

# MARKETING in **Mastery Minutes**

## 5 QUICK WINS FOR STUDIO GROWTH

12PM ET - 2PM ET

TUESDAY, JANUARY 21ST

Join LIVE  
on Zoom  
for...



STAY TO THE END  
TO DISCOVER THE  
**5-POINT CHECKLIST**  
YOU NEED TO  
MAXIMIZE YOUR  
FACEBOOK ADS!



## 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. Olivia is the CEO 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.





## IS THIS HAPPENING TO YOUR STUDIO?

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### QUICK FIRE TIP #1

## USE A “HERO OFFER” TO SIMPLIFY YOUR MARKETING

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### QUICK FIRE TIP #2

## AUTOMATE YOUR FOLLOW-UP SYSTEM

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### QUICK FIRE TIP #3

## NOSTALGIC STORIES THAT SELL

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#### QUICK FIRE TIP #4

## MAXIMIZING CONTENT FOR MARKETING MAGIC

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#### QUICK FIRE TIP #5

## WHAT TO REMOVE FROM YOUR FB AD

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## 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!



## NOTES

A large empty rectangular box with a thin blue border, intended for taking notes.