

— 7 WAYS TO —

ATTRACT STUDENTS

— IN —

7 DAYS

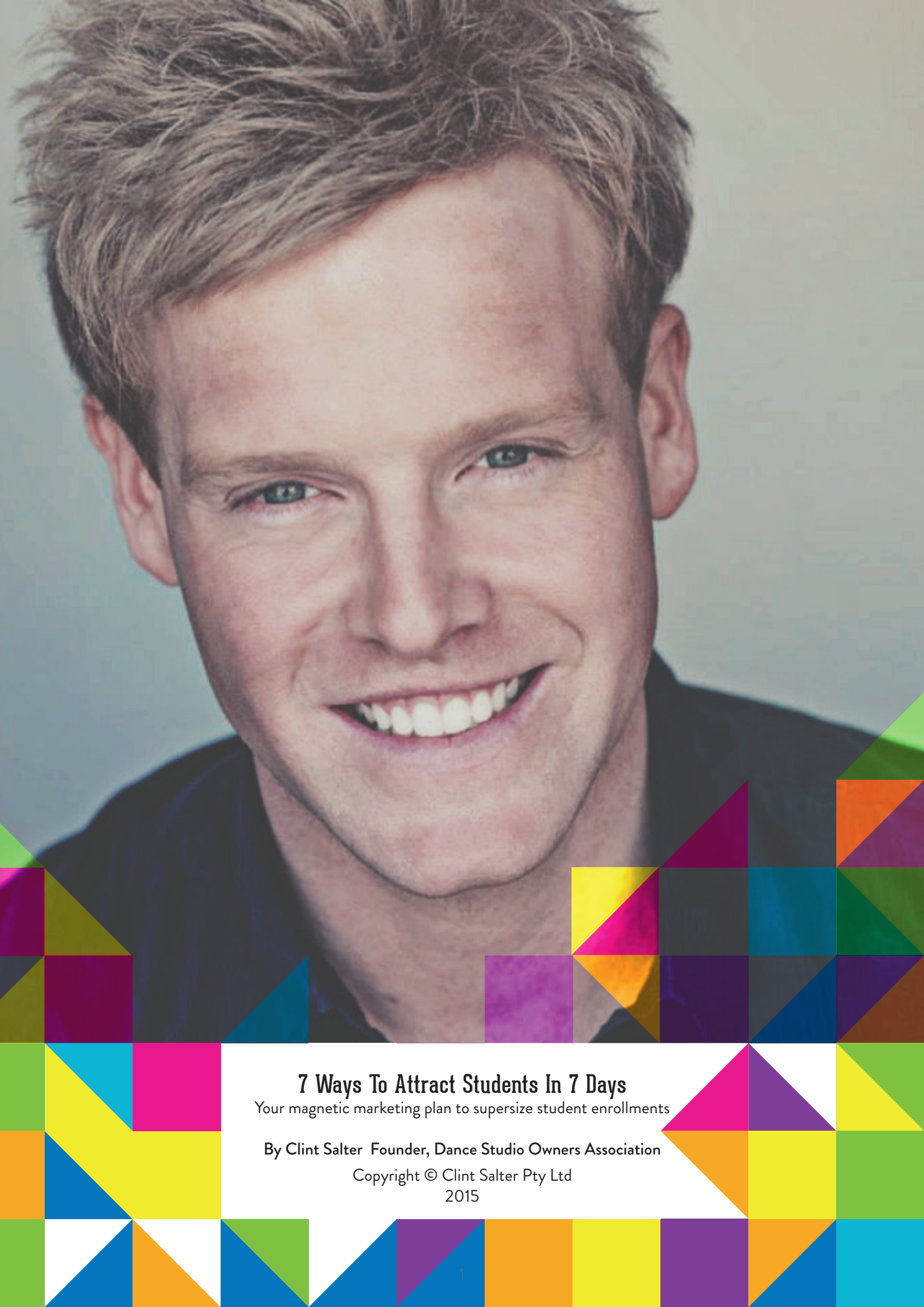
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YOUR MAGNETIC MARKETING PLAN TO
SUPERSIZE STUDENT ENROLLMENTS



CLINT SALTER

WWW.DANCESTUDIOOWNERSASSOCIATION.COM



7 Ways To Attract Students In 7 Days

Your magnetic marketing plan to supersize student enrollments

By Clint Salter Founder, Dance Studio Owners Association

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The following is brought to you by Clint Salter, developer of the Dance Studio Owners Association...a community of worldwide members dedicated to creating successful dance studios. We do this through the open sharing of ideas, mentorship and information on all aspects of running a successful dance studio.

To find out more information about the Dance Studio Owners Association please visit www.dancestudioownersassociation.com...but before you do, read what current members are saying...



"It's like a roadmap to peace of mind. When I'm not sure what step to take next, all I need to do is ask a question in the forum and the correct path is laid out in front of me. It is the difference between a good night's sleep and a life of endless worry that my studio will fail."

Natalie, BDC Dance Studios, Australia

"I am so enjoying learning more about how to improve my dance studio in a community of others that have the same aspirations."

**Holly, The Dance Connection,
United States of America**

"It gives you the tools, guidance and support to better your dance studio, and has reignited my passion for owning a dance studio. It actually has me excited about the business side of being a studio owner!"

Allyson, DanceVibe, United States of America

"Ideas, ideas, ideas! It's great to virtually brainstorm with other people facing the same challenges."

**Elly, Ballet North West Academy,
United States of America**

"I love the help I am getting to become organised and the contact with other studio owners that you can ask questions of. I love the fact the Clint is always prompting me to stay on top of my game, with all his straight forward advice."

Michelle, M.A.A.D.A.Z Dance studio, Australia

"Great information that is so relevant to running a successful dance studio!"

Wanda, Epic Dance Complex, Canada

"It's great to have advice from people actually doing it, not just general business advice, but strategies specific to dance studios."

Amanda, Arts in Motion, United States of America

"Truly tailored, specific advice and support. Not a general business community that needs to be adapted to Dance - the one stop shop for sustainability and success."

Lisa, Ardlair School of Dancing, Australia

"Being a part of the group has kept me motivated to work on my business consistently. It is really nice to have a place where I can share an idea or concern about my studio. Knowing that I can reach out for thoughts is a nice comfort."

**Cynthia, South Carolina Christian Dance Theater,
United States of America**

"I love Clint's infectious enthusiasm and I also love the regular emails and Facebook updates!"

Juanita, DancEdge, Australia

"Clint has been a huge help!

The community is encouraging!"

**Michelle, Sangre de Cristo School of Dance,
United States of America**

"I love the help from other studio owners and Clint himself!"

**Candace, Candance Academy,
United States of America**

"The amount of information is amazing. It helps keep me motivated and focused on my goals."

Colleen, Dance Dynamics, United States of America

"I love the community of studio owners working together. It really helps with not feeling alone! I also love that Clint is so hands on with us."

**Sarah, Artista Dance Center,
United States of America**

"It's great being guided in the right direction and getting new ideas to advance the development I have already made for my studio."

Emma, E-Motion Dance, United Kingdom

"I love reading posts from other studio owners to know that I'm not the only person that has similar issues and questions. The group has many ideas that are wonderful for pushing our studio to the next level."

**Carrie, Sterling Silver Studio,
United States of America**

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Over the next 7 days...



Strap yourself in for the next seven days as I walk you through the steps and marketing strategies to have you recruiting new students by the end of the week. None of what I teach you is hard. There's no difficult technology involved. What it takes though is commitment.

Right now, you need to make me a promise. Yes, a pinky promise even!

You need to commit to spending at least 1.5 hours per day for the next 7 days working on and implementing what I talk about in this guide. There's no fairy on your shoulder that's going to do it for you. You are going to have to make this commitment to yourself and your studio. In the Dance Studio Owners Association, we preach that it's all about taking ACTION. We work to hold each other accountable and we work to motivate each other. If you commit to taking the right steps, then the next 7 days are going to be exciting for you!

