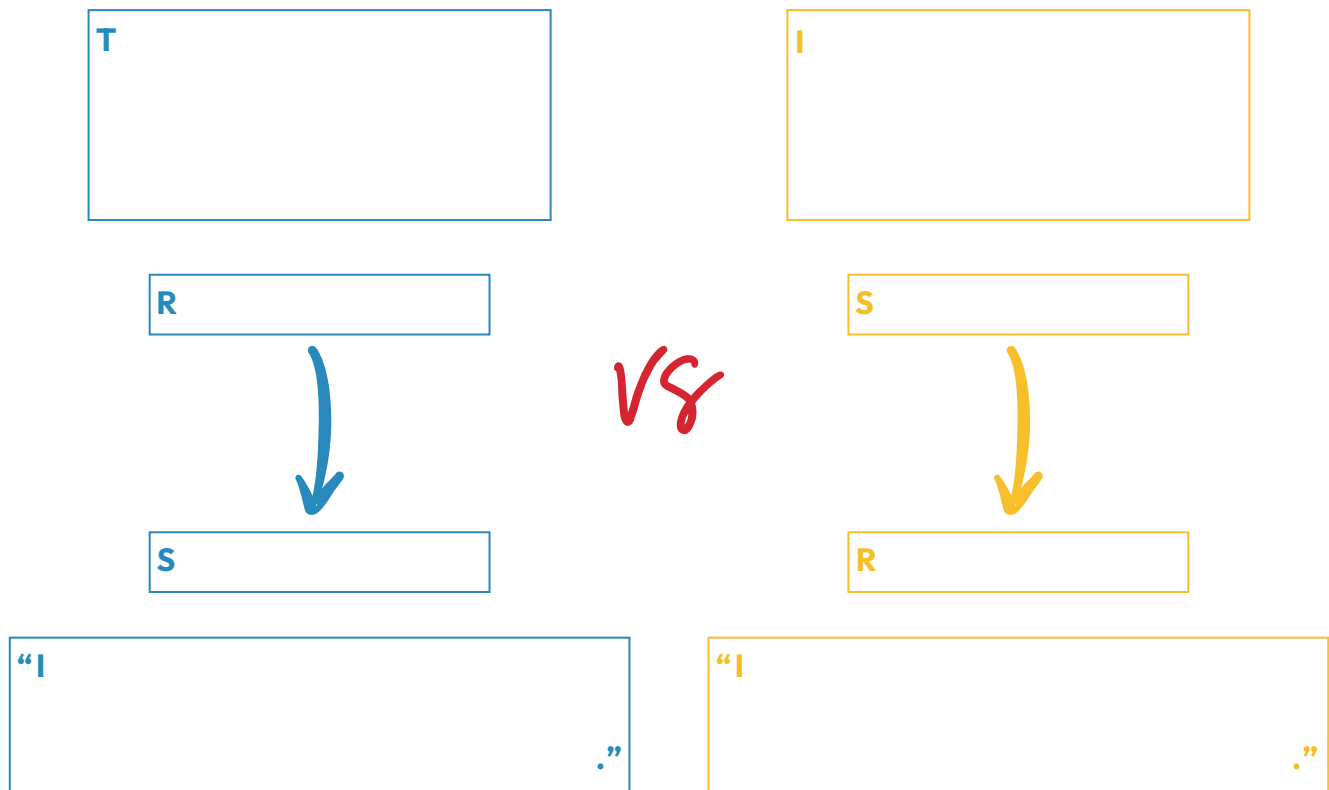
DAY 1 ELEVATE YOUR EARNINGS

Are you embracing your full potential as a dance entrepreneur, or are you stuck in the “starving artist” mentality?

Deep dive into the mindset blocks holding you back from doubling your salary while continuing to provide an in-depth dance education to your students.



WHY YOU'RE LOOKING AT SALARY THE WRONG WAY

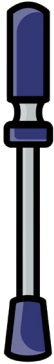


Let's set some goals!

I	S	P	R
	G	G	G



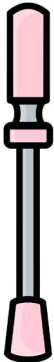
THERE ARE _____ THAT ARE
KEY TO DOUBLING YOUR INCOME.



