



SIMPLE SECRETS

**TO CREATING THE PERFECT
STUDIO HANDBOOKS THAT
SAVE YOU HOURS!**

WWW.DANCESTUDIOOWNERSASSOCIATION.COM

HEY THERE

Clint Salter here, Founder of The Dance Studio Owners Association. First, welcome to our brand new guide: **'9 Simple secrets to creating the perfect studio handbooks that save you hours!'**. I'm really thrilled that you decided to download this guide because having a set of informative yet positive handbooks is what every studio needs!

Two years ago my team and I noticed, within our Association of over 300+ Dance Studio Owners, at least once a week a question would come up about studio handbooks such as...

"What should we include in our teacher handbooks? We're having problems with teachers missing classes, turning up late and not being well groomed... any ideas?"

"No one is reading our handbooks and it's driving me insane, HELP!"

"Our recital/concert is coming up and I want to make sure we haven't missed anything important in our handbook... what do you all include?"

The list of questions goes on and on for pages. We started diving into this crazy land of handbooks and discovered that there are thousands of Studio Owners out there who are simply winging it! There's nothing out there that lets you know the important points you need to include to ensure that they are read and presented in a positive light that minimizes questions and gets everyone on the same page.

That's why my team and I have created this guide. When it comes to studio handbooks, we believe there are 3 crucial handbooks that every studio needs:

The Student / Parent Handbook
The Teachers Handbook
The Recital / Concert Handbook

Once you have these three handbooks under your belt, life becomes a lot easier as a Studio Owner. You'll have happier, more informed parents, students and teachers... not to mention...less stress!

Read on to discover the 9 must have inclusions you need in your studio handbooks. Once you've done that, check out page 6 for a very special offer from us on how you can get access to those three completed handbooks for under \$100...just in case you want to save hours of time creating your own.

Enjoy this guide, and I hope it gives you that kick start you need to create handbooks for your studio that will increase the efficiencies in your business greatly.

To your success,

Clint Salter

Founder,
Dance Studio Owners Association

1.

STUDIO MANIFESTO (ALL HANDBOOKS)



Studio Manifesto (All Handbooks) In each of your three handbooks, your studio manifesto should reflect your core beliefs, the heart and soul of your studio and the values you run your studio by. Take your time to really think about what your studio stands for and spend a few hours (days even) getting this just right. You are setting the tone of your business in this manifesto. Below we have

suggested some topic sentences to get you started (we recommend using about 6-8 of these or your own to create your own manifesto).

We are committed to.... We are passionate about... We care about... We love.... We embrace..... We stand for.... We listen to.... We prioritize..... We promise to.... We value.....



REGISTRATION (PARENT / STUDENT HANDBOOK)

2.

It's easy sometimes to take for granted that all families will understand how your registration process works. Often, Studio Owners find themselves at a bit of a crossroads - a) their longtime families will often leave registration to the last minute assuming their place will be held like always, and b) brand new families and students may find the process a bit overwhelming and difficult to understand. For this reason, we recommend keeping your most important registration details at the top of this section of your handbook (such as dates) and the more detailed elements towards the bottom.

Here's how we start our Parent/Student Handbook section around registration. The red parts are for you to fill in.

Before lacing up those jazz shoes, it's important that all students and/or parents - whether returning or

new - fill out and sign your registration paperwork so we can ensure we have the most up-to-date contact details for you. This information includes your registration form, media release form (so we can show off photos and videos of our amazing dancers in and around the studios) and public liability / Insurance contract.

Our Early bird registration offer not only means that you will (pick one) receive your FREE drink bottle/ shirt/\$10 discount voucher / go in the draw to win , but it also ensures that in the event of classes reaching capacity before the Term/Semester kicks off, you will be guaranteed a place in the class/es of your choice.

You can register in person and take advantage of the early bird special at <INSERT STUDIO NAME> any time from <INSERT DATE>, or at our registration day on <INSERT DATE AND TIME>

3

COMMUNICATION



Great communication is so important in the effective running of your studio, as well as keeping all your customers happy, returning and referring. We recommend choosing only a couple of primary communication methods for your studio, as the more options you give, the more options you have to check regularly and the more margin there is for error.

Here is how we start the section about communication in our Parent/Student Handbook.

