



Improve
Profits!

100 New
Students!!

NEW YEAR, **New Students** SPRINT

THE PRACTICAL PUSH YOU NEED TO HIT
YOUR ENROLLMENT GOALS!

JANUARY 13TH-17TH & 21ST, 2025





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.





YOUR NEW YEAR, NEW STUDENTS SPRINT SCHEDULE

JOIN US LIVE ON ZOOM

← Join us live on Zoom!

DAY ONE VISION TO VICTORY

(ALLOW 90 MINUTES)

US PACIFIC - MONDAY, JANUARY 13 AT 9AM
US MOUNTAIN - MONDAY, JANUARY 13 AT 10AM
US CENTRAL - MONDAY, JANUARY 13 AT 11AM
US EASTERN - MONDAY, JANUARY 13 AT 12PM
UK - MONDAY, JANUARY 13 AT 5PM
SOUTH AFRICA - MONDAY, JANUARY 13 AT 7PM
PERTH - TUESDAY, JANUARY 14 AT 1AM
BRISBANE - TUESDAY, JANUARY 14 AT 3AM
SYDNEY - TUESDAY, JANUARY 14 AT 4AM
NEW ZEALAND - TUESDAY, JANUARY 14 AT 6AM

DAY TWO ENROLL WITH EASE

(ALLOW 90 MINUTES)

US PACIFIC - TUESDAY, JANUARY 14 AT 9AM
US MOUNTAIN - TUESDAY, JANUARY 14 AT 10AM
US CENTRAL - TUESDAY, JANUARY 14 AT 11AM
US EASTERN - TUESDAY, JANUARY 14 AT 12PM
UK - TUESDAY, JANUARY 14 AT 5PM
SOUTH AFRICA - TUESDAY, JANUARY 14 AT 7PM
PERTH - WEDNESDAY, JANUARY 15 AT 1AM
BRISBANE - WEDNESDAY, JANUARY 15 AT 3AM
SYDNEY - WEDNESDAY, JANUARY 15 AT 4AM
NEW ZEALAND - WEDNESDAY, JANUARY 15 AT 6AM

DAY THREE FIND YOUR FIT

(ALLOW 90 MINUTES)

US PACIFIC - WEDNESDAY, JANUARY 15 AT 9AM
US MOUNTAIN - WEDNESDAY, JANUARY 15 AT 10AM
US CENTRAL - WEDNESDAY, JANUARY 15 AT 11AM
US EASTERN - WEDNESDAY, JANUARY 15 AT 12PM
UK - WEDNESDAY, JANUARY 15 AT 5PM
SOUTH AFRICA - WEDNESDAY, JANUARY 15 AT 7PM
PERTH - THURSDAY, JANUARY 16 AT 1AM
BRISBANE - THURSDAY, JANUARY 16 AT 3AM
SYDNEY - THURSDAY, JANUARY 16 AT 4AM
NEW ZEALAND - THURSDAY, JANUARY 16 AT 6AM

JOIN THE FACEBOOK GROUP



DAY FOUR
SMART MONEY
MOVES

(ALLOW 90 MINUTES)

US PACIFIC - THURSDAY, JANUARY 16 AT 9AM
US MOUNTAIN - THURSDAY, JANUARY 16 AT 10AM
US CENTRAL - THURSDAY, JANUARY 16 AT 11AM
US EASTERN - THURSDAY, JANUARY 16 AT 12PM
UK - THURSDAY, JANUARY 16 AT 5PM
SOUTH AFRICA - THURSDAY, JANUARY 16 AT 7PM
PERTH - FRIDAY, JANUARY 17 AT 1AM
BRISBANE - FRIDAY, JANUARY 17 AT 3AM
SYDNEY - FRIDAY, JANUARY 17 AT 4AM
NEW ZEALAND - FRIDAY, JANUARY 17 AT 6AM

DAY FIVE
THE COMEBACK
STRATEGY

(ALLOW 90 MINUTES)