Some of the marketing strategies are free and some are low cost. I know you're a small business so you won't see the words "TV and Radio Advertising" here. Besides, that doesn't work anyway! You have a local business, so local marketing is our focus over the next 7 days.

Here's a taste of what I'll be covering with you during our time together.

Day One: Studio Marketing Roadmap

Too many dance studio owners don't start with a plan in place when they start marketing their business. Learn how to create and execute a sustainable marketing campaign.

Day Two: Student Attraction Website Blueprint

Your website is the best place to showcase who you are and what you offer. Learn the key elements to have and the key things to avoid on your website to boost new student enquiries.

Day Three: Automate Your Email Marketing

Email marketing is one of the most inexpensive and effective ways to increase new student enrollments. Learn what to email and how often to email new student prospects without it sucking up all your time.

Day Four: Savvy Social Media

Social Media isn't going away. It's actually become a great platform to engage and enroll new students. Learn what platforms you should be on and how to use them effectively to position yourself as the go to studio in your local area.

Day Five: Low Cost Digital Marketing

From Facebook advertising to video marketing, learn the few things you can be doing to supersize your online marketing results in only a few minutes per day.

Day Six: Offline Relationship Marketing

Yes, the days of advertising in the newspaper are gone but offline marketing is still getting a great response for studio owners. Learn the offline strategies that are working and how to implement them for the maximum results.

Day Seven: Ramping Up Referrals

Word of mouth is still a great way for dance studios to gain more new students but, with social media taking off, the way in which you gain referrals has changed. Learn the new ways to get your dance families and teachers referring new students to you.

Are you ready? Of course you are!

I know you're tired of stressing about how you're going to bring in new students. I know you're tired of people asking when you're going to get a "real job." I'm ready to help you build the studio you always wanted and deserve through building your new student enrollments.

This is just the beginning so let's get this show on the road!

Clint

hello@dancestudioownersassociation.com



Owning A Successful Dance Studio



I'll never forget getting the keys to my first dance studio. Actually, it was a community centre that couldn't fit more than 12 people in a class...but it was mine and I loved it! No, it definitely wasn't the Taj Mahal. There were no mirrors inside but there was plenty of graffiti on the outside. Even then, I knew it was the start of something special.

How did you feel that first time you walked into your dance studio? That first time you taught a class, that first envelope you received with class fees inside, that first teacher you hired, that first present from a student, that first thought of "Oh, I'm not just a dance teacher anymore".

I know some of you are just starting out in the Dance Studio Owner journey and some of you have been doing it for a while. No matter where you are right now, you're in the right place if you're wanting to grow not only your business (reach and revenue) but your life (higher levels of fulfillment).

It's no easy journey building a business when your objective is to increase your reach and revenue... but I speak from experience in telling you that it IS possible. I can tell you now that your dream studio is closer than you think.

Over the last 6 years I've worked with Dance Studio Owners from across the globe and I can tell you now that I've seen the good, bad and the ugly when it comes to dance studios.

I'm always asked what separates the Dance Studio Owners who are continually growing their business and those that are either going backwards or staying in the same place. That's definitely a loaded question, but over the years I've discovered a few things that help answer that question. Before we jump into your 7 day marketing plan, I wanted to share with you the 8 things that all Successful Dance Studio Owners have in common.

1. They surround themselves with like minded and positive people (remember you are the average of the 5 people you spend the majority of your time with)
2. They invest in their business education and personal development

3. They create and execute a proven business growth strategy
4. They take calculated risks
5. They NEVER settle for mediocrity
6. They make decisions swiftly
7. They are accountable to someone that is helping to keep them on track
8. They trust and believe that they CAN have and they deserve the life and studio they want

As you work through this marketing plan over the next 7 days be sure to revisit this page each day to remind yourself of these 8 keys to success. Then you want to start applying these principles to the rest of your life.

Ok, now let's start your 7 day marketing plan. Thank you for taking this journey with me!

Let's start attracting those new students!

To your success,

Clint



Day One: Studio Marketing Roadmap



Welcome to Day One of your 7 day plan to nail it when it comes to increasing your studios student enrollments.

The Elephant In The Room

After working with Dance Studio Owners over the last 6 years I know that marketing slips to the end of the list continually. I hear the excuse “I don’t have time” over and over again. You may think this is valid, but it IS an excuse. You are the one running the business and it’s your responsibility to set up your day so that you are working on tasks that GROW your business...not tasks that suck up your time like piddly administrative functions that take forever yet add no students.

Every week through the Dance Studio Owners Association I’m hearing from studio owners who are stuck in an Admin Trap and can’t get out. Our community of Studio Owners continually help each of our members move through this “Stuckness” by teaching them how to delegate and outsource these tasks.

Do This Now

Before you jump into marketing I need you to make time in your calendar this week to focus on marketing. A good way to break up your day when it comes to marketing over the next 7 days is:

Task One: 30 minutes - Read the lesson in this guide.

Task Two: 1-3 hours - Implement the recommendations in this guide.

It’s easy to do but also easy NOT to do. The first step is to schedule it in then commit to taking the action DAILY. Consistency wins every time. Ever been on a diet? I have and they don’t work. I’m motivated for a few days and then I go back to what I was doing before.

This is about making a long term, achievable and sustainable change. I’m asking that you take an hour and a half of your day to transform your business. Not much if you ask me, right?!

Your Marketing Plan

So I know you’re ready and your marketing juices are flowing so let’s start with STEP ONE: Defining your target market.

You: “That’s easy...my target market is everyone 2.5 to 18 years old”.

Me: “No, it’s not!”

You don’t REALLY want everyone at your studio, do you? Does having more students filling your studio space automatically mean more money in your pocket? Not really! If you’re not doing things right all you’re getting is more headaches and more heartbreak.

Let me give you an example. Think of an auto repair garage. Now stay with me...I’m not comparing a dance studio to a garage! What “type” of customer does a garage want? Obviously, they want people who need service that’s somewhat costly and will provide good profit to the company, right? Instead...what do they do? They offer a \$20 oil change “just to get customers in the door.” Now, instead of spending their limited resources on expensive service, they’re spending all their resources on a service that they don’t make any money on anyway. They have more customers...but do they have more profit? NO!

When you’re not clear on the type of students and parents you want in your studio then that’s when it gets messy and you can fall into the same trap as the garages. Do you want 100 new students getting “oil changes” or do you want 20 new students that are highly valued that will really add to your bottom line? When you have clarity on your ideal students and ideal parents that’s when magic happens!

How To Define Who Is Your Target Market?

This exercise isn’t hard and it can be done in no time at all. You just need to do some digging while looking around at your current student base.

When it comes to defining your target market, you want to look at 3 things:

1. The Student
2. The Classes
3. The Parent

Those 3 things make up ONE target market. You will have several target markets for your studio, but let’s start with one first. Here’s an example:

THE STUDENT	
Age	2.5 - 6 years old (preschool)
Gender	Female
Home Location	St Peters (15km/9mil from the studio location)
School & Year Level	At home with parent or at preschool
Interests/Hobbies	Playing with toys, watching children's television shows, going to preschool and playing with parents friends other children
Social Media Habits	None
Dreams	Socialise with other children (become more confident), further develop creative skills. Note: These are the dreams of the parent as for this age group they are too young to be able to communicate their own dreams
Fears	Won't enjoy the class and will cry (not participate). Note: These are the fears of the parent as for this age group they are too young to be able to communicate their own fears
THE CLASSES	
Style of Dance	Fairy Ballet & Funky Friends Jazz
Level/Stream	Recreation Preschool Classes
THE PARENT	
Age Range	26-40
Gender	Female
Relationship Status	Married or divorced
Relationship to Child	Mother
Occupation	Stay at home mother
Salary	Supported by savings and/or other parent
Hobbies/Interests	Spending time with other mothers, exercise (health clubs), spending time with their partner and family (dinners out and family events)
Media Consumed	Mother websites (list them here) and Women's Magazines (list them here).
Social Media Habits	Include the platform like Facebook, Instagram or Pinterest as well as any Facebook Groups or Pages they may be a part of.
Dreams For Their Child	Socialise with other children (become more confident) and further develop creative skills.
Fears	Won't enjoy the class and will cry (not participate).