LEVER 1:

/10/10/10

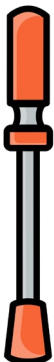
TOTAL SCORE:

/30

LEVER 2:

/10/10/10

TOTAL SCORE:

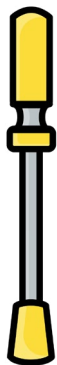
/30

LEVER 3:

/10/10/10

TOTAL SCORE:

/30



LEVER 4:

/10/10/10

TOTAL SCORE:

/30

LEVER 5:

/10/10/10

TOTAL SCORE:

/30

FINAL SCORE:

/150

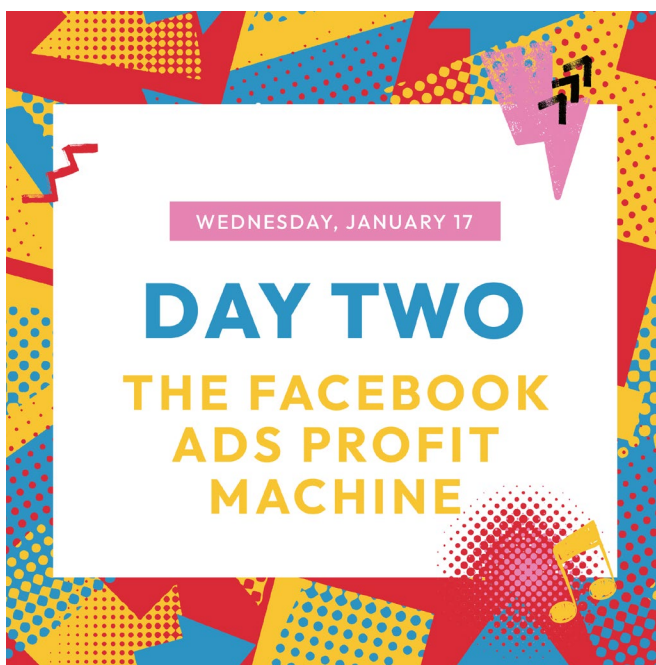
P _____ S _____ S _____



DAY TWO

WEDNESDAY, JAN 17

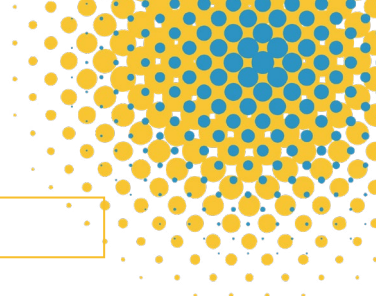
12PM ET



DAY 2 THE FACEBOOK ADS PROFIT MACHINE

Uncover the top mistake you're making with your Facebook Ads and learn how to tap into a goldmine of new students.

(It's a simple, proven step-by-step process that you don't need a marketing team to master!)



REVENUE GOAL:

SALARY GOAL:

Y _____ B _____ P _____

BY THE END OF _____,
DANCERS WILL:

BY THE END OF _____,
DANCERS WILL:

BY THE END OF _____,
DANCERS WILL:

KILLER FACEBOOK AD COPY REQUIRES:



P

H

D

C

YOUR FACEBOOK AD NEEDS:

