

Transcript of Interview with Studio Superstar with Theresa Case

Chantelle: I am so excited for you all to meet Theresa. She's pretty brilliant, and I think everyone needs to meet Theresa. Everyone needs to be connected with this woman.

Forgive me for doing an introduction that will make you blush, but I'm going to do it anyway. It is rare to meet anyone with the level of heart and brains that this woman possesses. The intelligence and the care that Theresa embodies is ... she's like an angel.

I know that anyone who's on the line right now will support me when I say that this woman is remarkable, and we can all learn so much from her, not only in how she runs her own studio, but the advice she gives is so practical and so heart-centered and so smart.

I just know everyone who has contact with Theresa just walks away feeling a little better, which is why I'm so proud to welcome you here today, Theresa, so thank you.

Theresa Case: Thank you for that introduction. Wow. I'm a little choked up.

Chantelle: For those who don't know your full story and would love to connect with you a little more, it would be so lovely, Theresa, for you just to share a little bit about who you are and how you got started and when you decided to open [Piano Central Studios](#) in Greenville, South Carolina and what got you to this place here. We'd love to know a little bit about Theresa's story.

Theresa Case: Sure. I'm a little girl who started playing the piano at around four. I was so tiny, my Mom had to prop me up on hymn books just so I could reach the keys. I fell in love with music then. My parents and my grandparents were always so encouraging and supportive of what was in me from the beginning.

Along the way, I also discovered that I had an entrepreneurial streak a mile wide. I started thinking back when I was probably 10 or 11 years old that, "Wouldn't it be so cool to have a music school on one floor and then live in apartment above?"

Chantelle: Really?

Theresa Case: I had no idea. It's not like that became this driving, burning passion for me, but I still remember thinking that would be so fun. Fast forward, I actually got my degree in elementary education, went on and got a Master's in Music Ed.

Around that time began teaching at a studio that was located in our local music store. After about two years, I was finished with my Master's and the director left. The store owners asked me, this little 25-year-old, to take over. I really had

no idea what I was doing, except that I knew I loved being able to make a difference.

I really found that I was enjoying running things. That was way back in 1995 and I thought I was just going to do it for a little while. I thought I would run it for a little bit and then children would come along and I'd stay home and all of that.

Well, that's not what the plan was, obviously, because here I am, all those many years later running a school that grew from about 80 or 85 students to over 600 now, our current enrollment. I love what I do. That's kind of the story of how I got involved at Piano Central Studios.

Chantelle: You have three beautiful boys, as well.

Theresa Case: All teens from almost 18, 16 and 13.

Chantelle: Amazing. Just beautiful. Theresa is one of our Team Expansion Mentors and we're very fortunate. Theresa, in your role now, you're very fortunate to be able to work and collaborate and to mentor studio artists from around the world. What would you say are the big trends that you see studio artists, maybe like the mistakes that they're making and what are the kind of the big clinches that you see really move the needle for them? What do you see people doing differently that creates such momentum in their studios?

Theresa Case: I think a lot studio nerds get to a point of burn out. That's where I was two years ago, as a matter of fact, when I found the [Studio Expansion Program](#). I was doing a lot. I was doing some things fairly well, but a lot of other things not so well.

The burn out is a big thing that I see and just getting in a program where you've got learning and resources and people who care about you at Team Expansion and this wonderful, incredible group we have on Facebook. Oh my goodness! That's one of the best things ever. Just that feeling that you're not alone anymore.

I remember very vividly getting involved in the program, plugged into our community and just realizing I'm not alone. That was the start of a huge momentum shift for me.

I would also say that I think a lot of studio owners like myself maybe didn't imagine their studios getting to the point where they are or maybe they had a different idea of where their studio might up, and so it was a one-woman show or one-man show. They're doing everything themselves and they don't have systems in place. For me, and I know a lot of other studio owners who I've talked with or worked with, just getting those systems in place and processes and getting things documented. That's been huge.

Chantelle: I remember you saying recently, lovely one, that beginning of the year was always like, "Actions! Stations! All hands on deck!" It's just quite consuming. It's quite consuming just trying to process everything.

Then, I remember you came to me and you said like, "Guess what? I did it and it was fun." It was kind of like disbelief or like, "Did I do it right?" It was like it's meant to be stressful. It's meant to be why is this not stressful anymore and ... How was that for you? That's a massive shift in your life.