You may be asking yourself... “Why do I need to know all of this?” Good question. The information we are gathering here is going to help you not only define the type of student and parent you want to attract to your studio but also help when it comes to WHERE you should market to get in front of these people so you can become the “go-to” studio.

Your Turn...

Use the below template to create your first target market. Remember this will be the first of many.

THE STUDENT	
Age	
Gender	
Home Location	
School & Year Level	
Interests/Hobbies	
Social Media Habits	
Dreams	
Fears	
THE CLASSES	
Style of Dance	
Level/Stream	
THE PARENT	
Age Range	
Gender	
Relationship Status	
Relationship to Child	
Occupation	
Salary	
Hobbies/Interests	
Media Consumed	
Social Media Habits	
Dreams For Their Child	
Fears	



With Clarity Comes Power

It's amazing how after doing this exercise and creating your target markets you automatically feel clearer about where your business is now but, more importantly, where it is headed. Put these target markets around your home office or studio office so every time you start working on a marketing campaign you can ensure it's targeted towards one of your target markets!

CASE STUDY: Rebecca

Rebecca is a member of the Dance Studio Owners Association. When she completed this exercise and implemented the Facebook Advertising strategy, which is a lesson available to association members, she received 71 new enrollments in 2 weeks just by executing the strategy.

You see, Rebecca never thought of creating separate target markets. She promoted her studio as a whole which in turn meant she was marketing to...well, no one in particular. No potential new student or parent felt like she was talking directly to them with her marketing so rarely was it effective. As a result, new enrollment enquiries come in infrequently.

Your Action Step

Right now I want you to create at least 3 target markets for your studio. It could be:

1. Preschool
2. 6-8 year olds (focus on Jazz and Hip Hop)
3. 10-12 year olds (focus on Jazz and Hip Hop)

This is up to you. Develop these target markets to your strengths - what are you best at, what do you enjoy the most, what is your studio best set up to do?

Every day in the Dance Studio Owners Association our members and I are helping other studio owners come up with their ideal student avatars. Interested in joining the Association or just wanting to learn more? Visit www.dancestudioownersassociation.com for more details on becoming part of our global association.

Thanks for joining me today! See you tomorrow for Day Two where I show you the blueprint for a website that is going to increase your new student enquiries!

Have a great day!

Clint

hello@dancestudioownersassociation.com

NOTES:

Day Two: Student Attraction Website Blueprint



Welcome back to day number two! How did you do on your three target markets? If you're skipping ahead because you're a knowledge junkie but not an "implementation action taking" junkie then you need to stop reading right now. Go back to day one and do that exercise first PLEASE.

Coming up with your target markets will be your foundation. If you haven't done it, turn the car around and head back! Once you're done then it will be time to head back here!

Today is all about creating your student lead generating website!

Whoops!

I get it. You're not a tech whiz and maybe you're confused when it comes to what works when it comes to websites that attract new students and encourage new enquiries to either pick up the phone or email you so you can start the initial stages of the enrollment process with them.

When a new member joins the Dance Studio Owners Association they generally ask for feedback on their website from me and the other members. I look at many websites each week (between 20-50) only to see one or more of the same 3 mistakes again and again—mistakes that are costing studios money.

Before we jump into the proven formula for generating new student enquiries, I want to clear the air by sharing with you these 3 website no-no's and begin ridding the dance world of them for once and for all. Once you're done reading, go back and take a look at your website and see if you're making any of these critical website errors.

Mistake #1 – Social Media Logos Everywhere

We all want more followers on Facebook, Instagram, Pinterest, Twitter, etc. etc.. The problem is, by overloading your studio's website with social media live feeds or links you might actually be missing out on enquiries from potential new students. Think about it: say I'm looking at your website for information on classes for my child or myself, and before I can click to contact you or opt in for a trial class, I get distracted by

your social media icons and click over to your Facebook page. There I get distracted by my newsfeed. Just like that, your new student lead is gone. My suggestion? Take the icons and links off your website because they WILL find you on your social media sites if they want to. You don't have to spoon feed them. Besides...the goal of your website is to keep them on your website and interested in what it's saying...not to shoot them off to a separate social media site!

Mistake #2 – No Video

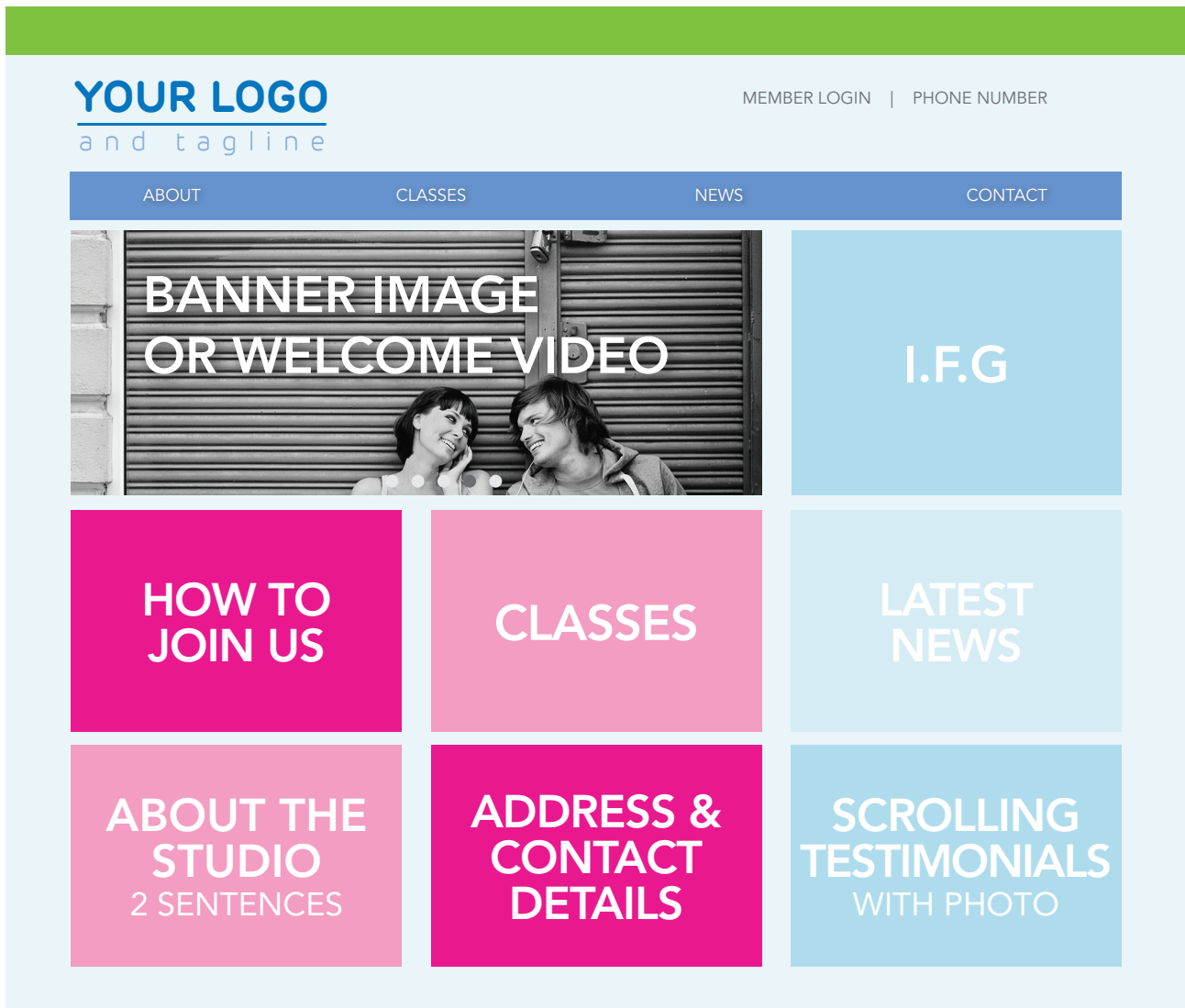
Today's world is one that loves visual stimulation. We want great imagery, but we also want video. A video can really capture who you are and what your studio is about in a way that no other medium can do, and it's a great way to showcase your studio's personality. Having said that, I'm not seeing many videos out there. Invest—and you don't need a Hollywood budget—in having a video created for your studio that includes clips from classes, teachers talking to the camera, and you, the Studio Owner, speaking about your vision and why you created your studio. Video is a fast, efficient way to build trust and credibility with potential students and parents.