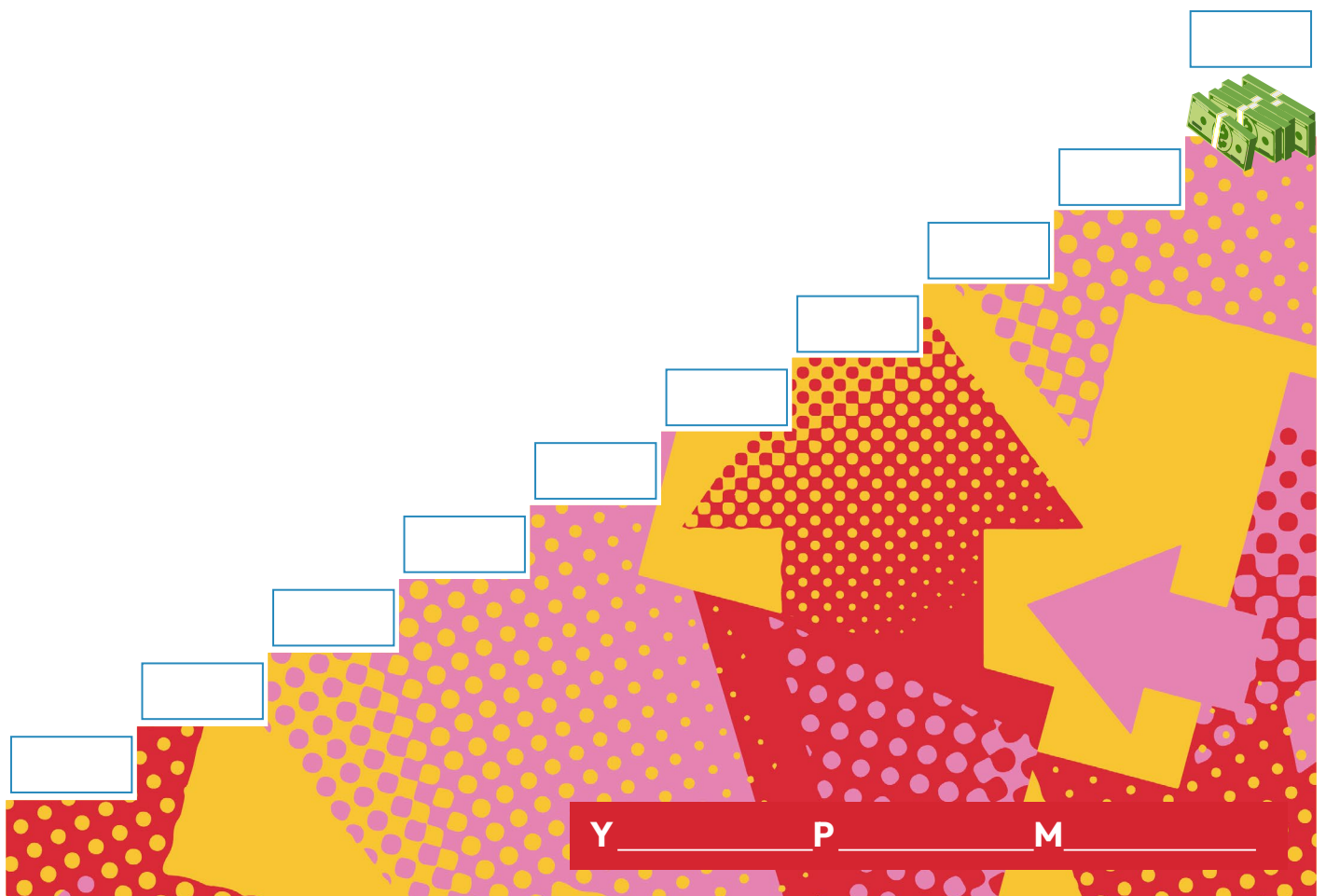
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W A Y G





FINISH

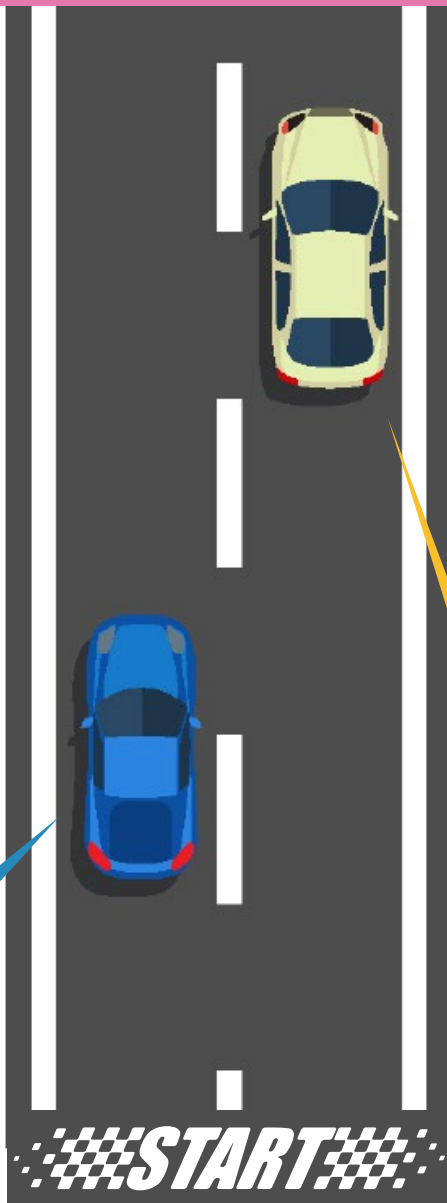
\$ _____ PER MONTH

(÷)

(÷)

=

YOU NEED _____ TO
CROSS THE FINISH LINE



(÷)

(÷)

=

YOU NEED _____ TO
CROSS THE FINISH LINE



I _____ A _____ S _____

DAY THREE

THURSDAY, JAN 18

12PM ET



DAY 3 YOUR INNER FINANCE GENIUS

Olivia shares the #1 secret that other successful studios are already using to generate instant revenue without shelling out money on marketing.

Plus, learn how to fill your classes effortlessly WITHOUT using shady sales tactics or harassing your friends and family members.