Theresa Case: That was huge! So I run a music school and I'm based here in Greenville, South Carolina in the United States. Our peak intake is probably in August and September, mostly in September. That means my busy season really started in June and did not let up until the end of September. I actually dreaded this time of year. Every year, I dreaded it because I knew it going to be stress up to my eyeballs, long hours at my desk, not as much time for my family and just anxiety and so much pressure.

Now, I have to admit, I'm a little type A. I was already somewhat organized before I found the Studio Extension program, but taking it to a whole other level and really learning what that planning and systemizing could mean and then putting it in place. Chantelle is right. I got to August last year and I kept asking my admin, "What have we forgotten? What are we not doing?" because we weren't working long hours. I wasn't as stressed out. I wasn't anxious.

Everything was under control, except for those things that always pop up. I had the bandwidth to hand the emotional things. The emotional bandwidth, the physical bandwidth, to handle those unexpected things because the things I could predict, the things I could control, the things that I could plan ahead for and systemize, that's already taken care of. You know what? This last August, same thing. Same thing. I had far less stress. In fact, it was even better this last year, because I had it documented processes and everything. Yeah. Wow!

Chantelle: I'm sure everyone that's come along the line, like I, "Gosh, I'd like some of that." That sounds ... that would be really lovely." What would you say was kind of like maybe just one thing you did differently that really helped you to ease your workload in those crazy times?

Theresa Case: Two things that kind of went hand-in-hand. One is when I was at the Master Class Live, you worked us through an annual, quarterly, monthly, weekly planning process. I began to see that there could be a way to manage all of these things in a planned in a purposeful way. That was kind of the start.

Then, you introduced to Trello, which I liked and you challenged us to start getting things down in a place where not just we had access, but even our team had access. Of course, Trello has kinds of wonderful functionality to assign certain team members and put due dates and link documents and attachments and so, wow. Finding that tool and then starting to really just plug in the systems on top of having a good planning process. I know you asked me for one, so I'm sorry I snuck in two!

Chantelle: Yeah. That's really brilliant, because I think what happens is that, especially when the busy times happen, we're just trying to keep our heads above water. I remember you saying something so wise to me. You said to me something that along the lines of you really adopted the philosophy of doing the big things first.

When we are planning things out, it's like, "Okay, what is the most important thing I need to do?" because we spend our lives as firefighters, often. It's like we're just trying to keep the blazes at bay. When we shift that to being a little bit all purposeful, that's when it's like, "Oh. Okay. Yes."

Theresa Case: Yes. That's another thing that I learned from you and in the Studio Expansion Program at that Master Class in particular was the importance of identifying what those big things are and then planning them out in such a way that I knew I could work on them. I knew when I was going to work on them and that was my priority. Then it started to filter down into, "This is how I really strive to operate from day to day."

I'm not perfect at it. It doesn't happen magically every day all the time, but more days than not, I'm sitting down looking at my list and going, "Okay. What is the one thing that I need to tackle first?"

Actually, I'm getting to a place now where I'm trying to plan that out for the week to come. Wow! What a great feeling to wake up on Monday morning and not have that anxiety attack of, "It's Monday! What do I have to do? What's the most important thing to work on?" It's already planned out for me. I don't really have to stress about thinking about it.

There were literally times in the past that I would sit down at my desk and I would freeze. This is not metaphorical. I would literally be sitting there staring at my computer and then looking at my planner and then looking back at my computer and feeling so overwhelmed that I couldn't even act. Just learning how to do that planning and how then to put that into a systemized process has been huge. Really huge for me.

Chantelle: I guess it's because there's so many things that we can do. There's so many things we should do and there are so many things we can put our attention to. It is knowing what is going to make the biggest difference of the business and learning how to identify and how to almost be, I suppose, disciplined with our time to be able to think, "Okay. Well, what do I need to invest my time in to be able to see the results."

What has guided your decision-making around this? I'm really curious about what shifted in you and what you now value more when it comes to planning your time and being organized and with the intention of growing the business.

Theresa Case: I think it's two things. One is because of the [Studio Expansion Program](#), I really learned who my dream student was. I really got to know her and guess what? I'm still getting to know her two years later. I think about her. I think about how she'd act, what she needs, what she's looking for, where she's going to shop, where is going to look when she's going to try to find music lessons for her child? Where is she going to look for that?

Just getting really focused on my dream student, helps me make a lot of decisions when it came to the prioritizing where I spent my time.