US PACIFIC - FRIDAY, JANUARY 17 AT 9AM
US MOUNTAIN - FRIDAY, JANUARY 17 AT 10AM
US CENTRAL - FRIDAY, JANUARY 17 AT 11AM
US EASTERN - FRIDAY, JANUARY 17 AT 12PM
UK - FRIDAY, JANUARY 17 AT 5PM
SOUTH AFRICA - FRIDAY, JANUARY 17 AT 7PM
PERTH - SATURDAY, JANUARY 18 AT 1AM
BRISBANE - SATURDAY, JANUARY 18 AT 3AM
SYDNEY - SATURDAY, JANUARY 18 AT 4AM
NEW ZEALAND - SATURDAY, JANUARY 18 AT 6AM

JAN 18-20: 3-DAY REPLAY WEEKEND

DAY SIX
MARKETING MASTERY
IN MINUTES

(ALLOW 120 MINUTES)

US PACIFIC - TUESDAY, JANUARY 21 AT 9AM
US MOUNTAIN - TUESDAY, JANUARY 21 AT 10AM
US CENTRAL - TUESDAY, JANUARY 21 AT 11AM
US EASTERN - TUESDAY, JANUARY 21 AT 12PM
UK - TUESDAY, JANUARY 21 AT 5PM
SOUTH AFRICA - TUESDAY, JANUARY 21 AT 7PM
PERTH - WEDNESDAY, JANUARY 22 AT 1AM
BRISBANE - WEDNESDAY, JANUARY 22 AT 3AM
SYDNEY - WEDNESDAY, JANUARY 22 AT 4AM
NEW ZEALAND - WEDNESDAY, JANUARY 22 AT 6AM

JOIN US LIVE ON ZOOM

← Join us live on Zoom!

ADD ALL OF THE EVENTS TO YOUR CALENDAR HERE





A-HA MOMENTS

DAY 1

DAY 2

DAY 3

DAY 4

DAY 5

DAY 6



VISION TO VICTORY

12PM ET - 1.30PM ET

MONDAY, JANUARY 13TH

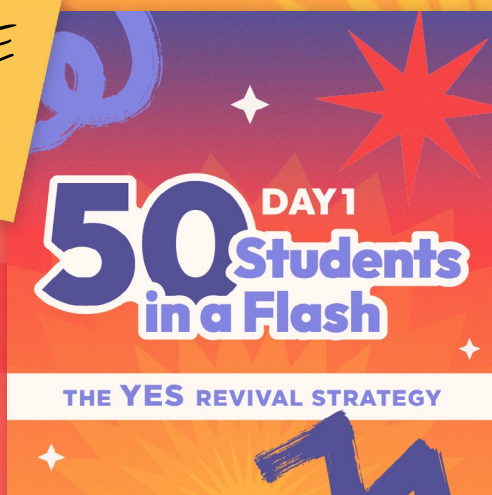
How clear is your vision for 2025?

If you're feeling directionless and scattered, with no actionable goals or obvious next steps for growth, Day 1 will cut through your overwhelm and create CLARITY.

Get excited for the New Year, set your anxieties aside, and sharpen your focus.

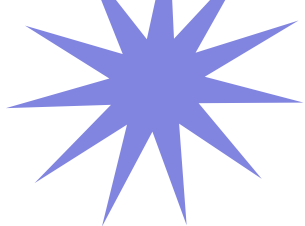
Because once you've decided where to go next, nobody will be able to stop you.

Join LIVE
on Zoom
for...



DAY ONE

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



HOW CLEAR IS YOUR VISION FOR 2025?

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WHICH _____ DO YOU WANT TO BE ON?



WHAT'S THE #1 T_____ G_____
IN THE W_____?

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☐		:		X		X	
☐		:		X		X	
☐		:		X		X	
☐		:		X		X	

N		D		G		S	
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50 STUDENTS IN A FLASH:



SHOW UP
BONUS ONLY!

MUST COME LIVE TO GET IT





ENROLL WITH EASE

12PM ET - 1.30PM ET

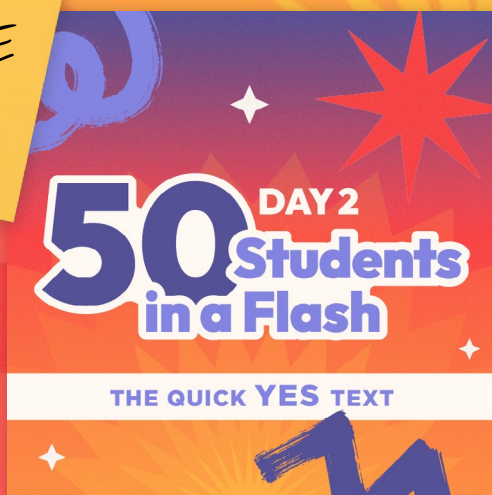
TUESDAY, JANUARY 14TH

What if signing up for your studio felt like magic? What if you helped new dance families feel a deep sense of belonging that made commitment irresistible?