Mistake #3 – Too Much Content

I often talk about how your website's focus should be on new student acquisition rather than serving as an encyclopedia for current students—but still I see quite a few studio websites out there that contain far too much information. My suggestion? Do a website audit and cull any information that's not relevant or useful for new students. You want your website to encourage them to take some kind of action, whether it's to phone you about classes, send an email or opt in for an offer.

So, now that you know what not to do, let me jump into what you should be doing on the homepage of your website.

Below is a layout of what you need on the homepage of your website. It's a layout that we have been testing with our Association members for the last 6 months...and it's bringing in new student enquiries like crazy!



Your Student Attraction Homepage Blueprint

As you can see from the blueprint everything is focused on new students. There's a little area on the top right hand corner for existing students and parents to log in and that's where you can include details about uniforms, competitions, fee structures, etc..

You don't want to overwhelm any potential new students or parents with information they don't need to know. Keep this in the members only area.

Website Creation Resources

When it comes to creating your website there are many free/low cost online tools you can use including:

SquareSpace - www.squarespace.com

Wix - www.wix.com

Strikingly - www.strikingly.com

OR you can give the job to a professional (either outsource it through creating a brief on elance.com or

odesk.com or through a local provider).

If you want some support and feedback around this, then I would strongly suggest becoming a member of the Dance Studio Owners Association. It's currently just \$47 per month and gives you access to me and our members plus a number of online video training sessions to help you grow your dance studio. Learn more at www.dancestudioownersassociation.com.

Your Action Step

Everyday new potential students and parents are visiting your website. EVERYDAY! So today your job is to do an audit of your current website and following the blueprint above, make the changes to your website that will increase the amount of enquiries you receive.

Sure, for some of you, you may need a WHOLE website makeover. That's not a bad thing and while you may feel overwhelmed it's not going to be a hard process. In fact, it should be FUN!



Step by step... Go through your website and seek out the elements that don't work. Maybe you have way too much content and are scaring people off or perhaps you have no contact capture tool where you can start building a database of interested students and parents. Use the blueprint to put a red pen through what shouldn't be there and a green circle around the things that work.

Once that's done, have your website designer/developer update your website or you can create a brand new one through the resources I shared with you or create a website brief that you can post on an outsourcing website or give it to a local website designer and developer.

Again, if you need any support with this then I encourage you to join the Dance Studio Owners Association. Check out what we're about here >> www.dancestudioownersassociation.com.

I'm excited to see your website makeover!

All the best and see you tomorrow for Day Three where I walk you through how to automate your email marketing!

Clint

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Tip: Get onto your website now! It's one of THE most important marketing tools in your business. Schedule the few hours it will take to do the audit and come up with the changes and then ensure you **TAKE ACTION** to make the changes happen.

NOTES:

Day Three: Automate Your Email Marketing



Welcome back to Day Three of your 7 day marketing plan. So far we have helped you figure out who your target markets are and we've nailed it when it comes to what the homepage of your website should look like.

In today's lesson I'm going to be walking you through a process for automating your email marketing.

The Most Effective and Least Expensive Way To Market Your Studio

Email is still the most effective way to market your studio. Yes, that's true and we've done a number of tests and surveys with our Association Members to know that this is true!

It's FREE. Unlike printing flyers or setting up a table at your local mall, email marketing is free and is a great way to accelerate the sales (enrollment) process with potential new students and parents.

Simply, it allows you to build trust and credibility fast.

Your Current Enrollment Process

I want you to think about your current enrollment process for a minute. When a potential student or parent sends you an email or calls, what process do you have in place to have them or their child become a student?

Before I jump into the email marketing side of things, it's important that you have your enrollment process set in concrete. This goes beyond just getting someone in for a trial and signing them up. Over the last 6 years working with Dance Studios Owners I've developed an 18 step enrollment process that ensures you're not losing students through the gaps.

Many Studio Owners have new enquiries coming through the door but they see them once and they never come again or they book a trial and never turn up. You **MUST** put a solid enrollment process in place immediately!

Plan out your "no gaps" enrollment process then come back and continue reading this lesson which will further enhance your enrollment process getting higher conversion rates when it comes to enrolling new students. Unfortunately, this is not a lesson about

sales so we don't have time to cover that today. BUT, if you need support with coming up with your enrollment process make sure you visit the Association >> www.dancestudioownersassociation.com.

How To Create An Awesome Automated Email Marketing Campaign

Ok, now you have your enrollment process sorted out. Now it's time to step you through the email marketing plan to have more new students saying yes to you instead of the studio up or down the road.

Once you receive an email or phone enquiry about a potential new student or parent coming to try a class you will want to add them to your email marketing software so that they start receiving emails from you. If you don't have that, we have some suggestions for you below under "Resources."

Why Do I Need To Do This?

Great question. Business has changed over the last few years. No longer will someone confirm coming to a class over the phone and just turn up. As consumers we are busier and more stressed than ever. You know yourself that you can intend to do something but life gets in the way and just slips past you.

Aside from working with Dance Studio Owners, I have helped some of the largest health clubs in Australia with how to market their business and a big problem they have is people not showing up to their complimentary first workout session.

We know that by implementing and **STICKING** to an email marketing strategy you will have a greater chance of your potential new students showing up and enrolling. But this is only true if you're sending them valuable content before they experience what your studio has to offer.

Your 10 Day Email Marketing Campaign

(NOTE: Once they have signed up for their trial class you want to take them out of this email sequence and place them in one that's about ensuring they turn up to the trial.)



Day 1:

As soon as you receive an email or phone enquiry you want to thank the parent and student for their enquiry and give them details how they can book in their trial class (or similar). This is also a good opportunity to build some credibility - basically explain WHY your dance studio is the place for them.

Day 2:

Give them a call.

Day 3:

In this email you want to ask if they have any questions and bust some myths about dance classes (objections or fears they may have for booking their trial). The aim of this email is to make them feel relaxed and comfortable about coming and trying a class with you. Many dance studios are perceived by the general public of being extremely competitive and only wanting elite students (we know that your recreation students are your bread and butter) so this is a great email to defuse this perception. Ensure you include a call to action of how they can book their trial class.

Day 5:

Give them a call.

Day 6:

Get a little more personal in this email and include some testimonials. Parents usually think that dancing is high maintenance and expensive. Give them a peek into the life of a student at your studio. Paint a picture for them of what they can expect. By the way, this doesn't include coming to class 5 nights per week and dancing at 100 competitions during the year. When it comes to the testimonials it would be great to have one from a parent and one from a student. Once again, ensure you include a call to action of how they can book their trial class.

Day 8:

Give them a call.

Day 10:

This is the last email in this sequence. They haven't signed up for their trial at this stage so this is your last chance to get them in the door (this time around). Simply send them an email that says "Are you still interested in coming along to dance classes?". That's it. Short and sweet and most of the time they will reply to something so quick.

Tips

After day 12 if you haven't heard from them go ahead and add them to your newsletter database. Most people don't do this but you need to! They have shown interest but perhaps the timing might just not be right for them. It's never a NO it's just a NOT NOW. Ensure you keep communicating with them through your monthly newsletter.

Automation Is KEY!

By using one of the email marketing systems suggested below, this process will be automated. You create the emails once and the rest is done for you. You don't need to be going back and forth remembering who to send emails to.

