



STUDIO GROWTH FORMULA

MONDAY, OCTOBER 25TH 2023

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!

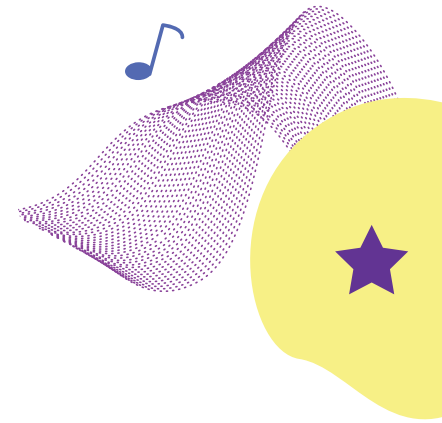
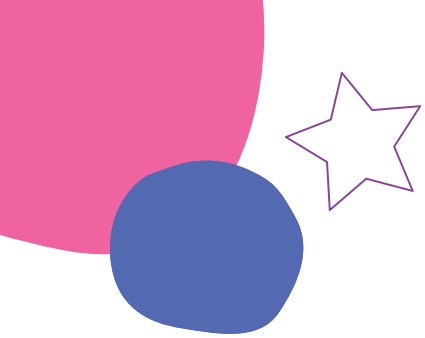
MEET YOUR HOST, OLIVIA MODE-CATER

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.





A-HA MOMENTS

FROM EACH MOMENT OF THE WORKSHOP

STUDIO SUCCESS SCORECARD

GROWTH

ON A SCALE OF 1 - 10

(10 MEANING OUT-OF-THIS-WORLD AMAZING!)

ATTRACT

HOW WOULD YOU RATE YOUR ABILITY TO STAND OUT FROM THE REST OF THE STUDIOS IN YOUR AREA BECAUSE YOU HAVE A DIALED-IN MARKETING MESSAGE THAT SPEAKS DIRECTLY TO YOUR IDEAL STUDENTS AND PARENTS?

1 2 3 4 5 6 7 8 9 10 ☐

HOW WOULD YOU RATE YOUR POSITION IN THE MARKET? ARE YOU SEEN AS THE GO-TO STUDIO IN YOUR LOCAL AREA?

1 2 3 4 5 6 7 8 9 10 ☐

HOW WOULD YOU RATE YOUR UNDERSTANDING OF YOUR IDEAL CUSTOMERS? DO YOU HAVE A CLEAR AVATAR OF EACH PERSON YOU WANT TO BRING INTO YOUR BUSINESS? EG: IDEAL RECREATIONAL PARENT AVATAR, ETC?

1 2 3 4 5 6 7 8 9 10 ☐

HOW WOULD YOU RATE THE WORD OF MOUTH CUSTOMERS YOU RECEIVE AND YOUR REFERRAL PROGRAM INSIDE YOUR STUDIO?

1 2 3 4 5 6 7 8 9 10 ☐

HOW WOULD YOU RATE YOUR NEW STUDENT LEAD GENERATION? ARE YOU BRINGING IN NEW STUDENT LEADS EACH DAY THROUGH YOUR WEBSITE, SOCIAL MEDIA, CONTENT, LOCAL BUSINESS PARTNERSHIPS ETC?

1 2 3 4 5 6 7 8 9 10 ☐

ENROLL

HOW WOULD YOU RATE YOUR ENROLLMENT PROCESS? HAVE YOU SYSTEMIZED THIS PROCESS AND HAVE IT UP AND RUNNING? IS IT THE SAME EACH TIME?

1 2 3 4 5 6 7 8 9 10 ☐

HOW WOULD YOU RATE YOUR CONVERSION RATE? ONCE SOMEONE INQUIRES ABOUT YOUR CLASSES HOW HAPPY ARE YOU WITH HOW MANY PEOPLE ARE BECOMING ENROLLED STUDENTS?

1 2 3 4 5 6 7 8 9 10 ☐

RETAIN

HOW WOULD YOU RATE YOUR RETENTION PROCESS? HAVE YOU IMPLEMENTED THE 6 WEEK EMAIL ONBOARDING PROCESS AND DO YOU HAVE AT LEAST 3 RETENTION SYSTEMS IN PLACE FOR DURING THE YEAR? EG: SOCIAL EVENTS , ETC.

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE YOUR CUSTOMER SERVICE EXPERIENCE? ARE YOU AND YOUR TEAM GETTING BACK TO INQUIRIES, ANSWERING CUSTOMER QUESTIONS AND KEEPING THEM IN THE LOOP WITH WHAT'S GOING ON? THINK ABOUT WHAT YOUR CUSTOMERS WOULD SAY ABOUT YOUR SERVICE AT A DINNER PARTY.