By now you have probably noticed that we are BIG on communication here at <INSERT STUDIO NAME>. It is our promise to respond to all enquiries within 24-hours and we will never leave a query unanswered. Our friendly office staff can be contacted at <INSERT STUDIO PHONE NUMBER> between <INSERT OFFICE HOURS>, or on mobile/cell number <INSERT MOBILE/CELL NUMBER> between <INSERT PREFERRED HOURS>

For convenience, our primary means of communication is via email. You will receive regular newsletters and important information via email so please ensure you have provided the studio with an up-to-date email address that is regularly checked. We are of course happy to include multiple email addresses per family if you would like your correspondence sent to numerous recipients.

We are also proud to provide you information round-the-clock via our very own Dance Studio app. You can download <INSERT APP NAME> at <INSERT APP LINK>. Just follow the prompts to install our app on your mobile device and you'll receive alerts as they happen.

For our entire three handbooks check page 8 of this guide for further details.

STUDIO GOALS (TEACHERS HANDBOOK)

Sharing your goals for the studio is often overlooked or not communicated to the teaching staff effectively. Don't forget that your teachers are the heartbeat of your studio - in order for you to achieve your studio goals your teachers need to know what your goals and expectations are. Be specific and quantifiable in your aspirations and use your goals as a motivational tool to drive your staff throughout the year. Refer to this and measure along the way how you are tracking in terms of achieving your goals. Below are some examples of goals for you to edit to suit your studio.

This is how we start the goals section of our Teachers Handbook...

Enrollment

At the end of last year, we had 200 families enrolled in classes of all ages. By the same time this year, it is our goal to have over 250 families enrolled - therefore increasing our enrollments by 25%. As a member of our teaching staff, your role in helping to achieve this goal is by promoting our enrollment campaigns and creating hype within class. For example, chat with your students about our referral program and encourage them to



bring their friends for 'bring a friend week.' Keep in mind that we always offer free trial classes for all ages so if members of the community ask you about the studio or dance classes, this is a great talking point to drive enrollments.

Retention

Student retention can be one of our biggest challenges. We put a lot of time and effort into building a student base and we share in your disappointment and frustration when families leave. The key to a growing, thriving and successful studio is to have students that come back year after year. Based on last year's numbers, we

retained 70% of our enrolled students. This year, our goal is to boost that rate to 80%. In order to achieve this goal, our teaching staff needs to remain engaged, enthusiastic and connected with every student. All students need to feel welcomed and appreciated and look forward to attending your classes. You also need to maintain open communication with your students and their families to address any issues that may come up throughout the year. At times you may be asked to make phone calls to families as part of your role in retaining our students...

We include another 5 sections in our Studio Goals section in our handbook for teachers.

5.

SAFETY (TEACHERS HANDBOOK)



Clearly explaining your policy around safety and the role your teachers play to ensure all children are safe within the classroom is something that gets overlooked in most Teachers Handbooks.

Here is the very first part of our safety section in our Teachers Handbooks to get you started...

With the safety of our staff and families a number one priority, **<INSERT STUDIO NAME>** is very serious about upholding Child Protection laws and policies within the studio, as well as at public performances and in the online arena (website and social media). It is your responsibility as a teacher to let us know immediately of any hazards

(such as spills, leaks or sharp objects) within the studio that may result in an accident or injury. Students and staff must leave any food or drink (other than bottled water) in the staff/ student waiting area and not in the performance space.

Any high-risk activities, such as acrobatic tricks, aerial stunts or cheerleading tosses may only be performed under the full supervision of the class teacher and must use protective equipment such as crash mats, harnesses or padding. It is your responsibility as an educator not to allow students to attempt dangerous tricks that are beyond their capabilities...

IMPORTANT DATES (TEACHER'S HANDBOOK)

While your teachers and staff members may not be required to attend all events, it's important that they are given your studio's important dates as early as possible in the year to allow time to plan for them. It also keeps them up-to-date with studio happenings and allows them to come to class and be able to follow up with clients about the events they have been involved with.

In your handbook for teachers add your planned dates as applicable with descriptions of your events and who is required to attend.

- Registration for your 2019/2020 classes
- Fundraising events

- Parents and Teachers meet-ups at the studio to chat about upcoming events and studio happenings
- When to bring your child to the studio to be measured for and/or try on their recital/concert costumes
- Due dates for upfront payments
- "Don't Stop Moving" Dance Competition
- Ballet and Tap exams
- End of season recital/concert

Our handbooks list another 10 important examples you should include in your handbook. Check page 6 of this guide for details.

GENERAL RECITAL / CONCERT INFORMATION (RECITAL/CONCERT HANDBOOK)

Your introduction to your studio's concert / recital is a perfect opportunity for you to share with your families exactly what it means to you, your studio, and your students. Keep in mind that this can be a hugely daunting experience for new families, so clarity in your information is extremely important in this handbook.