Email Marketing Resources:

MailChimp www.mailchimp.com

Active Campaign www.activecampaign.com

Send Pepper www.sendpepper.com

Your Action Step

Let's get you into email marketing today. Your first step is to check out the email marketing resources I suggest above and select the one that works for you. This isn't something you want to manage in Gmail or Outlook. You need an automated system and any of the 3 above will work perfectly for you and are either free or inexpensive for what they can do for you!

Next up you want to create your 4 emails that you're going to send out to increase your chances of them booking in a trial class with you.

Ok, I know you might not be a writer and that's totally ok. There are copywriters out there that can help you map out and write these emails for you. You can either google copywriters in your area or you can head to elance.com or odesk.com to post a brief.

This process has made a huge impact on studio owners across the world. I know it will do the same for you when it comes to increasing new student enrollments.

See you for Day Four tomorrow. We're going to be talking about the ever confusing social media and how you can use it to grow your studio.

Knock it out of the park! You can do this!

Clint

hello@dancestudioownersassociation.com

Day Four: Savvy Social Media



Congratulations for making it to Day Four and, more importantly, congratulations on taking action! There are three types of people who have downloaded this guide.

1. Information Junkie - They go to every free event, download every free resource and never implement what they read or watch. Knowledge is only powerful when that knowledge is turned into making decisions and taking consistent action.

2. Instantly Inspired - They are so pumped for about 2 or 4 days, implement what they learned but then fall off the bandwagon and go back to what they were doing before because it's "easier." They don't see results straight away so they "think" it's not working. What they don't realise is that the power is in the consistency of the action they are taking. There's no magic pill or silver bullet when it comes to growing a sustainable and profitable dance studio.

3. Consistent Crusader - They are sick of staying in the same place with their studio, sick of making the same excuses and they make a shift. They embrace the strategies in this guide, implement them and don't stop after the 7 days. They realise that the marketing for their studio is what oxygen is to humans, so they spend more of their time working out how to bring more students in than sending out invoices. They commit to investing in continual education to ensure their business is always growing.

Big Question

Which one do you fall into? The reason I'm bringing this up is that's in not too late to change which group you belong to. But if you've come to the realisation that you need to change your group...to change your "surroundings"...I suggest you do it today! Honestly, there's no time to waste if you want to transform your studio and business.

Social Media Spiral

If you're like most Dance Studio Owners, you've had that moment where you've sat in front of your computer for 30 minutes (or longer) wondering what to post on your facebook page.

As a Studio Owner you need to be where your ideal students and parents are on social media, hence why

we ask those questions when you created your ideal student profiles.

It doesn't make sense to be on Twitter or LinkedIn if your ideal students and parents are not hanging out there, right?

Having worked with hundreds of Dance Studio Owners to grow their business I wanted to share some strategies of how to approach Social Media plus how to make it work for your dance studio with the simple goal of attracting more new student enquiries.

Press Play On These Platforms

When it comes to where you should be spending your time on social media to engage those you want to step foot in your studio it's plain and simple.

1. Facebook

2. Instagram

3. Pinterest

That's your top 3. Now that we've let that cat out of the bag, the next question I receive from our Association members is about what to do on each of them that takes the least amount of time but has the most impact. That's the million dollar question.

Facebook

www.facebook.com

Your potential students and parents are hanging out on Facebook everyday! This is the primary social media platform for you to be spending time on!

When it comes to Facebook, you need to have two things rocking on this platform:

- 1. Studio Page** - Your Facebook page is about new student acquisitions.
- 2. Studio Closed Group** - Your Facebook closed group is for your current dance families to get updates on what's happening at the studio.

Don't confuse them. Don't be posting on your page that fees are due or costume deposits are overdue or that you're running a day long rehearsal for competition classes. Your page is to post all the great things that are happening at the studio but be careful



to have a good balance between both your recreation and competition streams if you have both going. Share the love!

The reason to have a closed group on Facebook for your current dance families is to centralise communication. Studio Owners can go a bit crazy when it comes to communication - emails, text messages, phone app notifications, calls, facebook private messages, etc.. Remember, this isn't a guide on using Facebook as a retention tool or building a tribe. This is a method to reduce the time it takes for general communication. Oh, and don't worry about people posting things you don't want others to see. They won't if you set the boundaries of the group up front.

Facebook Tip
Post twice a day on your Facebook page and at least once in your group daily.

students and teachers to take pictures and videos from class and tag your studios account in their posts. Knock yourself out when it comes to how often you post on Instagram. Your students and parents will love to see you very active here which means they will get more involved and your tribe of loyal followers will build quickly.

Instagram Tip
The best things to do right now is to jump on in. If you haven't already set up your account and start playing around with it. You'll only get the hang of it by spending time posting and looking at what others are doing.

WHAT 21 THINGS YOU CAN POST ON FACEBOOK

Here are some things you can post on Facebook when nothing is coming to you!

Branded Quotes	Infographics	Competitions
Social Photos	Graphics	Newsletters
Photos from Competitions	SlideShare Presentations	Press Release
Videos from Class	Articles	Questions - Get Opinions
Photos from Class	Blogs	Special Offers
Inspiring Videos (YouTube)	Podcasts	Online Video Training
Interviews (Audio or Videos)	Webinars	Student & Parent Testimonials

Instagram

www.instagram.com

People often joke that Instagram is for those that just love taking pictures of themselves. While this may be true, these people include your ideal students. Teenage girls and now mothers are loving this social media platform which is the fastest growing social media site with over 300 million active users monthly.

If you're not on this platform then start today. It's visual and is a great place to get your current students involved in sharing photos and videos from classes and events.

The great thing is that you can encourage your

Pinterest

www.pinterest.com

While your ideal students aren't using Pinterest, the mothers of your ideal students are! 80% of pinterest users are female and they are making purchases online.

This is the perfect platform to create an account and set up multiple boards including action shots from class, our family, conventions and our teachers just as a few examples.

Don't be shy on this platform either. Jump on in and start posting amazing images!



Social Media Tip

1. When it comes to social media and posting photos of your students make sure you have a signed form with permission from your parents. Check with your lawyer if you're unsure.
2. Tell your community that you are on these platforms. Let current students and parents know that you're now on Instagram and Pinterest. You can also create competitions to boost followers and engagement.
3. Another fun strategy is to have Social Media Ambassadors at your studio that look after the accounts for you. You set strict guidelines but then they can help run them for you!

We go deeper into social media within the Dance Studio Owners Association. Continue the conversation with us by heading to www.dancestudioownersassociation.com to learn more.

Your Action Step

For those that haven't already set up your Facebook (page and closed group), Instagram and Pinterest accounts, here is your assignment. Spend between

45-60 minutes on each doing research on the platforms and then spend a week posting on the 3 platforms. Be active and don't be shy!

From here you want to start looking for people within your studio that can assist you with the content. Find your social media ambassadors and put them to work. As I mentioned there are a number of ways you can make this work for your business without it taking all your time away. One of my favorite words in business is **LEVERAGE** (use something to its maximum advantage). As a Studio Owner you need to be thinking regularly "how can I use the principle of leverage here".

See you for Day Five tomorrow. Our lesson is going to be all about low cost digital marketing. From content marketing to pay per click advertising I've got you covered so you can be attracting new students daily on a shoestring budget.

Going strong! I'm proud of you for sticking around!

Clint

hello@dancestudioownersassociation.com

NOTES:



Day Five: Low Cost Digital Marketing



This is Day Five and today is all about low cost digital marketing. After working with hundreds of Dance Studio Owners to help grow their business, Digital Marketing is one of those things where people think it costs a huge amount of money to get any traction or interest from potential students and parents. I'm here to tell you that that's simply not the case.

You see, there are many ways you can advertise your Dance Studio online that doesn't cost one single cent - just some time and some creativity (which I know you have).

So where do you start? We've talked about Social Media... Tick. Now we need to put a plan in place to bring your digital marketing plan to life!

Right now I'm going to share with you 5 Digital Marketing Strategies to bring more students through your doors.