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE THE AMOUNT OF TIME YOU'RE SPENDING ON MAKING YOUR PROGRAM THE BEST IT COULD BE? ARE YOU WORKING WITH YOUR TEACHERS TO ENSURE YOU'RE PROVIDING OUTSTANDING TRAINING?

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE THE OVERALL STRENGTH AND PERFORMANCE OF YOUR GROWTH PILLAR?

1 2 3 4 5 6 7 8 9 10

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FREEDOM

ON A SCALE OF 1 - 10

(10 MEANING OUT-OF-THIS-WORLD AMAZING!)

PLAN

HOW WOULD YOU RATE THE WAY YOU SET UP YOUR DAY TO BE SUCCESSFUL? DO YOU HAVE HEALTHY HABITS OR LACK STRUCTURE?

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE YOUR ABILITY TO FOCUS ON ONE TASK FOR A CERTAIN AMOUNT OF TIME WITHOUT BEING DISTRACTED?

1 2 3 4 5 6 7 8 9 10

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SYSTEMIZE

HOW WOULD YOU RATE OVERALL EFFICIENCY, EFFECTIVENESS AND PRODUCTIVITY OF THE RUNNING OF YOUR STUDIO?

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE THE REGULARITY OF YOU AND YOUR TEAM CREATING, UPDATING AND STICKING TO SYSTEMS INSIDE YOUR STUDIO? EG: SYSTEMS ARE BEING CREATED EVERY WEEK.

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE YOUR TEAM (TEACHERS AND OFFICE STAFF) ARE TRAINED AND FAMILIAR WITH YOUR ENROLLMENT PROCESS?

1 2 3 4 5 6 7 8 9 10

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FINANCE

HOW WOULD YOU RATE YOUR PROFIT WITHIN YOUR STUDIO?

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE YOUR EXPENSES WITHIN YOUR STUDIO?

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE THE CASH FLOW WITHIN YOUR BUSINESS?

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE YOUR PLANNING AND FORECASTING AROUND YOUR BUSINESS? EG: BUDGETS AND PROJECTIONS IN PLACE.

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE YOUR CLASS FEE STRUCTURE WITHIN YOUR STUDIO? ARE YOU HAPPY WITH WHAT YOU CHARGE (VALUE FOR THE CUSTOMER AND PROFIT FOR YOU)?

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE THE OVERALL STRENGTH AND PERFORMANCE OF YOUR FREEDOM PILLAR?

1 2 3 4 5 6 7 8 9 10

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EMPIRE

ON A SCALE OF 1 - 10

(10 MEANING OUT-OF-THIS-WORLD AMAZING!)

COMMUNICATE

HOW WOULD YOU RATE YOU HAVE REGULARLY SCHEDULED STAFF MEETINGS (WEEKLY, MONTHLY OR QUARTERLY)?

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE YOUR INTERNAL COMMUNICATIONS? DO YOU HAVE STREAMLINED SYSTEMS FOR COMMUNICATING WITH YOUR TEACHERS AND OFFICE STAFF? EG: FACEBOOK GROUP, SLACK AND ASANA?

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE YOUR UPTAKE AND INTEGRATION OF USING TECHNOLOGY (SOFTWARE) TO HELP YOU MANAGE AND MOVE YOUR STUDIO FORWARD?

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE THE CONSISTENCY WITH WHICH YOU PROVIDE A FEEDBACK COMPONENT TO ALL CLASSES?

1 2 3 4 5 6 7 8 9 10

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MENTOR

HOW WOULD YOU RATE YOUR ENTIRE STAFF KNOWS THEIR POTENTIAL CAREER PATH IN YOUR STUDIO? (IE - YOU HAVE A STAFF RETENTION PLAN)?

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE YOUR TEAM'S OVERALL PERFORMANCE? DO THEY TURN UP TO THE STUDIO ON TIME, GIVE IT THEIR ALL, WORK TO DEADLINES ETC?

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE YOUR EFFECTIVENESS AS A LEADER WITHIN THE STUDIO? ARE YOU MENTORING AND LEADING THE WAY FORWARD FOR YOUR TEAM? EG: TEAM MEETINGS, CHECK INS, REGULAR UPDATES, STAFF TRAINING ETC.

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE THE VISION, MISSION AND VALUES YOU HAVE FOR THE STUDIO? ARE THESE CLEARLY ARTICULATED IN WRITING?