This is how we start our first paragraph of the Recital/Concert Handbook.

The opportunity to perform in a recital / concert is an exciting, empowering and confidence-building part of the training process. This is where we love to watch our students learn about

the theatre, rehearsals and teamwork while they enjoy the opportunity to showcase their skills in a professionally run production. Recitals/ concerts are a wonderful way for students to showcase the results of their hard work and for family and friends to join in the pride of their achievement. We love giving all students the chance to perform for their family and friends in this supportive and fun environment and encourage even our youngest and newest performers to be involved. If there is any reason why your child will not be able to perform at the concert on the dates and times provided in this handbook, please let us know so we can make amendments to the class routines involving them.

Eek....rehearsal time! It's the day where everything that can go wrong WILL go wrong! It's an opportunity to see what does and doesn't work and to make all of your changes and adjustments before show time. For new parents particularly, it can be a bit confusing as to why their child needs to attend rehearsal, what to bring and when they are needed. Clarifying this upfront and reiterating it in class is essential to ensure all students will be there with all of their costumes and will allow your rehearsals to run smoothly and efficiently.

Here is how we start the section about rehearsals in our Recital/Concert Handbook.

Here at <INSERT STUDIO NAME> , dress and technical rehearsals are a super important part of preparing for our recital/concert. This is where we get to see the costumes working on stage in a

group to really compliment the dances your children have been working so hard on throughout the year. It gives us a chance to make any adjustments and ensure that everyone has time to get ready between their dances. We can see if any costumes are missing hairpieces or need to be taken in by our experienced costume designers.

Even more important, it gives the stars of our show a chance to get up and rehearse on the big stage – a very different environment than they are used to within the studio walls. They can overcome some of the jitters that may hit when the bright lights come on and really prepare themselves for the show ahead. It is a fun and rewarding experience and a great chance to play with their friends and watch some inspiring dancers as they wait for their turn in the spotlight.



RECITAL/CONCERT PROCEDURES (RECITAL/CONCERT HANDBOOK)

Here is your opportunity to outline the policies and procedures around your recital/concert. These may be specified by the venue, your Studio, or any of the contractors (including photographers, security guards and cleaning staff) who are employed by yourself or the venue.

This is how we start this part of our Recital/ Concert Handbook...

As always, the safety of our dance family is our #1 priority. When students arrive at the rehearsal and recital / concert they are to be signed in by a parent or guardian, and must be signed out when it is time to leave.

Students are not permitted to leave the venue while the rehearsal and concert is running. No student is to leave the backstage area during interval, no exceptions.

Only <INSERT STUDIO NAME> staff and registered parent helpers are permitted backstage. We are unable to run messages or food to students, so please make sure they have everything before they come backstage for rehearsal and the recital/concert.

Please try not to bring anything valuable, especially electronic devices. Mobile phones are not to be taken backstage or in the changing areas during the concert. Our studio and the venue will take no responsibility if an item is damaged, misplaced, lost or stolen.

Next Steps...

There you have it. The 9 must have inclusions you need in your three Studio Handbooks. On the next page, you can find out details about how you can get your handbooks done for you at 50% off.

ABOUT THE DANCE STUDIO OWNERS ASSOCIATION



At DSOA our mission is simple – to give you the tools and resources you need to grow your dance studio. Our focus is on providing you with proven business growth strategies that will help you close that gap from where you are today to where you want to be – building that dream studio you have always wanted and deserve.

I'm probably not too different from you. I started my dance studio because I was a passionate dance teacher and I loved children. But...I had no idea really how to run a business.

So, when I came to the decision to open a studio it wasn't a tough one. But, to be honest, I didn't know what I was in for. My good friend and I decided to do it together as I was only 16 and she was 18. I looked after all the business side of things like marketing and student enrollments plus some teaching and she did most of the teaching. I quickly realised that if this studio was going to grow and not kill me... then I needed to bring in some help.

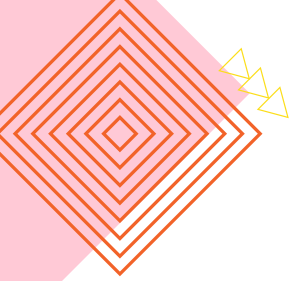
I was wearing so many hats in the studio and most days I would just hope that everything would work out. Do you ever feel like that? I never had a plan or strategy in place on how I would grow the business those first few years and it wasn't until I met my first business mentor did things start to change.