The Fabulous Five!

1. Produce Content
2. Join Local Online Groups
3. Create Videos (Youtube Channel), invest in video production once a year
4. Produce Love Letters
5. Create Facebook Adverts

1. Produce Content

Content marketing (CM) is a buzzword that's been thrown around everywhere over the last few years. You may even be using it but still have no clue what it means. Let me tell you in my words what CM is all about when talking about it in terms of it working for you Dance Studio!

Content Marketing is the process of creating and distributing valuable and relevant content (articles, guides, videos, interviews, checklists etc) to your ideal students and parents with the objective of driving new student enquiries which, in turn, increases profit.

How is your content marketing going? Are you producing valuable content for your potential new dance families?

With one of our Dance Studio Owners Association members we came up with a guide...8 Steps To Becoming A Stand Out Dancer in 2015. We came up with the idea that her teachers would contribute to the guide. She followed the steps I laid out for her in the association and produced a great piece of content that she now has available for download on her website. Since implementing this strategy, a strategy that only cost her some of her time and a little money to have the guide designed, she has increased her new student enquiries plus, as a bonus, her current students are loving the guide and sharing it on social media (great for retention and referrals).

Your Action Step

Come up with a flagship piece of content that you can create which will increase the profile of you, your studio and bring in new student enquiries. Speak with your teachers, mentors or business coaches to come up with a compelling piece of valuable content for your ideal students and parents.

2. Join Local Online Groups

Been on Facebook recently? There are thousands of groups that are full of your ideal parents and students. Do a search for parents in [local area], Moms/Mums in [local area], New Moms/Mums in [local area] and the list goes on.

Now, don't start joining these groups and post continually about your dance studio. For 4-6 weeks you need to jump right in there and start building relationships with the members. Commit to spending 5-10 minutes each day in the groups you select, be helpful and get to know them while they get to know you.

After that initial period you can start mentioning your studio where appropriate. Again this strategy is free and just takes up a small amount of time each week for a BIG return!

Your Action Step

Identify 5 Facebook Groups that are full of your ideal parents and students. Join the groups and start building relationships with the members.



3. Create Videos (Youtube Channel)

Who doesn't love watching a video online? Video is how many of us, and your ideal students and parents, are consuming information.

It's crazy why more dance studios are not promoting their studio with videos since what we do and teach is SO visual. Are you using video marketing to the best of your ability in your studio?

There are many types of videos you can take and promote in your studio. Here are just a handful...

- Studio showreel
- Competition rehearsal
- Preschool ballet
- Teacher interviews
- Studio tour

How to shoot your videos

When our Association members ramp up their video marketing there are some questions around what to shoot the videos on, how to upload them, etc.. The thing is, most of us are walking around with video devices everyday...our phones. Different videos require different requirements, of course. For a studio showreel, I would get this professionally filmed and edited. You will use this over and over again so it's a great investment! When it comes to capturing vision from class, teacher interviews and rehearsals then you can shoot that from your phone and upload it within minutes.

Your Action Step

START. So many Studio Owners I know put off video marketing. Push through that fear and start getting in there and capturing all those magic moments that happen in your studio. Remember to have permission from anyone you are filming, though! Your business lawyer can help you draw up a simple waiver. Over the next 3 days I want you to post 2 videos to your social media accounts plus set up your YouTube channel if you haven't done that already.

I'd love to see the videos. If you join us in the Dance Studio Owners Association, please post them so we can give you feedback and support your video marketing efforts. www.dancestudioownersassociation.com.

4. Produce Love Letters

Love Letters (AKA testimonials) are a powerful way to showcase how awesome your Dance Studio

is but rarely do I see them tick all the boxes when I visit a studio website. You need to be strategic when sourcing testimonials from your dance families. Here is a proven 4 step killer testimonial strategy that will ensure you're nailing it each time!

Step 1 - Select the RIGHT People

You now know who your ideal students and parents are along with their dreams and fears. Therefore, the best place for you to start is by asking your current dance families who match these profiles to say or write a few words about their experience at your studio. You definitely want a mix of students and parents.

Step 2 - Pick Your Type

Do you want a written testimonial or video? As I mentioned in the last strategy, video marketing is where it's at. There's nothing better than a potential parent watching a video of someone they can identify with. It's a lot easier for them to put themselves in the shoes of the parent giving the testimonial if it's visual. Now, if you have some shy parents then of course they can provide you with a written testimonial with a photo! It's important you get a photo.

Step 3 - Give An Outline

Studio Owners often make the mistake of just saying "can you give me a testimonial please" without any guidelines. From the fears and dreams of the student and parent profiles you come up with, you want the testimonial to address those two things. As an example: a fear for a parent might be the amount of time they will be at dancing which means they will miss out on family time. So, you might have a parent talking about how they just come once a week and that there's no pressure and the studio as a whole runs a tight ship. This would be great to hear for a parent that's looking for recreational classes.

Step 4 - Provide A Deadline

Be clear when you want the testimonial back. I know you're asking for a favour but include a timeframe when you would like the testimonial and photo or video back to you. You can then get them all at once and upload them to the website or social media. It's really not too much to ask that they return information by a certain date.

Your Action Step

Identify 5 students and 5 parents you would like to



approach to do a testimonial for you over the next 5 days. Once you have done this, and of course that they have agreed to do this, send them an outline or guide and give them a deadline. It's amazing how effective testimonials can be to generate interest from new students.

In the Association we speak about how to share and market those testimonials for maximum impact. If you want to join in on this conversation, then join our community of Dance Studio Owners by heading to www.dancestudioownersassociation.com.

5. Create Facebook Adverts

Have you heard about this Facebook Advertising craze that's going on? I'm sure you've been exposed through your Facebook account to adverts on all types of things. Who knows... maybe that's how you found out about this guide!

If you haven't tried Facebook advertising then it's time you learn...and learn quickly before the price goes up and the effectiveness goes down.

I want to give you 4 steps to mastering your Facebook advertising campaigns because it's recently been such a popular topic of conversation between me and our Association members. In the past 6 months, our members and I have spent more than \$50,000 on Facebook advertising. With that kind of experience, I'm bringing you our latest learnings on what works and what doesn't.

First, let's talk about the biggest way Studio Owners are WASTING money on Facebook advertising—and that's by buying likes. Spending money on getting more likes on your studio's Facebook page results in your number of Facebook followers growing, but not your student numbers or revenue. Instead, you need to turn that ad spend into money spent more efficiently. You do that through targeted campaigns that result in new student enrollments.

Here are 4 steps to mastering Facebook advertising today:

1. Bull's-eye Targeting

The studios that are blowing it out of the water are the ones creating super-targeted adverts. Potential dance parents and students want to see relevant advertisements, which means you need to step it

up. It's time to stop doing the blanket advert that covers all ages and all styles: remember, when you talk to many, you talk to no one. Instead, you need to target multiple types of students and parents. For example, you might create an advert to enroll more preschool-age children; this would be very different from the advert that you'd create for your 8-10-year-old hip-hop class. The first step is to clearly define what age groups and styles you want to target. Get specific! Facebook allows you to target locations, so ensure you're not wasting money targeting an area that you know people won't travel to your studio from.

2. Perfect Match

Once you know exactly who your advert is targeting, ensure that your image and copy (text) are aligned. For example, if you want to fill adult jazz classes, use an image of an adult doing jazz. It might sound simple, but you'd be amazed at how many times I see a mismatch between the image and the target. You'll also want to look at the copy you're placing in the advert. If you're using the regular ads dashboard, you'll be limited in the amount of text you can place. The solution to this is to use Facebook's power editor, which gives you more freedom and flexibility in creating high-performing adverts. Your text is very important, so make sure you're speaking exactly to the person the advert was created for. Tip: images can only contain up to 20% text.