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE THE CULTURE WITHIN YOUR STUDIO WHEN IT COMES TO ALL YOUR STAFF?

1 2 3 4 5 6 7 8 9 10

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GROW

HOW WOULD YOU RATE THE TIME YOU SPEND DEVELOPING YOUR LEADERSHIP STYLE? - READING, ATTENDING WORKSHOPS ETC.

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE YOUR PERFORMANCE DURING THE DAY? ARE YOU WORKING ON HIGH VALUE TASKS TO MOVE THE BUSINESS FORWARD OR LOW VALUE?

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE YOUR ABILITY TO DELEGATE THE DAY TO DAY RUNNING OF THE STUDIO TO YOUR OFFICE STAFF?

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE THE AMOUNT OF TIME YOU'RE SPENDING ON DEVELOPING NEW PRODUCTS AND SERVICES FOR YOUR STUDENTS AND PARENTS? (YOU CAN ALSO LOOK AT THESE AS NEW REVENUE STREAMS.)

1 2 3 4 5 6 7 8 9 10

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HOW WOULD YOU RATE THE ENERGY AND EXCITEMENT YOU HAVE TO WAKE UP EACH MORNING AND GET TO WORK ON DRIVING YOUR STUDIO FORWARD?

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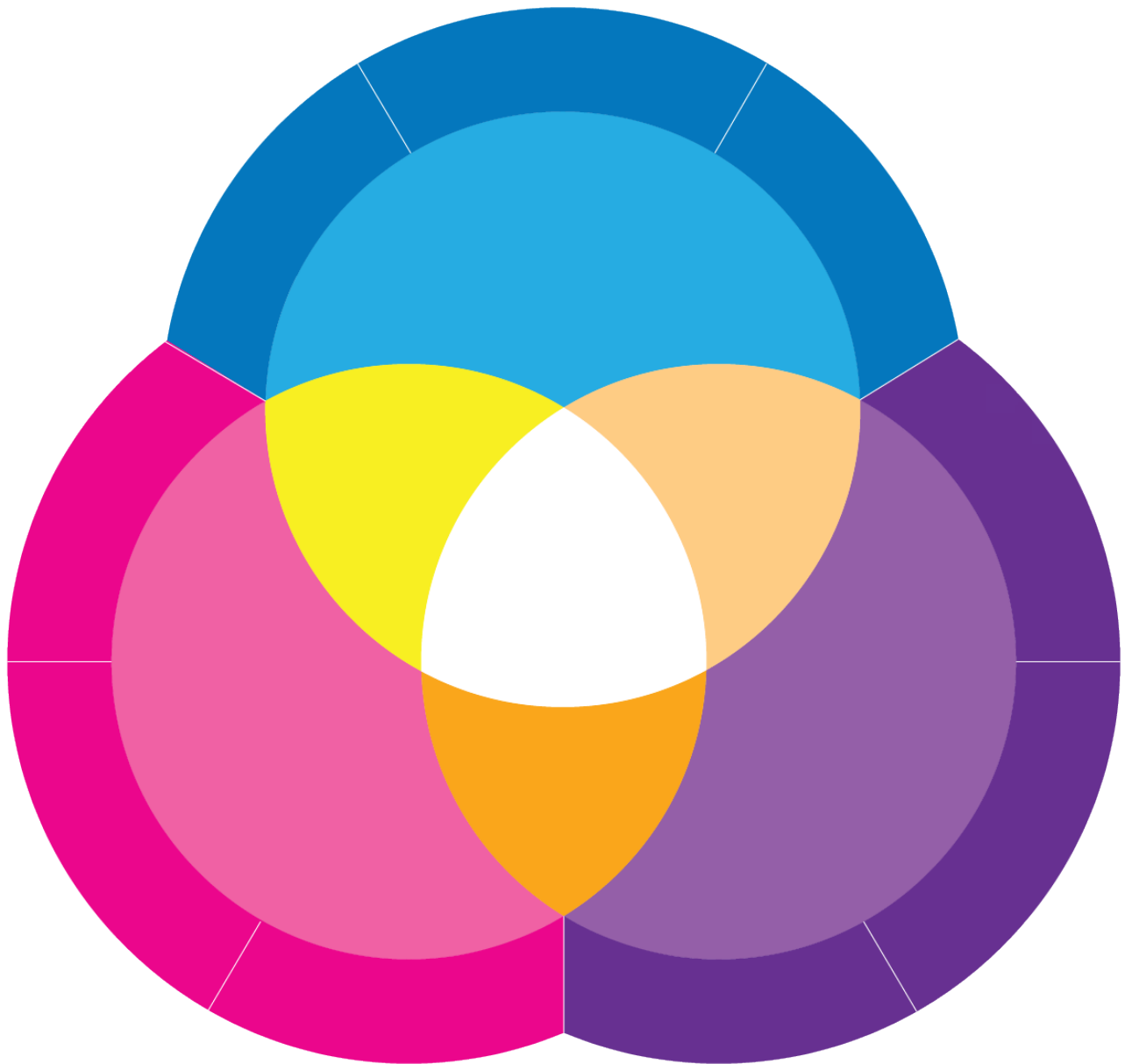
HOW WOULD YOU RATE THE OVERALL STRENGTH AND PERFORMANCE OF YOUR EMPIRE PILLAR?