Over those next 12 months working with my mentor who had successfully run and sold a dance studio I was able to grow the business. Using what had worked for her, we were able to move into our own premise, operate 6 days per week with a teaching faculty and office staff and I was having two days off. From 30 students in a community hall to a thriving studio with hundreds of students, classes

at capacity and multiple revenue streams in the business... life was good... and I was only 21.

I ended up selling my half of the studio after 5 years to move on to be a celebrity agent at the largest management company for media and television personalities in Australia. During this time, I also created an online magazine for dancers and performers as well as what is now Australia's 2nd largest national dance competition. I ended up selling that business after 4 years as I was asked to become the Touring Manager for Jersey Boys the musical which saw me tour internationally managing a team of 56 people.

After finishing up on Jersey Boys and having some time for myself, I received phone call that (I didn't know at the time) would change my life. It was a dance Studio Owner named Sarah from Sydney who I had worked with when I had my other dance business. She heard that I was back in town and wanted to know if I could help her with her dance studio. Sarah was tired, overworked, overwhelmed by admin tasks and didn't know how she could get out of the rut.



I'd been working with Studio Owners unofficially for many years before I got that call from Sarah. Having lunches with them, helping them with marketing ideas, helping some prepare their studio for sale if that was their plan and educating them on recruiting the right teachers.

What Sarah was explaining to me on the call is something that I had seen a lot from running my online magazine and the dance competition. Studio Owners burning out, feeling at and not having any more energy to give, feeling like working long hours, dealing with demanding parents and the constant competition for students was the only way.

I said YES to Sarah as I felt like I could really help her and her business and I wanted to prove that running a dance studio doesn't need to be exhausting every day.

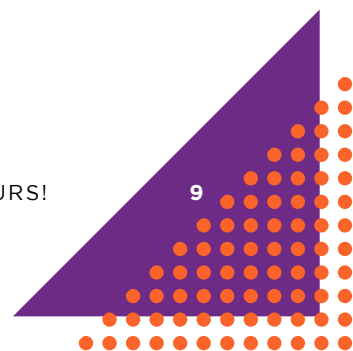
After working with Sarah for 3 months, we turned her studio around and today she has a thriving business, has time to spend with her family and has built a team around her to support her vision.

That was a few years ago and, as I said, that call changed my life. Today my team and I impact the lives of over 10,000+ dance studio owners globally each week through the association,

our programs, podcasts, newsletters, trainings, speaking engagements, live events and resources and we'd love to be able to help you go to the next level in your business to transform your studio!

For more information about the Dance Studio Owners Association and to secure your discounted handbooks, please visit www.dancestudioownersassociation.com/handbooks

CLINT & DSOA TEAM



FINALLY, A CLEAR, CONCISE “ANSWER-TO-EVERYTHING” STUDIO GUIDE PARENTS WILL ACTUALLY READ



THE ONLY SYSTEM INSPIRED BY A COMMUNITY OF HUNDREDS OF STUDIO OWNERS AND HAND-CRAFTED BY THE DANCE STUDIO OWNER'S ASSOCIATION TEAM. THIS IS CREATED SPECIFICALLY FOR YOU IF YOU ARE:

- A new Studio Owner who doesn't want to waste time with trial and error.
- An experienced Studio Owner who has been pulling your hair out (maybe for YEARS) wondering how important information keeps slipping through the cracks.
- A Studio Owner who has already spent hours in front of the computer writing your own studio handbook, but wondering why nobody reads it.

THE 3 CRUCIAL HANDBOOKS YOU NEED TO ALLOW YOUR STUDIO TO SOAR!

DON'T SETTLE FOR GENERIC,
FACELESS HANDBOOKS NOBODY READS!

GET ACCESS TO PERSONAL, WELCOMING
HANDBOOKS THAT REFLECT YOU!

SECURE ALL 3 COMPLETED HANDBOOKS TODAY FOR 50% OFF



9 SIMPLE SECRETS TO CREATING THE PERFECT STUDIO HANDBOOKS THAT SAVE YOU HOURS!
WWW.DANCESTUDIOOWNERSASSOCIATION.COM/HANDBOOKS
HELLO@DANCESTUDIOOWNERSASSOCIATION.COM



SIMPLE SECRETS

**TO CREATING THE PERFECT
STUDIO HANDBOOKS THAT
SAVE YOU HOURS!**

WWW.DANCESTUDIOOWNERSASSOCIATION.COM