If you've ever been confused because you've lost a potential student for no apparent reason, you'll learn exactly what happened- and how to make sure it never happens again.

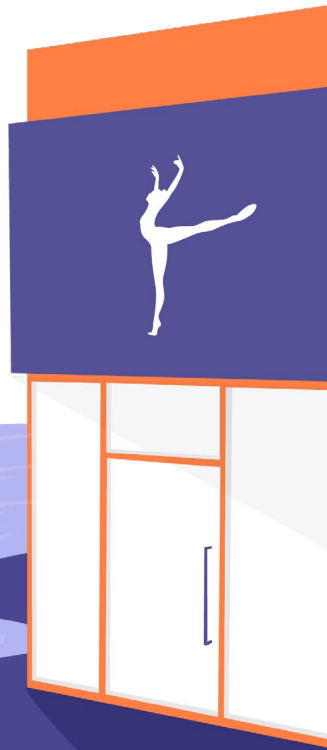
A seamless enrollment process builds trust with new students before they even set foot in your studio. And Day 2 will teach you exactly how to make this happen for every family (without piling more work onto your plate).

Join LIVE
on Zoom
for...

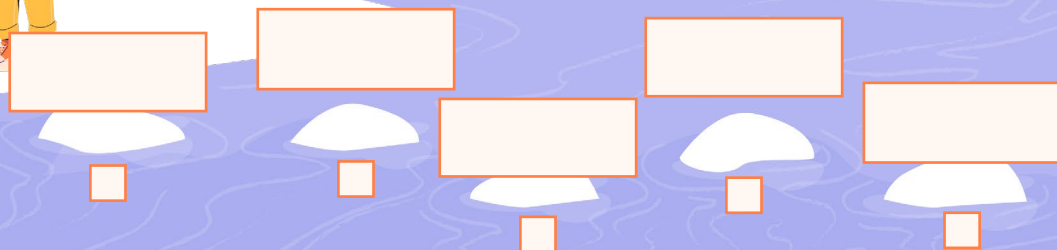


DAY TWO

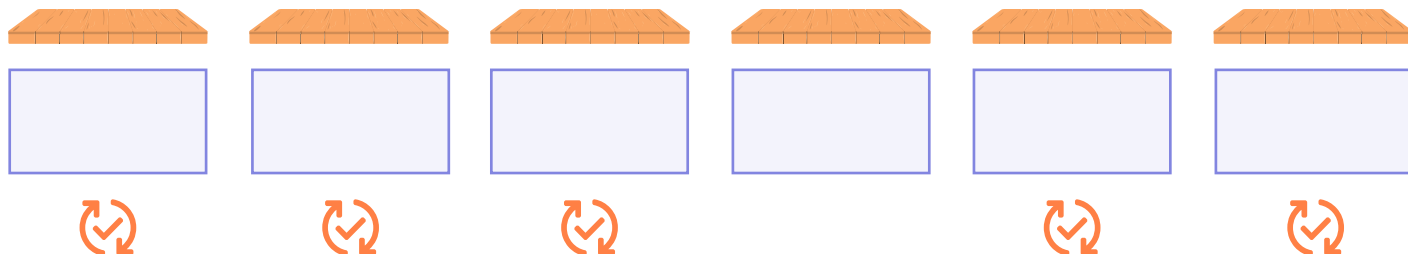
THIS DONE-FOR-YOU
STRATEGY WILL ONLY
BE SHARED LIVE ON
THE CALL!



ARE YOU MAKING YOUR L_____ FALL
THROUGH THE C_____?