Then, also understanding as I learned from you and some live training and that is, what are the things that move my business? What are the things that I need to be putting my attention on? It's inquiries. How many leads am I getting in? How many of those inquiries am I converting? Then also, retention. All of that is over the whole idea of positioning.

When I make decisions, that's when I've gone back to, Chantelle. That's what guides me. Is this going to drive more inquiries? Is this going to help me convert those inquiries? Is this going to help me retain our students? Then, how am I speaking to our dream student?

Chantelle: It's very interesting, I wonder whether people on the line here are clicking with that? It's interesting how when we start to really adopt the whole intention of really getting clear on that. Just like when Beverly was saying she wants to attract families who value the convenience factor in the business. I can really then start to make decisions of, "Okay. Well, if I know that the dream student values convenience, then I need to make that drop off time easier and I want it flow like this. How can I take that information and then use in my marketing to get more inquiries and then enroll ...?" It all starts in the dream student.

I'm just curious kind of it people out there are really ... If that's then, part of how you've been making decisions or at this stage, what's been driving how you've been making decisions? We can help people, Theresa, to really think about what is the key driver when you're making decisions in the business, because that's interesting.

It's interesting because we always want to know what's the quick fix? What's going to work for us? It's when we come with that little more intentionality that we start to see the shifts. I know that's what's happened for you, Theresa, too is when you really thought differently that you started to see the needle move.

For you, what would say, Theresa, has been the single most interesting thing you've done differently? What didn't you expect when you joined the SEP maybe and how has that helped your business?

Theresa Case: Now that's a little bit of a tough question. But I think I would have to honestly say that getting into a good planning routine was the thing I was not

doing, certainly not doing well enough and it really has been this thing for me that has made all the difference in the world.

I love the word you used - "intentionality" - because you can't plan unless you're intentional about your planning and your thinking. You even have to plan what I'm going to plan.

That's crazy, but I have a couple of friends and we say, "Okay. It's time for quarterly planning and what day of the week are you doing your quarterly planning?" Then we'll chat about it afterwards. "What are some of your goals? What are some of your priorities?"

Now, that's kind of a simple answer because a lot of the other things that I've learned in the Studio Expansion Program feed into that whole planning process, because planning is then, making those decisions that prioritizing and making sure that you're meeting the needs and wishes and wants of your dream student. That has to be one of the things that was the biggest and most unexpected shift and change for me.

Chantelle: It's so beautiful to say. For me, definitely, I love planning. I like Post-it notes. I like Sharpies and it gets me excited. Sometimes finding the time ... With you, with three teenage boys and with running a business, how do you find the structure and the discipline to be able to do it? That's kind of a tricky thing.

I know we have the all best intentions, but sometimes, it just kind of gets away from us. How do you manage balancing everything and finding the time and what motivates you to do that?

Theresa Case: For me, just blocking out that quarterly planning time and making sure that it's sacred. Just like, there are other things in our lives we don't budge on. If we have a dentist's appointment, we go to the dentist. If we have a doctor's appointment, we go to the doctor. There are a lot of appointments that we make for ourselves that we keep and we don't let anything interfere with unless we are just desperately sick or a dire emergency.

That's really how I've started to look at the planning. The more I've done that planning process and systemized even the process and learned how to prioritize better and better, then I find I have more time for my family. I have more time for myself. I can invest more in my studio in the ways that it makes sense for me to be investing in my studio because I know what's important. I know what the priorities are.

I gain all of those benefits from the planning and it's like exercising. It's hard to get started exercising, it's hard to stick with it, but once you do, you feel so much better that you don't want to not do it. I kind of hate to say planning is like exercising. Maybe that wasn't such a great analogy.

Chantelle: It is. No, I think it is. It's about showing up. Linda's just written in something really interesting. She said, "This is going back to that whole overwhelmed feeling. We always feel like we're just keeping our heads above water. We're always seem to be saying, I could be more organized, more systemized, if we just had the time." She's asked, "How about time the just get this planning completed? We seem to be able to get just what is done, whatever is due the next day." It's the firefighting.

Maybe it's the drawing the line in the sand and saying, "Okay. I'm going to put myself first." In my calendar, you can see that literally every quarter, there is one day blocked out. I've actually taken it a bit further than that, but I'll tell you about that later. At least one day is blocked out to be able to totally concentrate simply on planning.