1 2 3 4 5 6 7 8 9 10

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TOTAL SCORE = 370

GROWTH MODEL



STUDIO GROWTH PLAN

STUDIO NAME _____

MY 12 BIG GOALS

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3

4

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6

7

8

9

10

11

12

MY FOCUS AREAS

☐ Enrollment

☐ Marketing

☐ Profitability

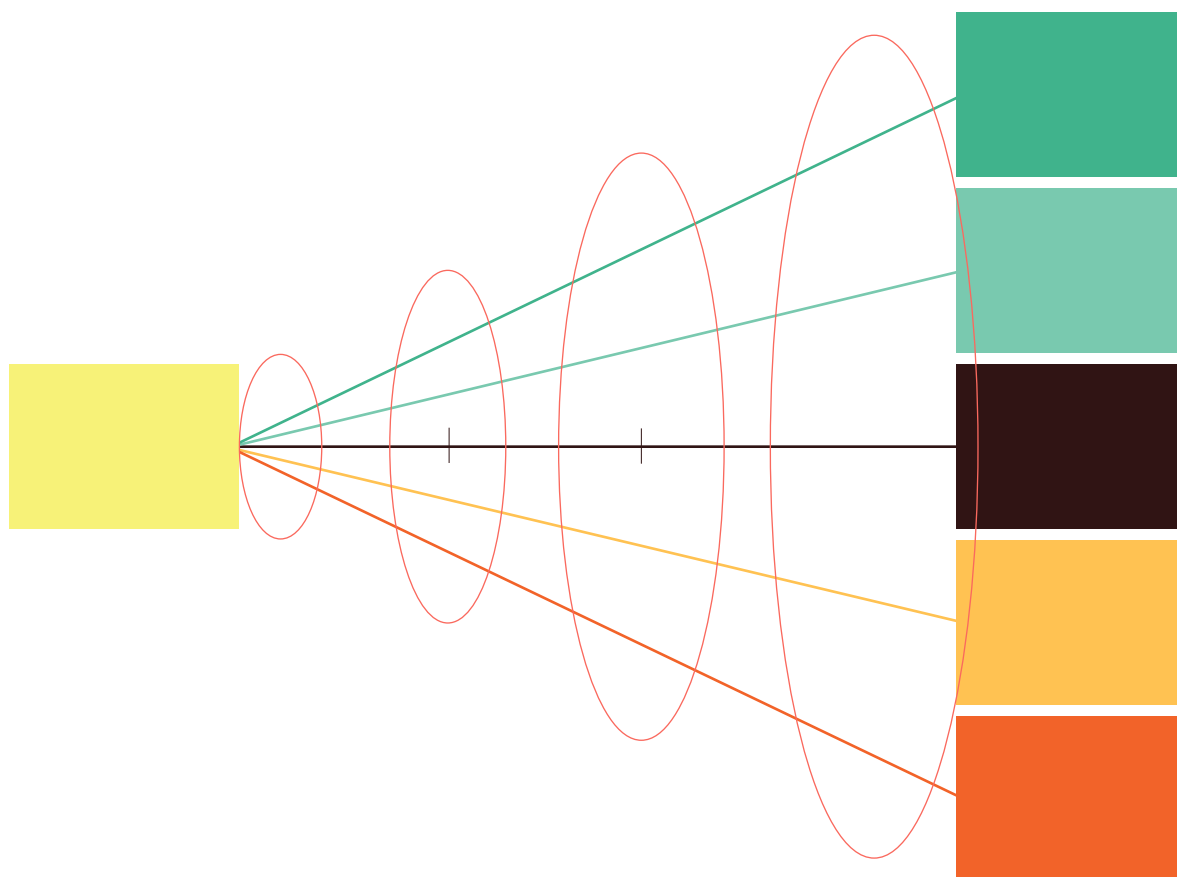
☐ Leadership

☐ Retention

QUARTERLY SNAPSHOT

OCTOBER TO DECEMBER	GOAL #1
	GOAL #2
	GOAL #3
JANUARY TO MARCH	GOAL #1
	GOAL #2
	GOAL #3
APRIL TO JUNE	GOAL #1
	GOAL #2
	GOAL #3
JULY TO SEPTEMBER	GOAL #1
	GOAL #2
	GOAL #3

THE FUTUREPROOF STUDIO ROADMAP





REAL STUDIO OWNERS, REAL RESULTS

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.