I _____ D _____

E _____ E _____

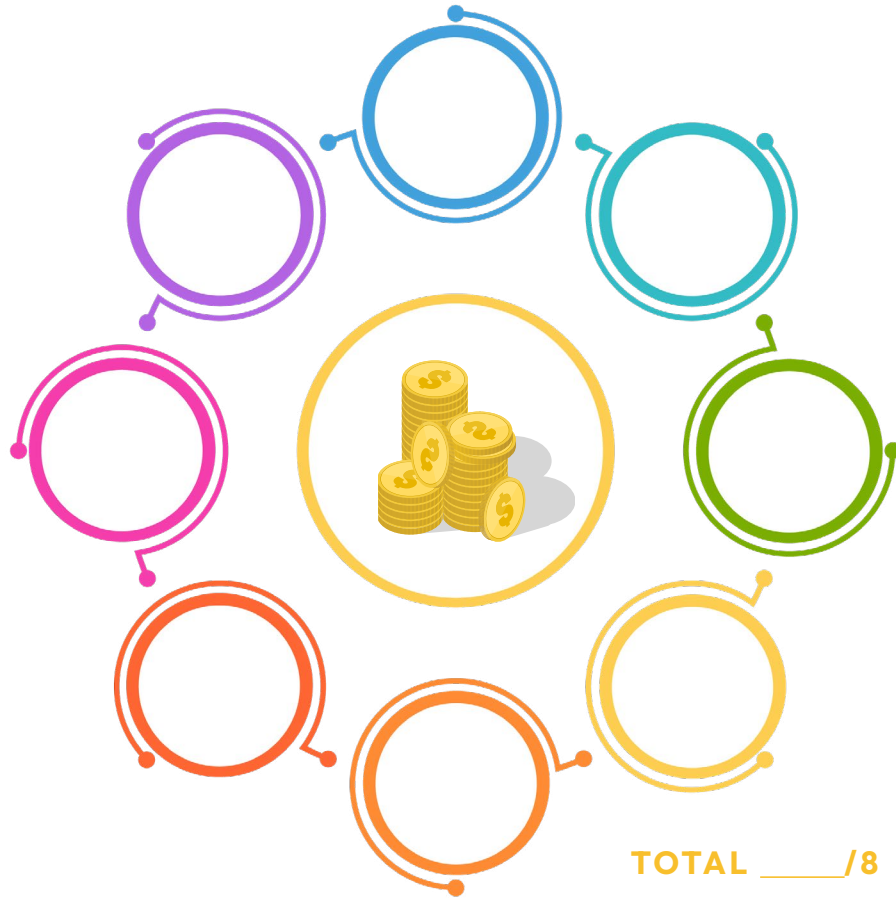


R _____ B _____



TOTAL ____/8

R _____ D _____



REVENUE GOAL:

SALARY GOAL:

WHICH LADDER ARE YOU ON?