3. Convert Like Crazy

With over 10 different types of Facebook advertising available, it can be difficult to know which one to select. Let's simplify by using an example: say you want to gain new student enquiries. Most Studio Owners would do a clicks-to-website campaign, but I want you to go deeper by creating a campaign with the objective of website conversions. This means that when someone gives you their details for a free trial class or similar offer, Facebook will track that and count it as one conversion, which will then assign a price per conversion. This means you know exactly how much it's costing you for a new student lead. You can set this up in the power editor.

4. Test and Measure

The most important step in Facebook advertising is to test and measure. There's no magic pill when it comes to figuring out what's going to knock it out of the park for you, which is why you need to test (with a small budget), look at the results



and then decide whether to scale your advert up or down. After 24 hours, check the advert to see what your conversions are costing; then, after two days, decide whether to adjust it or leave it. To take testing and measuring to the next level, start split-testing the adverts by changing the image or text to see which version performs best.

Your Action Step

Select one of your Ideal Student profiles and create a Facebook Advert for them. As an example you might want to target 8-10 year old for your hip hop class. Write relevant copy (the text), source and image with a strong call to action and create your advert in the power editor. I'm going to give you 7 days from today to put this in place.

If you join our Dance Studio Owners Association today one of the bonuses you get is a step by step

video lesson on how you setup your Facebook Advertising campaigns. Join our community of Dance Studio Owners from each corner of the globe here >> www.dancestudioownersassociation.com

That was a big lesson today but a VERY important one. Digital marketing is a low cost and highly effective way to reach more potential students and parents.

Tomorrow we are flicking the switch as I walk you through offline marketing strategies that are STILL working when it comes to generating new student enquiries.

Take care and see you tomorrow!

Clint

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NOTES:



Day Six: Offline Marketing System



Thank you for your dedication in diving right into this 7 day plan and taking action. You're in the top 5% if you've made it this far! I cannot wait to see the results you'll achieve!

Today we are taking the conversation offline and focusing on offline marketing strategies that drive new enrollments.

I remember about 13 years ago when I had my studio that we could easily generate a large number of new leads through a newspaper advert. Do you remember that? There would be an opportunity for you to have a print advertisement in a performing arts or dance feature with the other studios and this is how people did their marketing. Well, not anymore. Newspaper adverts, flyers in the postbox and print directory adverts like the yellow pages are dying fast yet there are studios still out there using these mediums because they don't know what else to do. You now have the digital strategies to incorporate from yesterday's lesson but to be honest with you...I've seen great results with offline marketing and today I'm going to share with you the secret sauce to making some of these dying advertising mediums work for you!!

To get you started I'm going to walk you through 5 of 20 offline marketing strategies that are working in 2015! As with all the marketing strategies I've been sharing with you, make sure you're always thinking about the objective (what result you want to achieve) and who (your ideal student and parent profiles) you're marketing to.

5 Proven Offline Marketing Strategies (2015)

1. Setting Up A Stall

Setting up a stall or table at a local mall or shopping centre is a great way to generate awareness of your studio. Simply by setting up a great looking table with a TV playing a DVD of your last concert or recital, some pull up banners and possibly balloons to make it a little more appealing to the eye, you can generate loads of new leads. Work on getting people signed up that very day for your 7 day unlimited class pass by booking them in to start next week. You'll also send them a confirmation email within 24 hours to confirm the details. You can also run a competition to win a month worth of classes. Collect their name, number,

age and email address then you can call all the people who didn't win and invite them in anyway for a trial class for free. This is a great way to build your lead database. The key here is to make sure you follow up with your leads within 48 hours.

2. Car Advertising

Do you have a car? If you do I'd ask if you have your car branded? Car branding is an extremely effective way to promote your studio. This is especially true if you do quite a bit of driving around your local area. If possible, park your car out the front of your studio to drive additional promotion. The most important thing is to ensure you have an offer. You either want people to call you directly for their trial class or something similar. In line with this you can create bumper stickers for your family that says "We're part of the XYZ Studio Family. Join the fun!" with your website address. I've seen this work extremely well. Some studio owners incentivize their families by giving them one week of classes for free if they take a photo of the sticker with the car and tag the studio in a Facebook post. You'd be surprised how many people jump on board!

3. Studio Signage

Some studio owners have better locations than others when it comes to being able to promote the studio with street signage. Go for a walk around your studio and look for all the potential opportunities where you could advertise your studio. Do you have windows or space on the building for you to have a sign? Maybe you have windows that are easily accessible that you could change once a month with a new promotion? If you're currently looking to move to a new venue make sure you look out for street signage opportunities. This exposure can really help boost the leads coming through the front door. Again, have your offer on your street signage to encourage people to take action – visit your website or call you directly.

4. Coffee or Juice Cards

You may have noticed that your local cafes may have loyalty cards for their regular coffee lovers...you know, buy 9 coffees and get the 10th free? I've worked with a number of dance studios on a simple campaign where you sponsor their coffee cards. Basically the studio pays for the cards to be designed and produced and you get one side of the card to advertise your business along with an offer. The coffee shops love this as it



takes away the cost from them plus adds more value to their clients. Your offer could lead them to your website or maybe you have them call you directly. Do a survey with your parents and ask where the best coffee in town is and then target them!

5. Business Card Offer

Most studios owners I know don't have a business card. While technology is taking over slightly in this space a business card is still an excellent way to promote your studio when you're out and about speaking with people. The biggest mistake studio owners make when getting their business cards created is they don't place an offer on it. You should place an offer with a strong call to action to drive new leads. The great thing about this is when someone says "Oh, my friend is looking for dance class for her child" you can either say "Great! I'd be happy to give her a call" and try to take down her details or, if you're not comfortable with that, simply give them a few cards to pass on with the offer. Now, if you want to take this to the next level you can include an expiry date space on your business card where you can put the month the offer expires. This increases the urgency to get in contact with you. I'd also give your teachers and staff business cards with the same offer that they can hand out. Just print a generic card where there is a space for them to write

their name and an expiry date. Some studio owners I work with privately incentivize their staff by offering them a \$50 gift voucher for anyone that comes in that enrolls in classes. It works great!

Your Action Step

Today, select 1 offline marketing strategy from the 5 above that you're going to implement over the next 7 days. The key here is to take fast action and see the results. What are you going to select? Many of our Association members have been implementing the offline strategies I just walked through. I'd love to see you inside the association to help you implement your Student Attraction marketing plan. You can join us here www.dancestudioownersassociation.com.

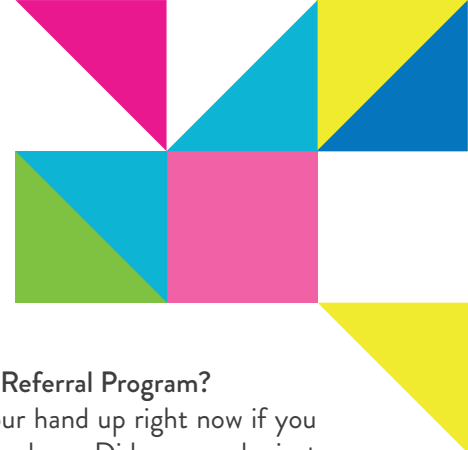
That's a wrap on Day 6! One last day left and tomorrow I'm going to be showing you how to create and implement a referral program that actually gets new students walking through your door thanks to your existing students, parents and teachers.

See you then!

Clint

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NOTES:



Day Seven: Ramping Up Referrals



Wow, what a ride... the last week has flown by and today we finish our 7 day marketing plan with a BIG one.

Today I'm super excited to be speaking with you about a truly awesome marketing strategy - referrals. When I first start working with our association members and I ask where their enrollments are coming from, 90% of the time they will say word of mouth. Your students and parents talking to their friends and family members about your studio is the best type of publicity you could get! So here's the problem... this is where we're getting the most amount of our new students from but it's where we spend the least amount of time and energy. Well, today we are going to change that as I hand over the steps for creating a rock solid and highly popular referral program.

How Many Referrals Have You Received?

