



DANCE STUDIO
OWNERS ASSOCIATION

11 STEP CHECKLIST TO ENROLL NEW STUDENTS





YOUR CURRENT ENROLLMENT PROCESS

HI, IT'S CLINT!

Firstly, a huge thank you for downloading my 11 step enrollment checklist. Hundreds of dance studio owners in my programs have used this exact formula to generate big results when it comes to filling up their classes and I'm glad that you now have this tool too!

Before we jump into the checklist, 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?

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 this 11-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!

But I'm taking the guesswork out of this process for you from this day forward!

The big question is... will you implement this process? You've taken the first step and downloaded the checklist but the next step (the **MOST** important steps) is to actually start using this checklist in your studio! I hope you do :-)

The proven enrollment process is waiting for you on the next page!

Enjoy,

Clint





11 STEP CHECKLIST TO ENROLL NEW STUDENTS CHECK PAGE 5 FOR AN EASY TO PRINT TEMPLATE

Step One TAKE THE ENQUIRY & BOOK TRIAL OR CLASS

As soon as you receive an email or phone enquiry you want to thank the parent and student and give them details how they can book into 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. IMPORTANT: This conversation needs to be about what the potential student wants not about how amazing your studio is (listening is key).

Step Two EMAIL TRIAL CLASS CONFIRMATION

As soon as your office staff book the new student into the class, be sure you send a confirmation email to the parent or student with everything they need to know along with some of your commonly asked questions so they know exactly what to expect when they arrive (no surprises). Plus mention to come

in 15 minutes early so you can explain more about the studio and answer any of their questions (this is where you will do the preclass consults - more on that in Step 4). Also, add their contact details to your potential student database (for future marketing campaigns).

Step Three 24 HOUR "SEE YOU SOON" SMS

24 hours before their trial class, you should send an SMS with the class details, address, phone number and have them text you back Y to confirm or call you to reschedule. This is a hugely important part of the

enrollment process. If they are not coming you will want to know and more importantly, you will want to reschedule them for the next available class.



PRE CLASS CONSULT

This is my “secret sauce” step. You or your office person will be expecting the family for their class, so make sure you already know their name and greet them warmly when they come into the studio. You then want to have

what I like to call the “pre-class” consult. This is about a 15 minute conversation with the family where you can assess their needs and provide them more information about why your studio is a great fit for them.

INTRODUCTION TO THE TEACHER & CLASS BUDDY

Walk the student into class and introduce them to the teacher and then have the teacher introduce them to a buddy for the class. Your teacher should have about 3-5 buddies that they call upon regularly to look after students trialing your studio.

This automatically calms the student down and eliminates having them feeling like an outsider. When selecting your buddies, you want to ensure it's the happy, passionate and fun student (not the super competitive “I need to be front and center” student).

HOMEWORK - STICK STRATEGY

In the last 5 minutes of class, have the teacher leave the students with something to work on for next week. It may be to practice a combination they learned

in groups that they will present at the start of class next week or maybe it's learning a song for next week's musical theatre class.

AFTER CLASS FOLLOW UP

This is where I see too many studio owners drop the ball and let the student and parent leave without asking for the enrollment. Have a conversation about how things went in class and ask them to enroll.... Ideally,

they have tried a few classes that day and you can simply ask.. “So, what shall we get you enrolled in... both the jazz and tap classes?” Don't be afraid to ask for the sale.



WHAT'S NEXT

By following this process you should be getting around 70-80% of people enrolling. At this point, you then move them into your onboarding process (how to retain students). If they need to think about it and don't enroll on that day, go to step 8!

24 HOUR CALL

At the end of their time at your studio, you would have let them know that you or your office staff will be in touch over the next day to answer any of their questions. You give them a call between 24-48 hours (no more than 48) and check in to see where they are at. At this point, you may want to offer an incentive

like 50% off the enrollment fee or something similar. The idea is that you encourage them to put all their cards on the table so you can answer any objections and know where they stand. Important: Make sure your offer has an expiry date!

4 DAYS LATER EMAIL

Send an email after 4 days simply stating your offer to them again, letting them know it's expiring and that you would love to see them join your dance studio family. Make this personal

and speak directly to them. You could also record a quick personal video to send to them - this has been effective for many of our Dance Studio Owners Association program members.

7 DAYS LATER PHONE CALL

This is your last shot for now. Call the parent or student and check in with them. Let them know that you appreciate that life is busy but you just wanted to see if they had made a decision about enrolling in

your studio. If their answer is not now (never treat a "no" as never) then add them to your "trialled but not enrolled" database so you can continue to keep in touch and stay top of mind.

KEEP IN TOUCH

Be sure you send them an email within the next 30 days. It could be a newsletter, birthday email, class offer or similar, but remember

that them saying "no" doesn't mean it's no forever. Besides, keeping top of mind means you may even receive referrals from them!



THERE IS YOUR 11 STEP CHECKLIST TO ENROLL NEW STUDENT!

RIGHT NOW, I KNOW YOU'RE THINKING ONE OF TWO THINGS:

- 1) No way Clint, that's too pushy.
- 2) This is awesome! No wonder we haven't been enrolling as many students as we'd like.

If you're totally on board with #2 then I'm pumped for you to start implementing this process today!

On the other hand if you're in the #1 camp I want to ask you a question... do you have the best training in your area? Do you have awesome passionate and experienced teachers? Do you care more than anything about creating an environment for students that not only makes them better dancers but better human beings?

If you said yes to all of these then by not following an enrollment process you're essentially not giving your potential new families all the information they need to make the right decision for them.

Chances are if you're not enrolling this student who has shown interest in dance, someone else in your area is. I'm sure you'd like that to be you because of the great service you provide, so please, at least try implementing this process.

It's worked for hundreds of studio owners around the world and I'd love to add you to that list also!