I don't know who the quote said it is, someone, you may guys know who it is. If you fail to plan, you plan to fail. That's an extreme analogy although, but it's kind of true. Like in this way, we're kind of prioritizing the strategic growth of the business, we're just keeping our heads above water. We're the frantic duck, as I like ... In our webinars we kind of show ... Kind of saying, "We're the duck! We're totally the duck," unless we choose to stop swimming and just go sit on the side of the bank. Go sit on the bank for a day and literally go and stop the gears. Stop the franticness.

When I look at Theresa, and I look at myself even, I look at our beautiful community itself it's when we choose to do what is going to make the impact. When we choose to do things differently, when we choose to put the big things first, that's when everything gets put into order.

It's sort of some divine order starts to come into place, because we're no longer just maintaining the status quo. We're no longer just surviving. We can actually shift to think. I don't know how you feel about this working with our clients, I feel we don't get enough time to think. There is not enough time to think to be able to make good decisions and that's a challenge.

Theresa Case: That's really what that planning time is. Those of us who teach, or have other obligations, those are blocked out in our calendar. You need to look, if I can be so direct and maybe a little bossy, you need to look at your calendar and mark out that non-negotiable time for planning just like you wouldn't have classes on your schedule to teach and then just not show up because something came up. You just have to look at planning the same way.

I love my written planner. I'll literally block it out and nothing else gets to go there, except that planning. I go ahead and plan out my quarterly planning for the whole year. You're only talking about teaching four days.

Chantelle: It's true.

Theresa Case: One really important thing that I learned from you was to go away. I remember my first time of quarterly planning. This was after I'd been at the

Master Class. I was so infused with motivation and energy and I had a great inspiration coming off the live event. I had my quarter planned out.

Well, then the next quarter comes around and I blocked it out. I was so excited. I had friends I was accountable to and my son woke up sick. I meant like stomach sick, can't leave him sick. I was so disappointed, but then I thought, "Well, you know what? I'll just go to a different part of the house that I never go to to work in," and that's where I did my quarterly planning.

Chantelle: Oh gosh. Tell me it wasn't the laundry.

Theresa Case: No. I've been known to sneak to a quiet corner of the basement.

Chantelle: Where will no one find me? Where will the kids not find me? The laundry.

Theresa Case: Actually, there have been a few times when I've ... because you know I have three boys and a husband, also now, I have a dog that's male. Sometimes there's just too much male around me. So I just calmly pick up my purse and my bottle of nail polish and tell my men, "I'm going to get my toes done. Do not call me unless you're dying. I'll be back in about an hour."

Chantelle: Everything can wait right now.

Theresa Case: You almost have to do that, even with your quarterly planning. You just get away.

The other thing that I love so much that's become a really important ritual for is just writing in a notebook with no lines. That type A still comes out, but I'm not bound by the lines. I get my markers and I've got a little color, a little creativity, so that's again ... Once you start doing that and it nourishes your soul. It really does.

Just to have some time to think and then if you just do nothing more than just ... everything that's bothering you, that's weighing on you, write it down and then you can start to organize it a little bit and plan it out, prioritize it. Once you do it once, you want to keep doing it. Then, we you start to see the accumulating effect of that kind of planning and 'think' times, and 'me' time, 'creative' time, you won't let it go.

Chantelle: When you come to Master Class, that's one of our rituals that we guide you through. We teach you how to do your quarterly planning from annual, quarterly, monthly, weekly. We show you how to do this. Too often, that session, and Theresa, it takes us two sessions to do that at the Master Class live event.

People say that that just gives them so much clarity, just saying, "Okay. March. I've only got to do these three things and if I do these two out of three, I will be literally my studio's at the foundations we were I need them to be," and just feel

like it's the shift from that sense of just being dominated by the studio and moving to being back in the driver's seat.

I know that you and I do have that tiny little bit of type A control freak, but it gives you back that feeling of, "I just have to do this. I don't have to do everything, just do these three." Sometimes it's the clarity you get from those particular experiences that make biggest shifts in your business, because when we can eliminate overwhelm, we can actually give you power, really. That's the shift.

Theresa Case: Yes. It's kind of like going from always carrying around this huge load of bricks and every brick represents all the things that you know you have to do, all the things you can't forget that you have to do, all of the things that you know are coming.

It's all these bricks and so the planning, what that does, it starts to take those bricks off. It puts them in nice, neat piles and piles that you don't worry about until it's time for you to go to that pile because you need to build something with the bricks in that pile.