First, I want you to think about how many referrals you've received over the last 12 months from existing parents and students. If you don't know this number I encourage you to find it out straight away along with your top 5 referring families. You know I love the numbers, so I want you to know these figures as they are important. Let's say Mrs. Smith has referred 5 new students your way who have stayed for a year. This could be worth over \$4,000 to you depending on how many classes they do and your pricing structure. Imagine if you could just bump up your referrals by 10-20% over the next 3 months! Imagine how much of an impact this could make on your business including your bank balance!

Why You?

Right at this moment, with those top 5 refers in mind, I want to you to start identifying why you believe they are sending students to you. What makes them a raving fan for your business and what is it that you're doing in your studio that's having them wave your flag nice and high so that everyone can see it? This exercise in itself is extremely powerful.

I can tell you that the answer isn't simply because you provide great dance classes. Perhaps these are parents and students who spend quite a bit of time at the studio so they've gotten to know you as a business owner but more importantly as a real person. Dig into why these parents and students are waving your flag.

Do You Have A Referral Program?

I'd love for you to put your hand up right now if you have a referral program in place. Did you maybe just slowly raise your hand halfway? Let me explain why I think that might have just happened. You sorta kinda have this thing in place where if one of your existing parents or students refers a new student who stays for 2 months (or some other length of time) you reward them with something. But, you've never really formalized anything or promoted it.

Don't be worried. I've dealt with many, many studio owners and it's a common occurrence. This is totally ok because today I'll share with you some ideas on how to implement a referral program into your studio. I'm going to share with you the most effective system I've used with our members, as I know it works and more importantly it works quickly!

The Referral Card

I love the referral card. Many gyms, health clubs, day cares, financial services and other service based businesses use them. It's a business card size card (make sure it's no bigger) that you can hand out to parents and students that they can hand to prospective students. I mentioned business cards earlier and how giving them to your teachers is a good idea. This is the same concept...but it's all about referrals.

Sounds simple so far right? Now you need to be careful with the next step as this step determines the programs that will work and the ones that won't... you need to have the card professionally designed by a graphic designer. I have seen studio owners print cards that have been created in Microsoft Word, are black and white and have been printed on regular paper. I'm sorry but this is a HUGE no-no. Not only will the cards get wrecked in the wallets and purses of your parents (cheap ink likes to melt and smear) but they won't want to be handing out some cheap looking cards. Would you personally hand out a cheap-looking, smeared, unprofessional card to someone and proudly say "I send my child to this studio" knowing they will look at the card and say "Seriously?" No... you wouldn't. That's why I strongly encourage that you spend the small amount of money to get a great looking card that promotes your studio's brand in the best light possible.



What's On The Referral Card?

Now let's talk about what you need to place on the card. On the front of the card you need an electrifying design that has your studio logo, an image plus the words "You're Invited!" That's it!

The one thing I focus on when a studio is executing its marketing plan is to ensure their campaigns are relevant to the target market they are after. That means...you guessed it...that you're going to have multiple cards done with an image that is relevant for the person that the parent or student is giving the card to.

Segmentation Is Crucial

As you're printing this at the normal business card size, the cost is going to be extremely low. You'll be using the same layout with your designer for the cards so they will just need to switch in the new images. Now on to the different age groups you want to target and dance styles. I like to do the following age groups; 2-6 years old, 7-10 years old, 11-13 years old and then 14+. I then want you to select the most popular dance style for that age group and use that as guide for each image. It's best if you use images from your studio as it's much more personal than a stock image, but if you don't have any of your students and don't have a photographer or a parent who could take some happy snaps for you, then simply head to dollarphotoclub.com and you can download photos from there to use for only \$1 each. It's pretty cool.

You're Invited

Now in regards to the copy saying "You're Invited." The person who is giving a card is essentially inviting them to classes with you. We love receiving something in the mail or an email with the words "You're Invited." It makes us feel special and that it's only for us. I've tested multiple versions of this card with different copy and I'm giving you the absolute killer version right here that has had the highest new student conversion rate.

Next we want to flip over the card and get onto what we'll actually have on the back of the card...so here we go...the back of the card should read:

Date: top right hand side.

Hi (Name of Referred Student) (you leave a space for them to write it in)

I'd love to offer you the opportunity to come along and experience (Dance Studio Name) by giving you

this 7 day unlimited class pass. That's right! You can come along and do any classes you like for 7 days as a gift from me. Simply email (Email Address) or call (Phone Number) within the month to book in for the classes you'd love to attend.

Hope you see you in class soon!

(Students Full Name)

(Studio Website Address)

Easy as that. The back of the card should be white with black text so that it's easy to read. It's a personal message and it's not all sales-like but it does include all the important bits like the "make contact within this month" part so they take action quickly and the fact that it's a gift, not a freebie.

There's nothing else to having the card designed. If you follow this format you'll be well on your way to generating a truckload of additional referrals. Check out moo.com and vistaprint.com to get your cards printed inexpensively.

Now What?

Once you have set up your referral card you then need to start thinking about the incentives you offer to have parents, students and teachers inviting people they know to try your studio as well as how you'll market your referral program to your dance families. A big mistake I see all the time with studio owners is that they have a referral program but don't effectively promote it to their dance families. Our Association members are working hard on promoting their referral programs. Want to join the conversation about how you market your referral program? Join our community here >> www.dancestudioownersassociation.com.

Your Action Plan

Create your referral card today! Do a few quick sketches and get it across to your graphic designer or jump on Fiverr or Elance to get it designed for you. Start the ball moving now. Every day that you don't have an awesome referral program means you're missing out on new student leads!

So there you have it! 7 days of marketing goodness to take your studio to the next level and beyond. To be honest...most people won't get to this section of the guide. They may have read the first few days then life got in the way.

That's the thing, life does get in the way which is



EXACTLY why you need a stable marketing plan in place to ensure your dance studio keeps growing and doesn't fall over when you need to focus elsewhere.

Make a commitment to yourself that you'll stay ahead when it comes to marketing. It will be one the of the best business commitments you've ever made to yourself. If you feel like you need some additional training, support and inspiration to stay on track and always growing, then please accept my invitation to join the Dance Studio Owners Association.

Join our community of Dance Studio Owners here >>
www.dancestudioownersassociation.com.

Clint

NOTES:



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About The Author - Clint Salter

By age 28 Clint had created, built and sold three businesses (two of them in dance). He started dancing jazz at age nine before moving on to tap, ballet and hip hop. Then, in a fortuitous turn of events, a former teacher of his sold her studio. Clint had parents actually approaching him to ask if he would teach their children—and open up his own Dance Studio. So, at the ripe age of 16, Clint and a friend started their own studio.

It started as a small studio, with just 30 students. Fast-forward five years and it was operating six days a week, with a total enrollment of a few hundred students. Clint and his partner had built a booming business—and Clint was only 21. Around that time, Clint decided to sell his half of the studio to his partner as he prepared to start working at the top celebrity agency in Australia managing some of the biggest names in television and media.

Over the five years Clint was with the talent agency he was responsible for pitching ideas and securing commercial endorsements, licensing, publishing, television, radio and speaking deals for his stable of high-profile clients. During this time Clint also created DanceLife, Australia's largest community for dancers and performers. In four years of operation, DanceLife became Australia's bible of all things dance: an online resource for dancers, a large dance competition and a learn-to-dance program for primary and high schools. Clint sold DanceLife after four years to take an opportunity to be the Touring Manager for the musical "Jersey Boys," where he travelled internationally while managing a team of 56 people.

After spending so much time working at the agency and running his businesses, Clint decided he wanted to share with Dance Studio Owners the knowledge he'd accumulated. He wanted to help Studio Owners learn how to design their lives and create a thriving, profitable studio that allowed them to spend more time working "on" rather than "in" the business, something that is accomplished by creating a rock-solid automated business model as well as running a yearlong student attraction and retention strategy. Clint is now the Founder of the Dance Studio Owners Association and Studio Success Formula, the Business School for Dance Studio Owners, where he offers mentoring and online training programs to help Studio Owners turn their passion for dance into a profitable business that makes a big difference in the lives of their dance families.