W _____ R _____
D _____

W _____ R _____
B _____

STUDIO OWNER RED FLAGS AND GREEN FLAGS

W _ _ _ I _ _ _ L _ _ _ L _ _ _


























 / 6

 / 6

W _ _ _ I _ _ _ S _ _ _ L _ _ _





















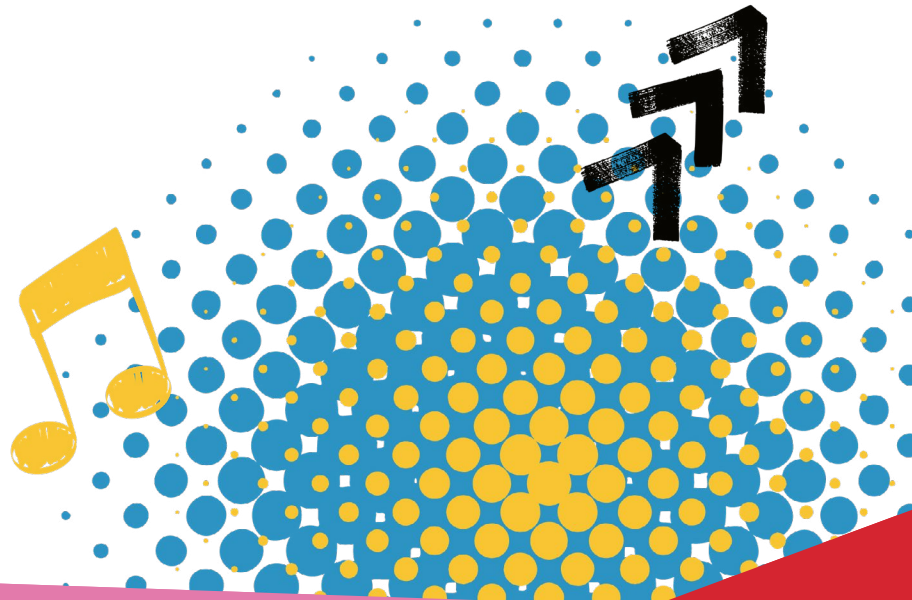




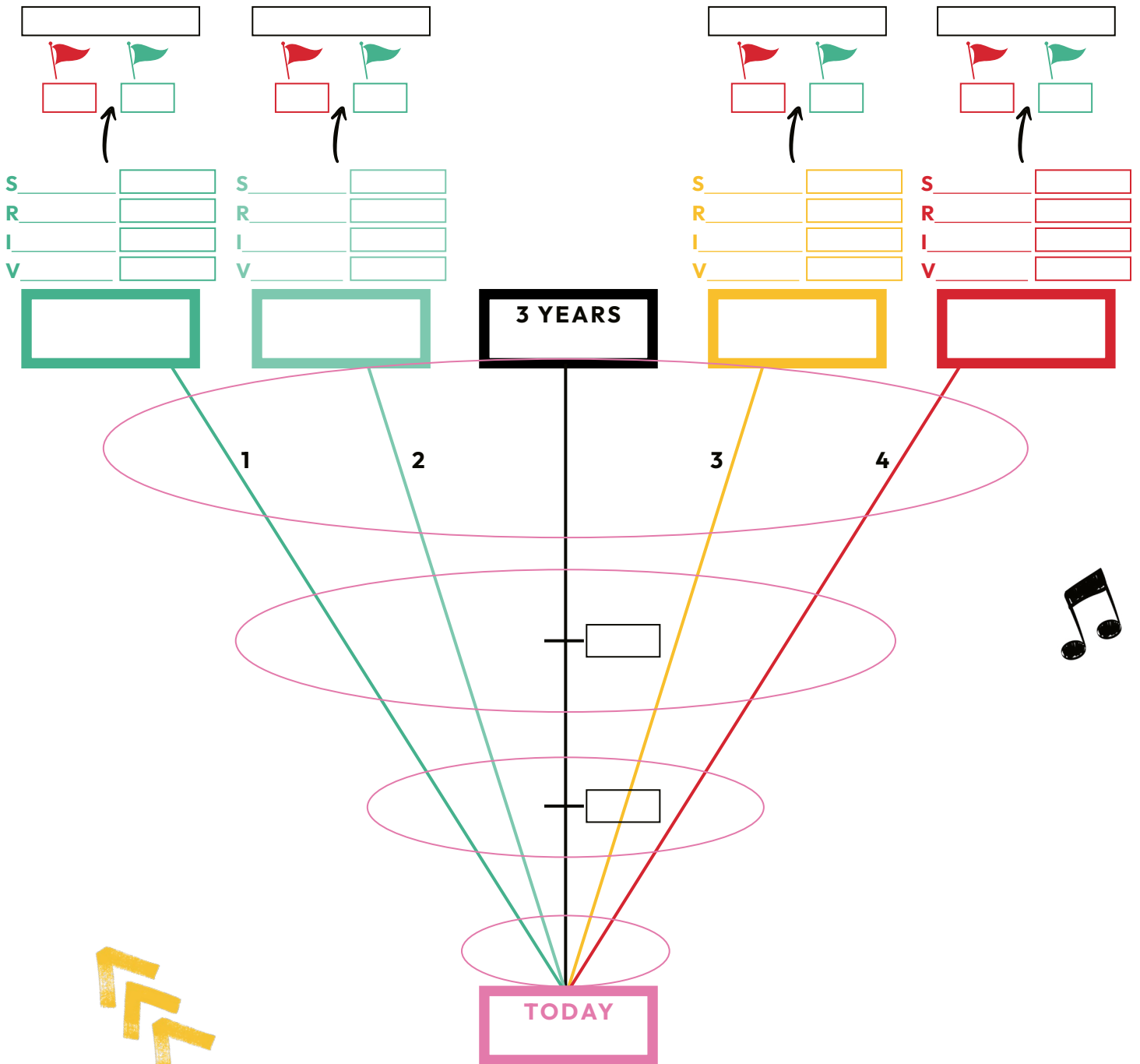

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W _____ I _____ F _____ L _____