HOW MANY STEPS ARE MISSING?
___/5



F _____ R _____ P _____

I'M GOING TO REDUCE FRICTION IN MY ENROLLMENT PROCESS BY:



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50 STUDENTS IN A FLASH:



**SHOW UP
BONUS ONLY!**

MUST COME LIVE TO GET IT





FIND YOUR FIT

12PM ET - 1.30PM ET

WEDNESDAY, JANUARY 15TH

What would happen if your studio was filled with just your dream students?

If you've struggled to attract the kind of families that make studio ownership an absolute joy, you might be subconsciously projecting the wrong message.

On Day 3, you'll learn exactly how to stand out from your competition and draw in the right students for YOUR studio.

You deserve a consistent stream of high-quality leads pouring into your studio... and it's easier to achieve than you might think!

Join LIVE
on Zoom
for...

DAY 3
50 Students
in a Flash

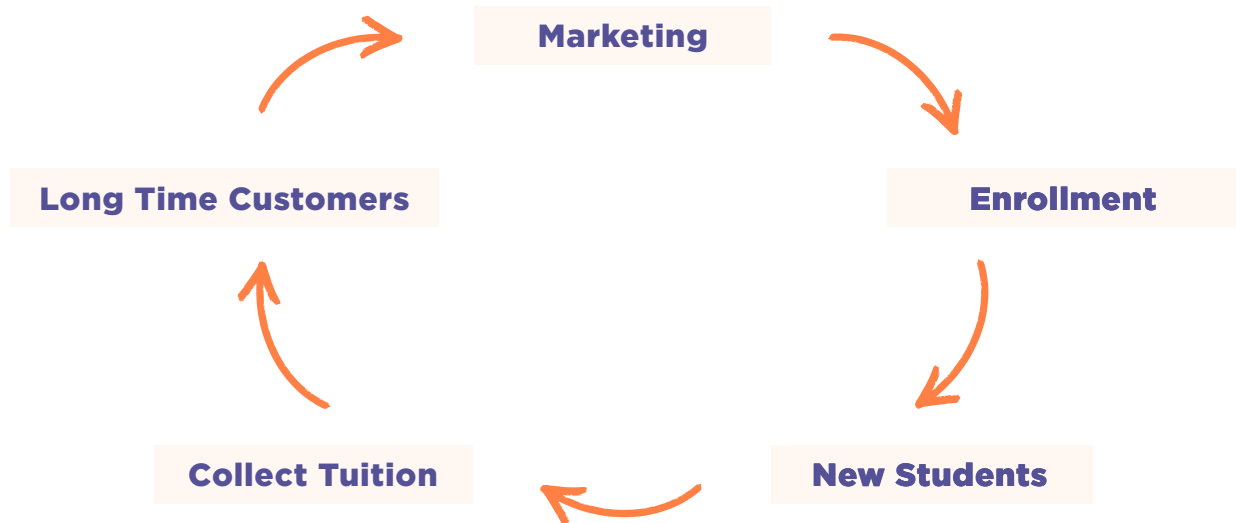
THE INSTANT YES FACEBOOK AD

DAY THREE

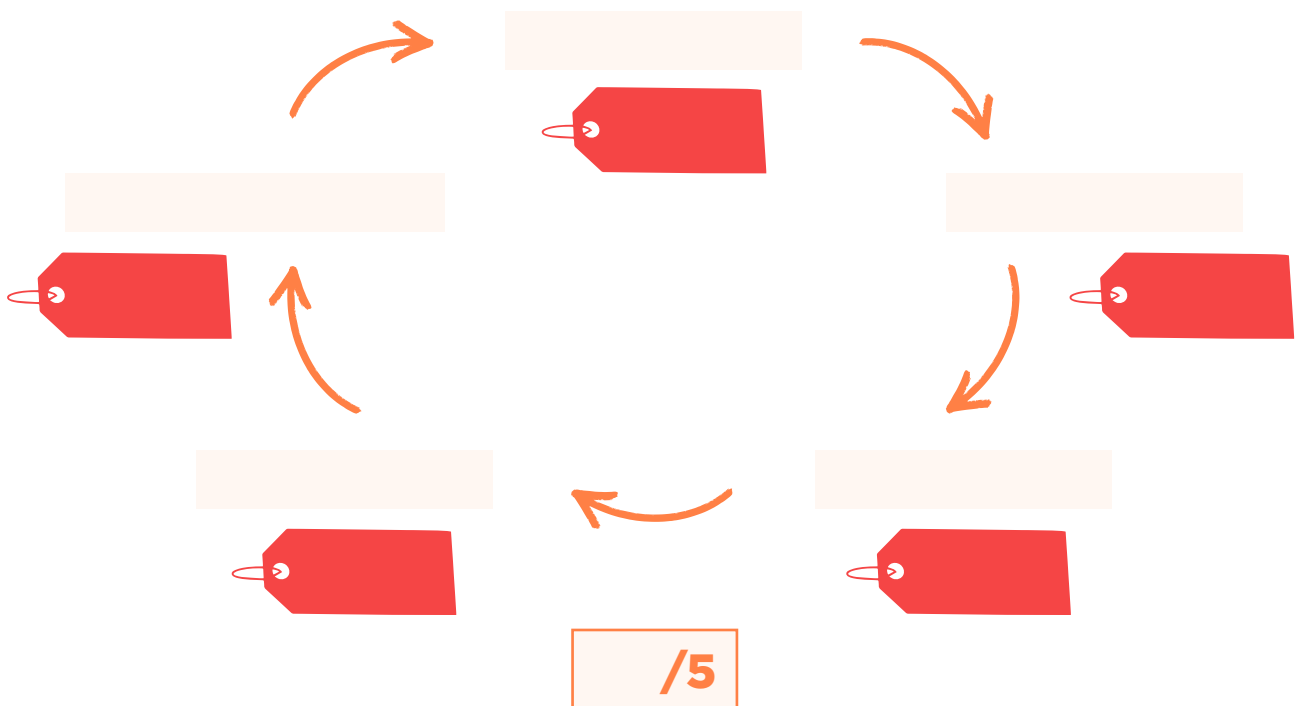
THIS DONE-FOR-YOU
STRATEGY WILL ONLY
BE SHARED LIVE ON
THE CALL!



WHAT MARKETING TO THE RIGHT FAMILIES LOOKS LIKE:



WHAT MARKETING TO THE WRONG FAMILIES LOOKS LIKE:





HOW TO REEL THEM IN



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50 STUDENTS IN A FLASH:



**SHOW UP
BONUS ONLY!**

MUST COME LIVE TO GET IT





SMART MONEY MOVES

12PM ET - 1.30PM ET

THURSDAY, JANUARY 16TH

No dance studio owner should fear having to shut their doors or scale down their space because of their finances.