MY BEST, *Clint*

STEP 1 - TAKE THE ENQUIRY & BOOK TRIAL OR CLASS

STEP 2 - EMAIL TRIAL CLASS CONFIRMATION

STEP 3 - 24 HOUR SEE YOU SOON SMS

STEP 4 - PRE CLASS CONSULT

STEP 5 - INTRODUCTION TO THE TEACHER & CLASS BUDDY

STEP 6 - HOMEWORK - STICK STRATEGY

STEP 7 - AFTER CLASS FOLLOW UP

STEP 8 - 24HOUR CALL

STEP 9 - 4 DAYS LATER EMAIL

STEP 10 - 7 DAYS LATER PHONE CALL

STEP 11 - KEEP IN TOUCH





Join Our Free

FACEBOOK™ GROUP FOR DANCE STUDIO OWNERS

AND PREPARE YOUR STUDIO TO “MAKE IT”
THROUGH ANY CHALLENGES NOW (OR IN 2021)...

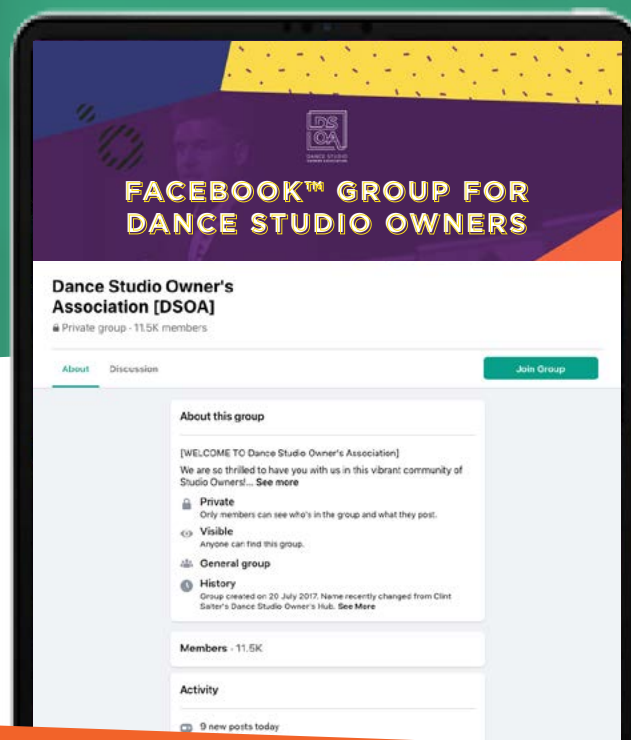
INSIDE YOU’LL GET ACCESS TO...

- 🕒 Exclusive access to upcoming NEW trainings on Student Attraction (for both virtual & in-studio classes) and Studio Success Planning (yes, even in today’s times)
- 🕒 Deep dive interviews with REAL Studio Owners sharing how they’ve

found success — despite the challenging conditions in 2020

- 🕒 And most importantly, support from our Studio Growth Experts (plus a vibrant community of like-minded Studio Owners worldwide!) our coaches and 1,100+ other like-minded studio owners.

JOIN OUR FACEBOOK™ GROUP NOW





HERE'S WHAT SOME OF OUR MEMBERS ARE SAYING!



"DSOA has been greatly impacted impacting our business just from a standpoint of sharing and getting answers. I can post any get an immediate response from someone out there in the world."

HEATHER WRUBEL



"DSOA is my second home now. I have a question. I go in and get it answered, whether it be the members or the experts."

GWEN CAPODIECI



"DSOA is all encompassing of all the different things as far as the financial aspects, advertising restructuring, working with parents, and even hiring."

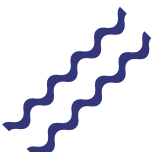
VALERIE HARMAN



"The association has actually really helped me with my business as far as trying to figure out what programs to implement."

BETHLYN CHRISTMAN-HERNANDEZ

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WHAT THEY'RE SAYING IN THE GROUP!

 recommends Dance Studio Owners  ...

Association.



In a time of complete uncertainty in an ever-changing world, Clint has given me hope and most importantly the motivation to grow and develop my business...MY PASSION!! He has provided me with the inspiration to be better for myself, my staff and my students! This experience has been life changing. I am beyond thankful and forever grateful! ❤️

 recommends Dance Studio Owners  ...

Association.



My experience has been absolutely wonderful! Clint is an incredible coach and he has done nothing but inspire our studio to strive for greatness! We are so grateful for Clint, the experts and his team for giving such amazing advice and ideas to implement at our studio. This training is more than worth it! We highly recommend DSOA!

 recommends Dance Studio Owners Association.  ...



I was part of the student attraction challenge and I highly recommend working with the DSOA. This was the first training I did with DSOA and there was so much information shared and provided. It was amazing to join Clint for the live sessions and watching the replays when I missed a session. We covered everything from how to attract new students, the enrolment process and ways to help retain students in your dance studio. If you need help with anything like that this is the organisation that will be able to help you.



recommends Dance Studio Owners Association.  ...

I believe that entertainers and dancers will come back bigger and brighter than before! I feel confident that with the outstanding energy, dedication, leadership, and metric based tools offered by this association, that the unclear future will be more easy to navigate with the outstanding presentations, guest instructor, and coursework! Very impressed by the professionalism and the interactive experience through workbooks, zooms, and pre-recorded course! Highly recommend the program to anyone with a dance studio!

recommends Dance Studio Owners Association.  ...

What an awesome experience! In just a short time I have learned so much from this organization! I am excited to bring my dance business to the next level & meet my vision of being the biggest studio in a small town. This is going to be a wonderful journey! Clint & team have such incredible knowledge & experience - they know their stuff!

recommends Dance Studio Owners Association.  ...

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