/6/6/18/18

YOUR 4 FINANCIAL FUTURES



90-DAY FINANCIAL ACTION

DAY FOUR

FRIDAY, JAN 19

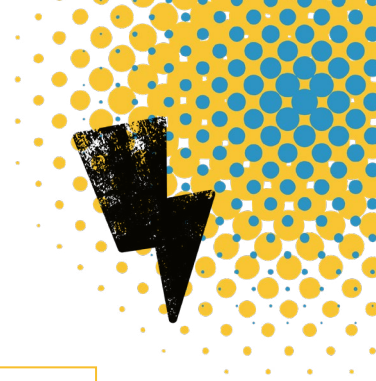
12PM ET



DAY 4 UNLOCKING LOYALTY

Discover why your kiddos keep quitting dance for soccer, unmask dance family departures, and gain an exclusive chance to see behind the curtain by analyzing what studios at the top of their game are doing.

Deep dive retention strategy, explore the secret to gaining dance family loyalty, and learn how to stop losses before they start.



KEY DEFINITIONS

R _____ :

F _____ :

C _____ Y _____ R _____

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WHY YOU'RE LOOKING AT RETENTION THE WRONG WAY

T



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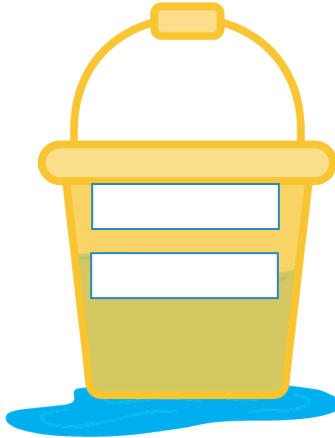
I



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T _____ S _____ O _____

R _____ J _____



I _____ C _____ S _____

O _____ R _____ J _____



WHICH BUCKET ARE YOU IN?



T _ S _ O _
R _ J _



I _ C _ S _
O _ R _ J _

WHY YOU'RE LOOKING AT FREQUENCY THE WRONG WAY



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C _ Y _ F _

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I _____ C _____ S _____ O _____ F _____ J _____



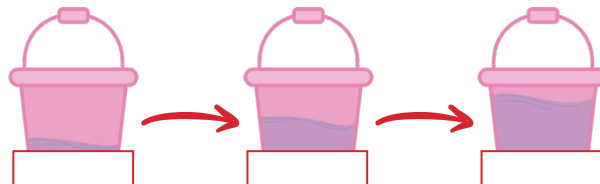
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WHICH BUCKET ARE YOU IN?



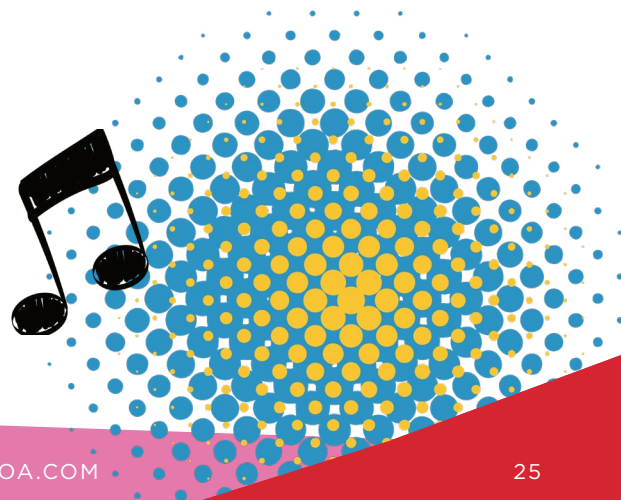
T _____ S _____ O _____
F _____ J _____

REVENUE GOAL:



I _____ C _____ S _____
O _____ F _____ J _____

SALARY GOAL:



