



NEW SEASON

Planning INTENSIVE

MARCH 25TH, 26TH OR 27TH 2024



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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.





YOUR NEW SEASON PLANNING INTENSIVE SCHEDULE

← Join us live on Zoom!

DAY ONE MONDAY, MARCH 25	US PACIFIC - 9AM US MOUNTAIN - 10AM US CENTRAL - 11AM US EASTERN - 12PM UK - 5PM SOUTH AFRICA - 6PM PERTH - 12AM BRISBANE - 2AM SYDNEY - 3AM NEW ZEALAND - 5AM
DAY TWO TUESDAY, MARCH 26	US PACIFIC - 12PM US MOUNTAIN - 1PM US CENTRAL - 2PM US EASTERN - 3PM UK - 8PM SOUTH AFRICA - 9PM PERTH - 8AM BRISBANE - 10AM SYDNEY - 11AM NEW ZEALAND - 1PM
DAY THREE WEDNESDAY, MARCH 27	US PACIFIC - 7AM US MOUNTAIN - 8AM US CENTRAL - 9AM US EASTERN - 10AM UK - 3PM SOUTH AFRICA - 4PM PERTH - 3AM BRISBANE - 5AM SYDNEY - 6AM NEW ZEALAND - 8AM

NEW SEASON PLANNING INTENSIVE KPIS

3 Key Metrics that are going to make or break next season:

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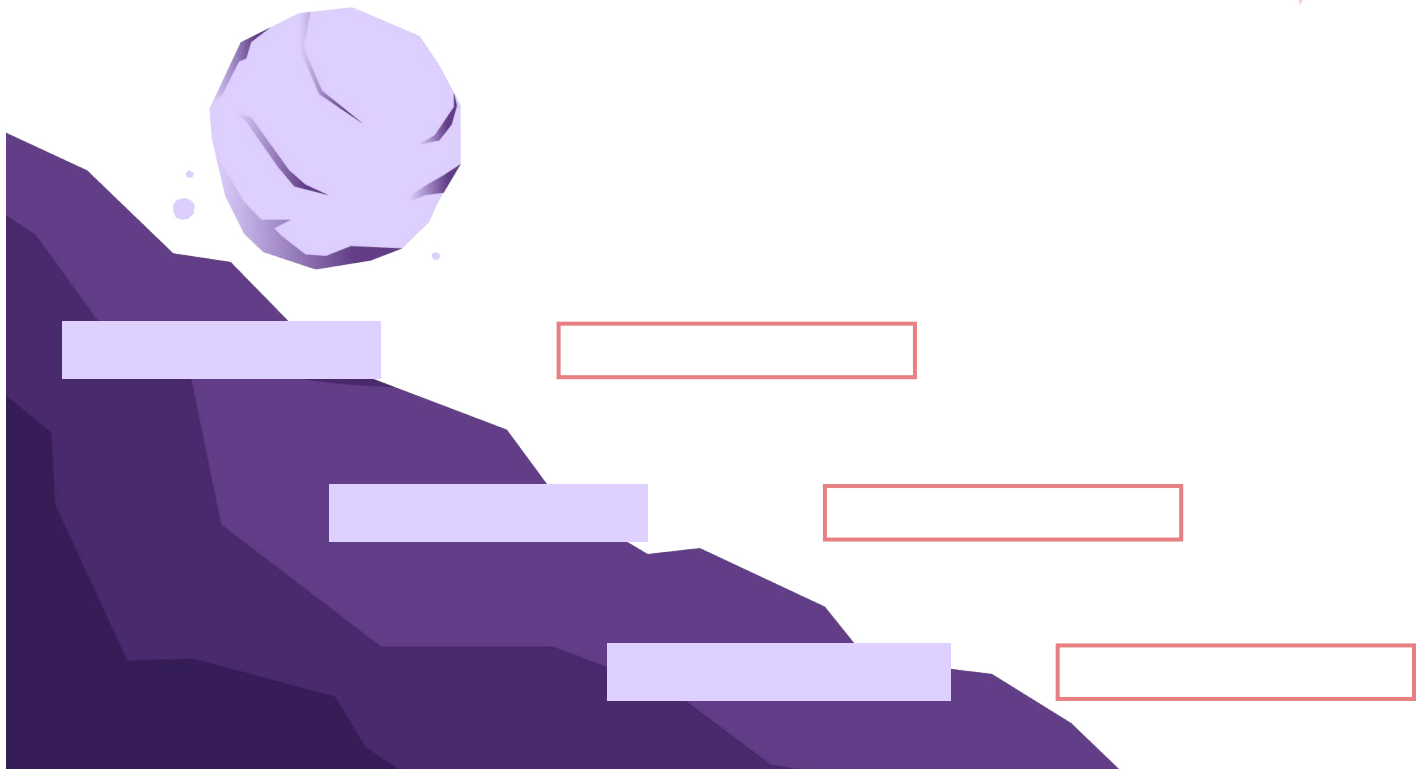
How to make

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How to make _____ a _____ !



WHICH HILL ARE YOU ON?

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SCHEDULING THIS OR THAT

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or

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IN WHICH DIRECTION ARE YOU TIPPING?

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OR

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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

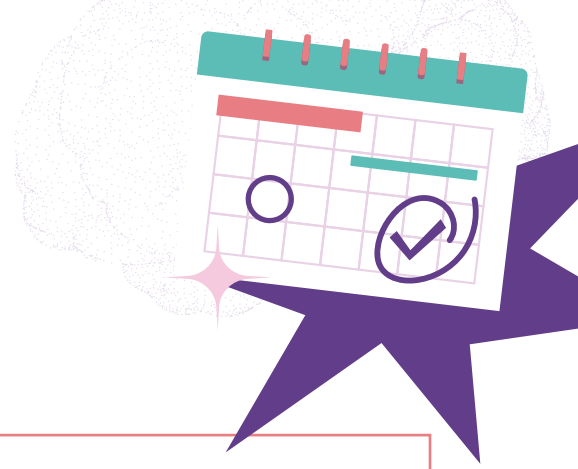
THE INNER CIRCLE

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!

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NOTES



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