



STUDENT ATTRACTION **ACCELERATOR**

NEW STUDENT SURGE

WEDNESDAY, OCTOBER 18TH 2023

STUDENT ATTRACTION ACCELERATOR

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.





STUDENT ATTRACTION **ACCELERATOR**



YOUR STUDENT ATTRACTION ACCELERATOR SCHEDULE

← Join us Live on Zoom!

DAY ONE

RAPID FIRE GROWTH

(ALLOW 90 MINUTES)

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

DAY TWO

ENROLLMENT BOOST SYSTEM

(ALLOW 90 MINUTES)

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

DAY THREE

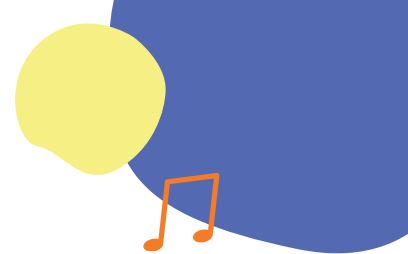
NEW STUDENT SURGE

(ALLOW 90 MINUTES)

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



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DAY FOUR

LASER FOCUSED PROFITS

(ALLOW 90 MINUTES)

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

DAY FIVE

RETENTION ACTIVATOR

(ALLOW 90 MINUTES)

US PACIFIC - FRIDAY, OCTOBER 20 AT 9AM
US MOUNTAIN - FRIDAY, OCTOBER 20 AT 10AM
US CENTRAL - FRIDAY, OCTOBER 20 AT 11AM
US EASTERN - FRIDAY, OCTOBER 20 AT 12PM
UK - FRIDAY, OCTOBER 20 AT 5PM
SOUTH AFRICA - FRIDAY, OCTOBER 20 AT 6PM
PERTH - SATURDAY, OCTOBER 21 AT 12AM
BRISBANE - SATURDAY, OCTOBER 21 AT 2AM
SYDNEY - SATURDAY, OCTOBER 21 AT 3AM
NEW ZEALAND - SATURDAY, OCTOBER 21 AT 5AM

STUDIO GROWTH FORMULA

(ALLOW 120 MINUTES)

US PACIFIC - MONDAY, OCTOBER 23 AT 9AM
US MOUNTAIN - MONDAY, OCTOBER 23 AT 10AM
US CENTRAL - MONDAY, OCTOBER 23 AT 11AM
US EASTERN - MONDAY, OCTOBER 23 AT 12PM
UK - MONDAY, OCTOBER 23 AT 5PM
SOUTH AFRICA - MONDAY, OCTOBER 23 AT 6PM
PERTH - TUESDAY, OCTOBER 24 AT 12AM
BRISBANE - TUESDAY, OCTOBER 24 AT 2AM
SYDNEY - TUESDAY, OCTOBER 24 AT 3AM
NEW ZEALAND - TUESDAY, OCTOBER 24 AT 5AM

BONUS SESSION

(ALLOW 60 MINUTES)

US PACIFIC - WEDNESDAY, OCTOBER 25 AT 9AM
US MOUNTAIN - WEDNESDAY, OCTOBER 25 AT 10AM
US CENTRAL - WEDNESDAY, OCTOBER 25 AT 11AM
US EASTERN - WEDNESDAY, OCTOBER 25 AT 12PM
UK - WEDNESDAY, OCTOBER 25 AT 5PM
SOUTH AFRICA - WEDNESDAY, OCTOBER 25 AT 6PM
PERTH - THURSDAY, OCTOBER 26 AT 12AM
BRISBANE - THURSDAY, OCTOBER 26 AT 2AM
SYDNEY - THURSDAY, OCTOBER 26 AT 3AM
NEW ZEALAND - THURSDAY, OCTOBER 26 AT 5AM

STUDENT ATTRACTION
ACCELERATOR
A-HA MOMENTS

DAY 1

DAY 2

DAY 3

DAY 4

DAY 5

DAY 6

BONUS

DAY THREE - NEW STUDENT SURGE

STUDENT ATTRACTION METHOD

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DEFINING

STUDIO EDGE MATRIX

1.

2.

3.

4.

5.

6.

7.

8.

9.

ATTENTION AMPLIFIER

1

2

3

4

5

6

CONVERSATION

A

B

C

D

E

TECH TOOLS

1.

2.

3.

4.

5.

6.



UP NEXT!

THURSDAY, OCT 19TH

12PM ET - 1:30PM ET



DAY FOUR **LASER FOCUSED PROFITS**

DAY 4 LASER FOCUSED PROFITS

ON DAY 4 YOU WILL:

- Identify top studio pricing mistakes and how to avoid or fix them
- Define the most profitable revenue streams in your studio
- Create an action plan to reduce expenses and increase profits... without losing staff or increasing your work hours





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.



"Looking at our most successful summer yet with a 35% increase in total students, with over half being new to the studio and a handful returning after a year off. Now to work on summer retention. Thanks IC!"

- LAURIE WALTER

"Recital tickets went on sale to our studio members an hour ago, and we've already sold \$8k in tickets. That is enough to cover the theater rental costs and then some! Thank you, IC, for encouraging me to check my numbers. I hesitated to charge the higher price, but now I can't wait to see my recital profits soar this year!"

- SARA CLAYTON WARDELL



"My biggest result since joining the Inner Circle has been my growth as a mom, wife and boss. It has allowed me to be home more with my family, because I'm able to **delegate more** and delegate with confidence. **I'm not constantly checking my email, calling the studio or running up to the studio.**"

- CAROLYN SIMPSON WELLS

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

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