DAY FIVE

MONDAY, JAN 22

12PM ET

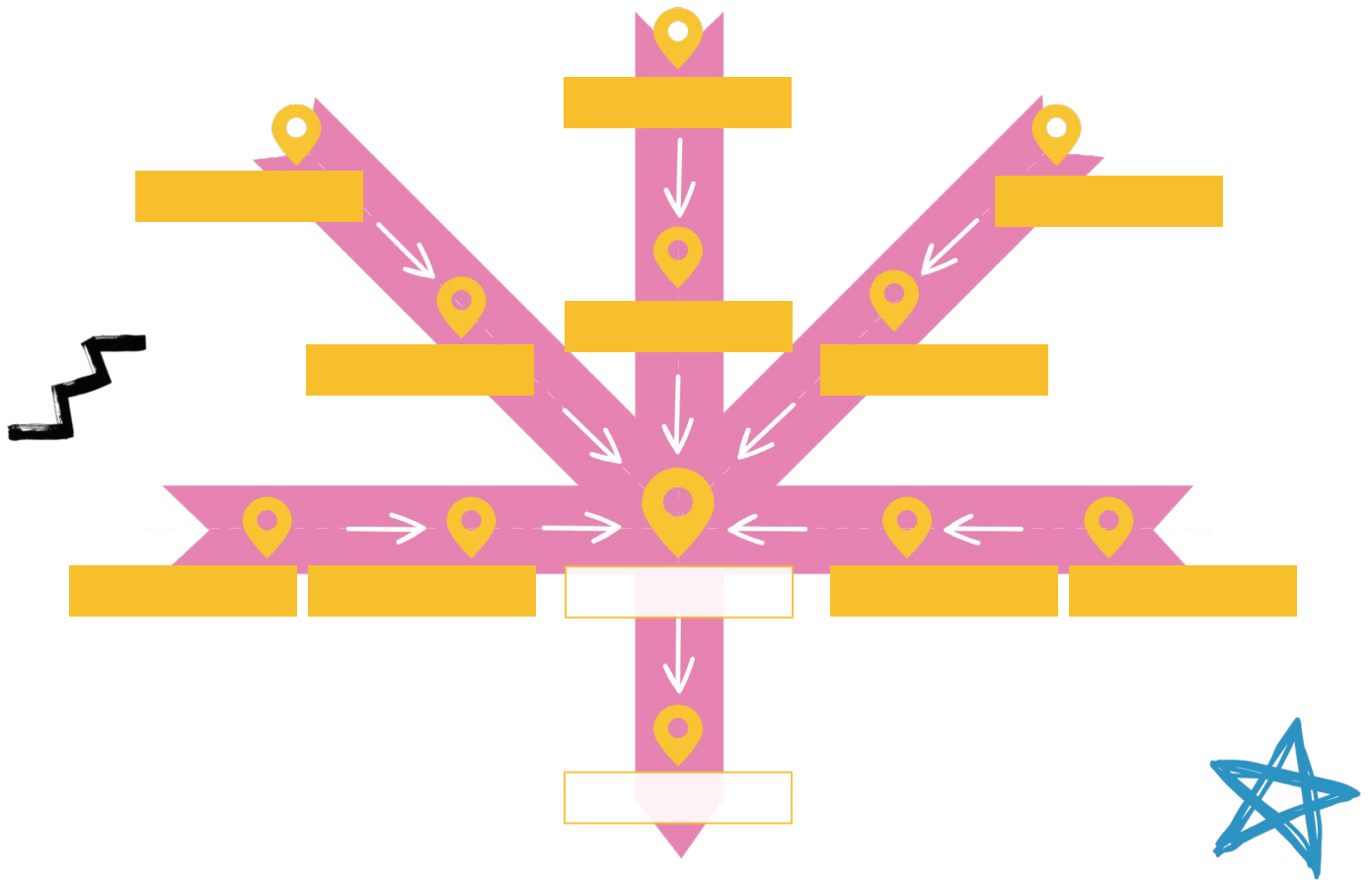


DAY 5 STUDIO CEO MASTERY

Is your team lifting you up, or dragging you down?

Studio CEO Mastery gives you all the tools you need to make sure your staff is earning you revenue instead of costing you more.

You'll also learn 5 sentence starters that will take things OFF your plate and encourage your team to take ownership instead of putting more on your plate.

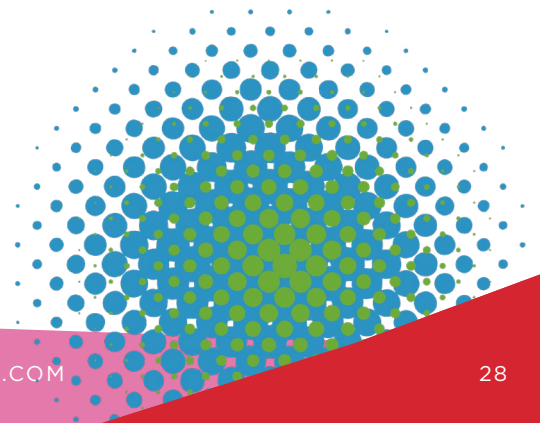


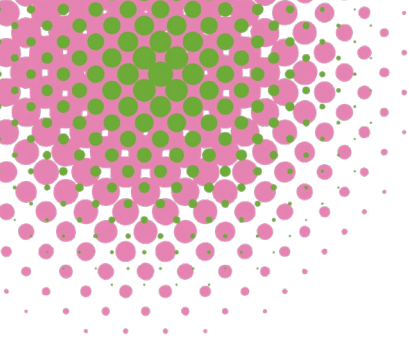
WHERE DOES YOUR TEAM STAND?