You CAN earn what you deserve while staying accessible to your community at the same time.

So if you're sick of unpredictable cash flow, feel pressured to give away "freebies," and can't pay yourself a decent salary, don't miss Day 4.



DAY FOUR

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



HOW MUCH MONEY ARE YOU LEAVING ON THE TABLE?

/ 7

	:		x		x		=	
	:		x		x		=	
	:		x		x		=	
	:		x		x		=	
	:		x		x		=	

	-		=	
	-		=	



IF YOUR _____ COULD _____?

Q1 REVENUE BOOSTERS

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50 STUDENTS IN A FLASH:



**SHOW UP
BONUS ONLY!**
MUST COME LIVE TO GET IT





THE COMEBACK STRATEGY

12PM ET - 1.30PM ET

FRIDAY, JANUARY 17TH

What would it mean to your studio if you could bring 10 families back this month? It happens to the best of us- they drift away, either to other activities or other studios. But that doesn't mean they're lost forever.

Day 5 is a deep dive into what causes students to stay loyal for years. And if you implement these strategies, you could end up re-inspiring commitment from some of your favorite long-lost students without having to beg or discount.

(You'll also learn how to draw your current students in closer so they won't dream of leaving you for soccer or gymnastics.)



DAY FIVE

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



ARE YOU THE STUDIO FAMILIES TALK ABOUT - OR FORGET ABOUT?

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4		9	
5		10	

/100

ARE YOU G_____, B_____ OR O_____?



W _____ ARE YOUR G _____?