"It's the eve of my recital, my project list is complete, I am not scrambling, I have used IC templates, I have implemented wisdom from the coaches, established systems, and I am making a profit. Thank you so much IC team!"

- AMARIAH FAITH GESINSKI



"I'm a new studio owner and I am so thankful for this program. I was very stressed the first week we opened, but after being on a 1:1 call I felt capable!"

- QAHATET RE

"Before joining the IC, our annual recital profits were under \$2000. Just 60 days after joining the IC, we nearly tripled our profit margin! Now, 1 year after joining the IC, we have already made \$17,500 above projected costs with a month left to sell. I feel so lucky to be part of the IC and learn from so many wonderful people. Thank you, thank you!"

- STEVIEE STILSON



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!

HOW DO STUDIO OWNERS GET THESE RESULTS?

THEY JOIN

THE INNER CIRCLE

WHAT IS IT?

The Inner Circle (IC) is a year round high level mastermind for experienced studio owners who want to finally become the CEO of a profitable and fulfilling business that runs smoothly with or without their day-to-day involvement.

With the highest caliber of **expert knowledge**, **personalized support** and **strategic coaching** available specifically for studio owners today, The Inner Circle is basically like a business school just for dance studio owners, but way more fun!

You'll analyze your studio's finances, marketing, operations and leadership like never before.

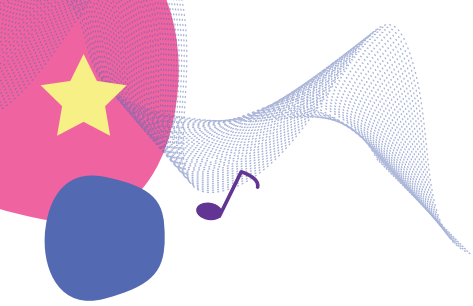
You'll get unlimited access to dozens of proven, plug-and-play templates and our world-class coaches will help you map out a crystal clear strategic vision for the growth of your studio. You'll also get 24/7 access to a community of fellow growth-oriented studio owners who are teaming with innovative ideas and feedback.

WHO IS IT FOR?

Recommended for studio owners who are willing to contribute, roll up their sleeves and work ON their studio (not just IN it). If you're ready to maximize profitability, and achieve those BIG goals you have always dreamed of, the IC is for you.

WHAT DO YOU GET?

- 🕒 **Welcome to the Family Call** where you'll learn how you can make the most of the tools and resources available in the Inner Circle.
- 🕒 **One-On-One Game Plan** with Inner Circle coaches. You'll walk away from this session with a clear vision and step-by-step execution plan for the next 90 days.
- 🕒 **Priority Customer Service** where your emails go to the top of our list and will be answered quickly by our Member Success Team.
- 🕒 **LIVE Weekly Office Hours** where our coaches and community can support you with any questions you might have.
- 🕒 **LIVE Expert Coaching** with our team of Studio Growth experts (like Kim McSwain, Julie Kay Stallcup, Kody Thompson and Stacey Hughs).
- 🕒 **Studio Growth Curriculum** (also known among our members as the University for Dance Studio Owners).
- 🕒 **Monthly Masterclasses** where each month you'll learn a new done-for-you system that you can plug-and-play into your studio.
- 🕒 **Life-Changing Retreats** where you get the rare opportunity to attend 2-day virtual retreats and 2.5-day in-person retreats that we host throughout the year.
- 🕒 **Small Group Sessions** (AKA Squads) where you can dig deep and get the answers you need in a safe, peer-led environment.
- 🕒 **Quarterly Facebook Ads Training** where Coach, Stacey Hughs will provide a LIVE deep dive into her most up-to-date training.
- 🕒 **Team Retreat Access** where WE train your team in the latest systems to streamline your business, and provide them with new ideas and inspiration.
- 🕒 **Round-The-Clock Community Support** inside our members only Facebook Group
- 🕒 **LIVE Weekly, Monthly and Quarterly Planning Sessions** with expert coaches, who will help to map out your goals for the next 30 days and show you how to get there.



NOTES

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