WHAT ARE YOUR TOTALS?

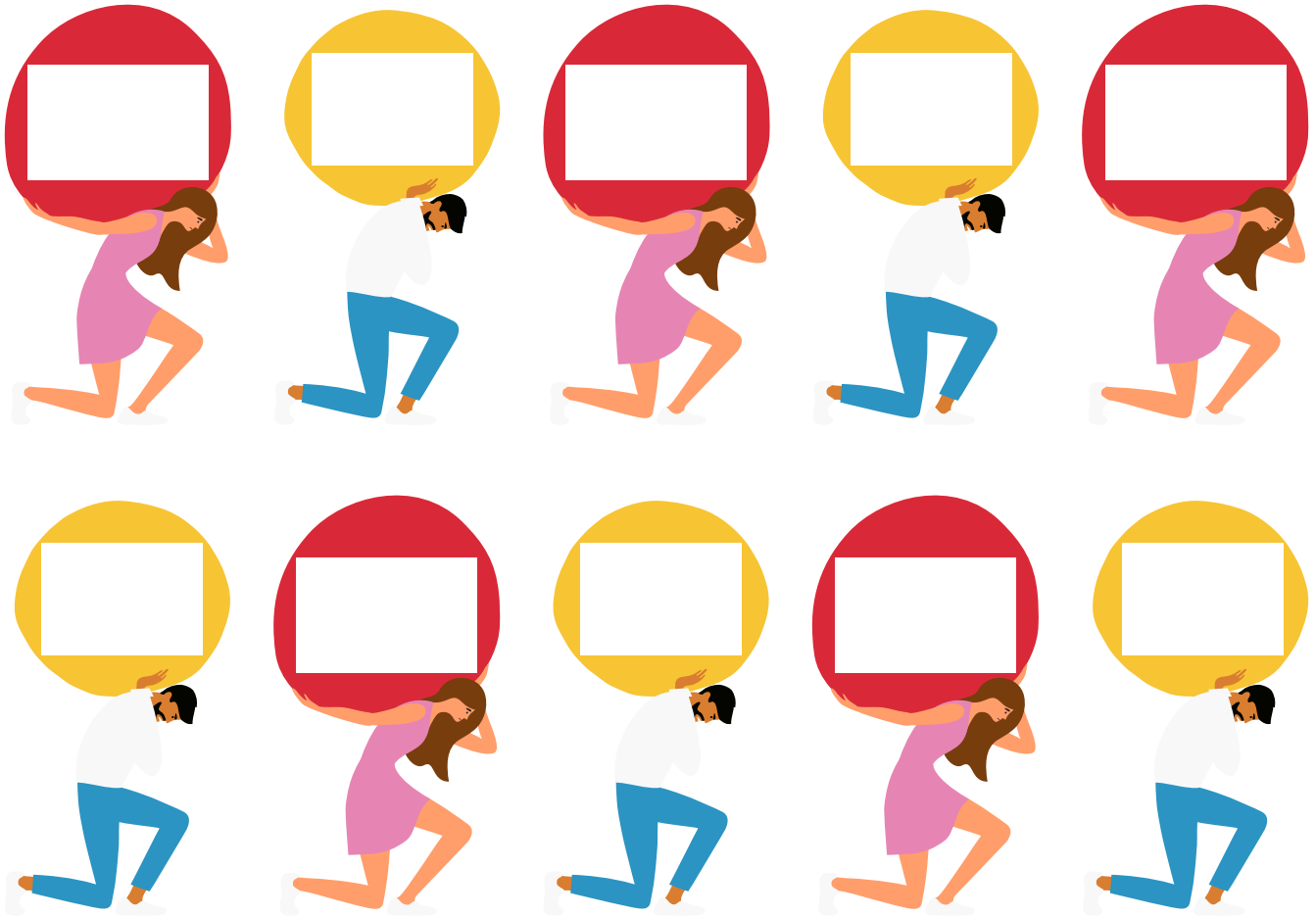
F _____ S _____ S _____

CREATE YOUR OWN RESPONSE:





10 HABITS THAT SABOTAGE TEAM MEMBERS TAKING RESPONSIBILITY



HOW MANY OF THESE ROCKS DO YOU CARRY? /10





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!