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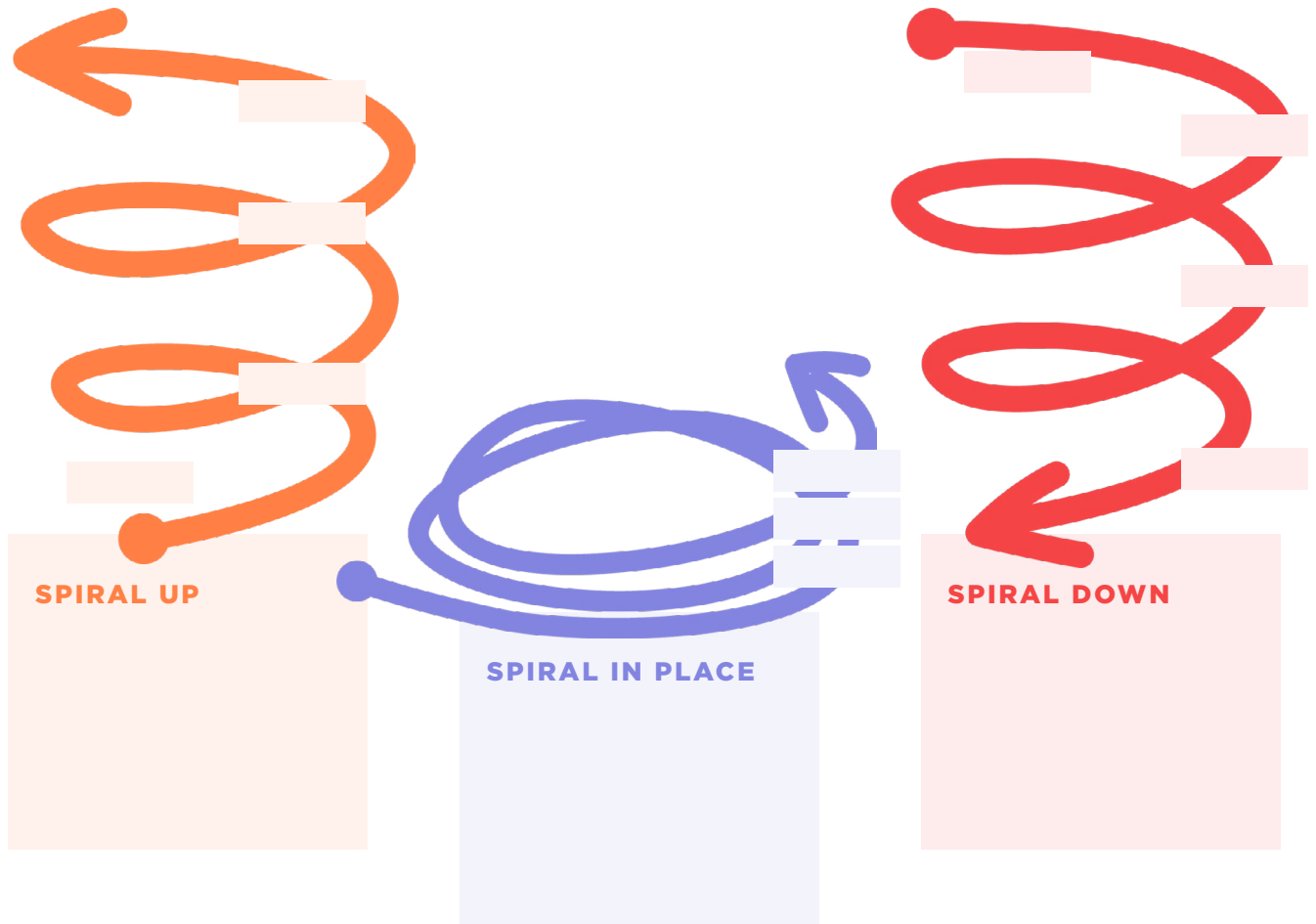
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SPIRALING THROUGH THE YEARS



50 STUDENTS IN A FLASH:



**SHOW UP
BONUS ONLY!**

MUST COME LIVE TO GET IT

MARKETING in **Mastery Minutes**

5 QUICK WINS FOR STUDIO GROWTH

12PM ET - 2PM ET

TUESDAY, JANUARY 21ST

Join LIVE
on Zoom
for...



DAY SIX

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



IS THIS HAPPENING TO YOUR STUDIO?

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●		→	
●		→	
●		→	
●		→	

QUICK FIRE TIP #1

USE A “HERO OFFER” TO SIMPLIFY YOUR MARKETING



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 notes.