Just getting rid of that mental load, that's something huge for you emotionally and even physically, I can't stress enough.

Chantelle: I'm curious, gorgeous Theresa. I want to ask you a juicy question now. I would love to know, looking back over your career of running Piano Central and everything you've accomplished, what are you really proud of? What do you really feel grateful for and proud of in your heart that you've achieved?

Theresa Case: I think I have to say that I'm proudest of the lives that we've touched and made a difference in because we've given them something that they can carry in their hearts, in their voices, in their fingers for the rest of their lives. Knowing we're the difference that music and the ability to make music and express myself through music have made for me and knowing that I've been able to gift that to so many others has just been ... I don't know, probably the thing I'm proudest.

I've been doing this long enough that I now have had a couple of people come back who had come to our music school, they're now married and have a little one makes me feel really old. I just received in the mail the other day an invitation to a young lady's graduating recital, her senior recital. We had her in Kindermusik when she was tiny and she took voice lessons with us and now has just got this career ahead of her as a singer and we had a small part in that.

I just ran into a mom about a month ago and she said, "You know. Our kids just stopped lessons when things got so busy in high school, but I want you to know that just this past Christmas, my son asked for a keyboard so that he could continue just arranging and playing. My daughter still enjoys playing." I thought, "You know what? I've done my job." Really, I know I talked a lot about planning

and systems and all of that, but really, at the heart of that is just that also then frees you up to just pour all that love and care in your heart out on these families.

I have to say that that's one thing is in common with every studio owner that I've ever met through [Studio Expansion Program](#) and this how much love and care they have. When we've been able to give them the tools and that inspiration and the ideas and resources to then show more of that care and really connect with their dream student and have that wow factor that's going to keep those dream students around for a long, long time. It just lights them up. That's what it did for me. It totally got me out of the slump that I was in.

Chantelle: Now, that is real. Why do you think, in our industry, there is so much burnout? I don't know if anyone on the line here is there or has been there, but it's quite devastating really, how many studio owners get to that point of feeling like ... They still have the kids. That never really changes, I've noticed, which is beautiful, but the actual love of wanting to run the business anymore is gone.

Theresa Case: I know what you are saying. I think that we care so much, that we give so much, that we just give and give and give and give and we don't take care ourselves and we get so busy in the studio and running the business, we just get to that point of burnout. We don't ways to help ourselves handle the stress.

Just when you get to that I think you're emotionally and physically and mentally burned out. Then, I the other side of it for me was, when you run a business, you may have friends or a partner or a spouse who can kind of help, but there's nobody that really understands what it feels like to run the business, except for other studio owners. When I started hearing some of your webinars for the first time, I thought, "There's somebody else out there who understands me and who might be able to help me and I won't have to make all these decisions and try to figure out if I'm right or not or making good decisions or not or charting my own path the right way or not."

I found that I didn't have to carry all that. It was like a big load lifted off my shoulders because I realized I wasn't alone, that I could be in a program where I could learn and have ideas and work through a program that would help me professionally. Then, along comes this support group too. Suddenly you realize you really aren't alone and you've got these wonderful, generous people who are just as eager and willing and loving to rally around and share advice and share a shoulder when you need one to cry on. I think the burnout comes from being alone and trying to carry it all alone and you don't have to be alone.

You don't have to be alone. I think that that was one of the biggest things for me in addition to just being totally revitalized. I had kept up with a lot of things over the years. I'm the kind of person who always like to learn. I'm always interested in what's new out there. What can I do better? What can I do differently? I think I got to point too, where I was listening to so many different voices, I was plugged into so many different blogs and I was trying to listen to so many different webinars and many of them by people who were great in their industry, but no

really other studio owner program, not a program or teaching or training that was really geared toward studio owners.

This is doubly wonderful. I found that I could listen to one voice and focus on one program and know that it was perfectly designed for me as a studio owner, by someone who knew what she was doing and other studio owners who could lend their ideas and support too. It truly was life-changing. When I tell my story about that time of burnout, it's very hard for me not to get emotional because I do love running my studio, but honestly two years ago, I was at the point that I was ready to walk away. I just couldn't do it anymore.

Then Studio Expansion came along and it just gave me a new vision and a new energy and hope. That's really what it gave me: hope. That was the first step. Then, as I started implementing the things that I was learning and seeing results and getting more excited, I was feeling better. My studio was doing better. My teachers were feeling better and all these great things were starting to happen.

