



STUDENT ATTRACTION **ACCELERATOR**

RETENTION ACTIVATOR

FRIDAY, OCTOBER 20TH 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

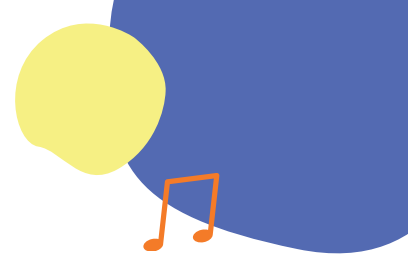
DAY THREE

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 FIVE - RETENTION ACTIVATOR

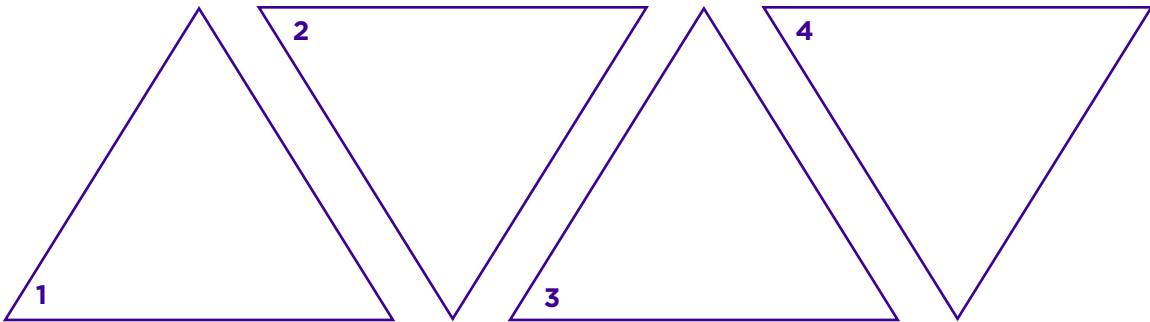
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DAY 1	DAY 2	DAY 3	DAY 4	DAY 5



UP NEXT!

MONDAY, OCT 23RD

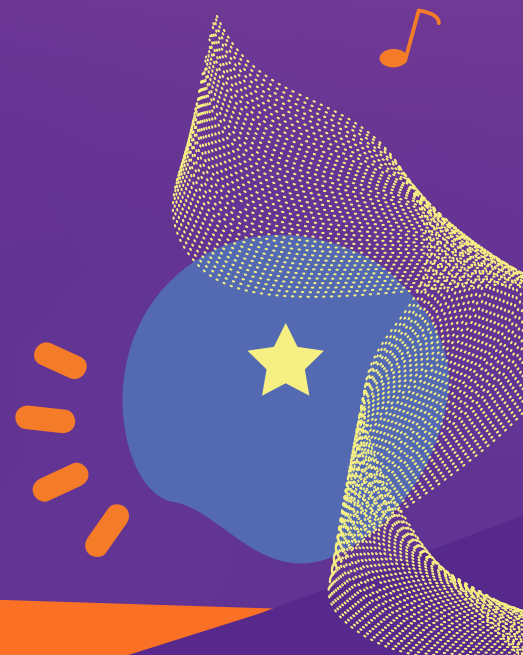
12PM ET - 2PM ET



DAY 6 MASTERCLASS: STUDIO GROWTH FORMULA

ON DAY 6 YOU'LL DISCOVER:

- How to assess and focus on the RIGHT gaps in your studio, rather than feeling busy but not effective.
- Where to start in order to drive results. Strategic planning can be intimidating but not when you have the exact studio scorecard and clarity on the 9 foundations your studio needs to reach your goals.
- Why NOW is the most critical time to plan the next 12 months! We know, you might still be scrambling for students that have not returned but in this session, you'll see why you must plan now — or risk being stuck in the same place 6 months from now!





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.

"Being in the Inner Circle has totally changed my life. I really feel like I was running my business pretty much alone for so many years, and now I have this **incredible family and support system** around me."

-ALISA FINNY



"Thanks to the IC, I have opened new revenue streams this season and saved that money, increased prices for my recital tickets, and had specific communication campaigns to get more people to purchase those services. I'm truly going into the Spring/Summer season feeling confident and not concerned!"

- ERIKA HOLMS

"Thank you IC for all of the help, ideas and wisdom. I've learned so much and doubled my revenue! Now summer is here, and I actually get to relax."

- LEXI BURTON



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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STUDENT ATTRACTION **ACCELERATOR**



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STUDENT ATTRACTION **ACCELERATOR**



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