Then, something else changed inside of me. I got my confidence back. That was kind of even the next level for me. I needed that hope and then I found myself again and got my confidence back. I know some people might say, "Well, Theresa. That's cheesy to say it was all because of a person and a program," but it was. It was. It was all because of you, Chantelle and the Studio Expansion Program, truly.

Chantelle: You've done it all yourself. I think that the praise needs to go where praise is due. You've worked hard and you've applied the content better than anyone I know. This woman knows the program better than I know it. Theresa was my collaborator and when we rewrote the program from scratch last year, and Theresa really has, on a fundamental level, been the embody of what this program and what we strive to achieve here a Studio Expansion. It's so devastating when I hear you talk about that time, Theresa.

It legitimately breaks my heart because to think someone like you, who is the most passionate educator, who is intelligent and gives so much and cares, had been burned by the business she loves. To be burned by the business you love is also absolutely devastating.

When I think about that on a broader context, I'm really passionate about arts education and I think that so much of what we can look and hope to do at Studio Expansion. I just think, I'm like all those kids you would have not have reached if you had not pushed past the hard times, if you had not did a better way, if you had not been able to reconnect with your passion, reconnect with your spirit of running a studio and reclaim that direction.

I think of all of those kids. Hundreds of students, Theresa, and probably thousands looking forward now, thousands of students who would not have had that exposure to education that you provide and think of how they wouldn't have been impacted in their life. Really, that's what we do. I love when I start to think about, my gosh, how many people have reached through what we do and

how can we help ourselves to be able to do that better? Every single child who walks through your door is the greatest gift, is the greatest blessing to be able inspire and to educate and it's a privilege.

Theresa, the fact that you were in a place of being almost ready to throw in the towel, and I've been there myself in my studio and to find that place in your heart like, "No. I'm committing to this. No, no, no. I've got this." Just to know that you needed a better strategy, a different plan and it can start from there and that is where everything shifts.

A lot of people on the line are saying here, "Yes. I'm the same and I get totally burned out from being alone."

Christine says, "Yes. I've gained my confidence back, thanks to the SEP." Manda says, "I totally agree. It's my fourth year running my studio and I burned out. I haven't even started the SEP yet, but I'm so excited, inspired and motivated. It's actually helped me so much already." This is, I think, so much a crux. It's almost like the turning point for people, Theresa, and I'm sure agree that it's when we decide to know that as a career, it doesn't necessarily have to be this hard. The struggle doesn't have to be so consistent as a studio owner.

Theresa Case: Absolutely. This is a perfect opportunity for me to run for a second with a word that you used and that's the word, 'strategy'. You're right. It doesn't have to hard, but you have to know and be using the right strategies. That was another really big thing that I learned in the Studio Expansion Program and continue to apply and dig deeper into and that's this whole idea of running a studio strategically. There are other programs. There are books out there. There are other things out there and if you really look at them, they're about tactics.

It's like it a little band-aid and it sounds so glamorous and we kind of jump towards it at first because it sounds like it's the answer, but the truth is, we don't really need tactics. We need strategy and that's what I really love about the Studio Expansion Program. That's what made such a difference for me is learning strategies. Then, as I've had a chance to work with other studio owners as a member of Team Expansion, just watching them on whatever level they're at, wherever they are in their studio owner journey.

Whether they're just starting their studio or they're like me and they've been running for 20 years, watching them get a hold of the strategies that we teach in our program and applying those, and then seeing the change, the transformation that happens as a result. I get goosebumps every time we get read yet another story, yet another testimony about what offering your studio from a strategic point of view and a strategic position, what a difference that's made. It's just incredible.

Chantelle: It's quite remarkable and what's so beautiful for us and the community, is working with so many studio owners and seeing the monumental shifts in their businesses. We know that it doesn't happen overnight and we're

not interested in that either because we want to build really sustainable businesses.

We really value that long-term commitment to growing a business, to doing what it takes to getting the little happening on a consistent basis, every single day because that's what adds up to the real mastery and we want your businesses to be thriving 20 years from now. We want them to be absolutely profitable and enriching a huge amount of students and for you have a great lifestyle. Those are the big things and if we can continually keep pointed in that direction of what you defined to being a successful studio, that's truly where we're going to see the shift.

It's not rocket science, is it, Theresa? But it works, and that's what we care about.

Theresa Case: Absolutely. One of my favorite analogies, having gone through the Studio Expansion Program several times now and as you've mentioned, getting to be part of that revision process, it's really like a gold mine. That what makes me doubly excited that it is lifetime access because every time I go back into a set module, I find a new nugget and I find nuggets of different sizes. Sometimes it's just a small little thing, but it makes a huge shift for me. Sometimes it's a really big thing. You're talking to somebody who went through the program fairly thoroughly the first time.

I find more gold every time I go back to the program, it's true. That lifetime access is such a valuable thing and not just because it maybe helps you feel like, "Okay, I can take my time through the program," which is great. We want people to be able go through the program at the pace that's appropriate for them and settle into the modules they need to settle into and maybe come back to other modules they need to come back to.

I think the bigger thing is what you said is that we really want to promote people who are lifelong learners and know how to keep feeding themselves and taking care of themselves as studio owners. A lot of that comes through continually challenging yourself and continuing to get better at the strategic part of running your business and doing that planning and all of that, so yeah.

Chantelle: It's beautiful. It is absolutely beautiful and I'm privileged that Theresa helps to deliver the content. You're even going to be hosting, I think, a couple of these calls. Theresa's genius side is all the responders. Her genius side is all the responders. Having the automated notes to your emails that go out to inquiries and help to nurture them along toward enrollment, is her complete ... This woman is the master of that particular topic and Theresa teaches that topic when we do live events at our Master Class events.

She also will teach that module within the SEP. The lovely thing about the program now is that we've got so many people who are so sophisticated at rolling this out in their studios that you can learn from. That's what I really love. It's like this is practical stuff. We're showing you how to do it, why to do it and

what's the practice. Theresa is an inspiration every step of the way. We're so blessed to have you, Theresa. Thank you.

Theresa Case: I'm blessed. It's like a family. Our Studio Expansion community is like a family. As you were talking about what it's like to come in as a first-time SEPer, it's kind of like being born into a family and there's already all these older brothers and sisters who are a little further down the way, they're a little older, they know a little more, they've maybe experienced a little more in the program and that they're so excited to welcome the new ones and to come alongside and just share and support and cheer on. I've watched this happen to what, four or five intakes now.

It's just such a beautiful thing to see and to know that as you're coming into the program, you're not only getting this fantastic, proven program that works. It works. It get results like nothing I've ever seen in all the years I've looked and read and been to webinars and trainings. You're part of this family and you get to learn from each other and get advice and ideas and it's a really open community. We share a lot. Good, bad and ugly. Not ugly in that there's ugliness between us, but there are those days we just need someone who understands to say, "Okay. Here's my shoulder. Here's a tissue."

Chantelle: It's real. There are days when it's really hard. There are really hard days as a studio owner. When you've a parent attacking you, or maybe you've had a team member do something that you would have preferred them not to do or when you're just devastated that you've lost some students. This is real and you can't talk to your hubby about it all the time because there's only so much he wants to talk about the studio. You can't talk to the studio owner down the road, so having a place to have a voice is what we really value.

We are anti-isolation because it's hard. It's hard to do that. You need to have your peeps. You've got to have your business besties and that's what we love about the SEP. It's like a whole tribe of business besties, of studio owner besties who are there with your back, ready to pull you up when you're down and say, "You got this. You got this. Just try this. Here's what worked for me and this will work for you. Give this a shot. You can do it." Then, to be there, there's a cup of champagne to celebrate when you win. If you can have that, business becomes a lot more fun.

Theresa Case: Absolutely. Then the bond is magnified and strengthened a million times over when you get to actually be together at a live event, a Master Class or an Evolution Retreat.

Chantelle: Special times. We start the SEP this Sunday on your time, Theresa, which is Monday morning, my time here in Australia. We're about to start the eighth intake of our new Studio Expansion Program, which is pretty cool. We're going to be gearing up for two and we're starting in a couple of days. Our countdown is on before we do it all again, Theresa. It's very exciting.

Theresa Case: I can't wait. Cannot wait!

Chantelle: It was fantastic. Janeane says, "Having business besties has been the best thing about the SEP." We are so excited to be welcoming all our SEPers to our beautiful Studio Expansion family where we truly are, all of us on Team Expansion. I would even say for those SEPerson the line, it's not just Team Expansion who are really committed to your success. It is truly everyone in the program. We're extremely positive and we value supportive people. We seem to value people who are devoted to excellence, who are teachers first and who are passionate about their and who want to get smarter at strategic management.