



PRODUCTIVITY TOOLKIT

Your DSOA Exclusive Productivity Guide

Welcome to your exclusive DSOA Productivity Guide

As a dance studio owner, most of the time you feel you need to wear a lot of different hats to thrive (or sometimes, even just to survive) in business. In running your studio of course there's a wide variety of tasks for you to handle yourself, delegate or oversee which is why effective time management strategies are crucial.

Improving your productivity will not only free up your schedule to spend more time and resources on growing your studio, but will also empower you to spend more quality time with your friends, family and giving you the much needed 'down-time' that is critical in avoiding overwhelm and burnout.

In this guide you'll discover all of the best apps and systems that you can use to make sure that you get the right things done in half the time.

We will also walk you through customised templates that we have designed for DSOA members only to help you:

- Track and audit your time effectively
- The ultimate To-Do model for studio owners to prioritise your tasks
- The 4D Productivity quadrant, where you are empowered to assess your workload quickly, and to efficiently delete or delegate tasks automatically
- A list of tasks for you to outsource - simply copy and paste these tasks into a job description for a Virtual Assistant to take over, and you'll gain hours each day.



*In both your business and your
personal life, your time is your
most valuable resource.*



Your Productivity Toolkit

FINANCE AND ACCOUNTING

[GUSTO](#) streamlines your dance studio's online employee onboarding, payroll, tax and benefits process. In the USA, Gusto automatically reports new hires to the government; handles all local, state and federal tax filings; automates deductions for benefits and workers' comp payments; and emails digital pay stubs to employees.

[XERO](#) is our recommended accounting software to help you run your studio and provides a sense of your business' overall financial health.

[FRESHBOOKS](#) is an app that gives business owners and freelance teachers / staff a simple way to manage and track invoices.

[WAVE](#) is an easy-to-use accounting software platform specifically for small businesses like a dance studio with nine or fewer employees.

[PAYPAL HERE](#) is an app that allows dance studios and businesses to attach PayPal's card reader to a tablet or other device and use it as a portable register.

[EXPENSIFY](#) makes keeping track of business trip expenses less painful. You can link your credit or debit card to your Expensify account so the app will place charges directly on an expense report.

COMMUNICATION

[ADDAPPT](#) makes it easy to manage your studio contacts, and allows you to organize contacts into groups and send messages via the app.

[ZOOM](#) is a video-conferencing program that hosts online meetings for all devices and operating systems. It offers high-quality video and crisp audio, and it's easy to set up and download.

[PUSHOVER](#) is a great app that sends push messages to any smartphone, and organizes messages and notifications from your devices in one common space.

[SLACK](#) is a team-based instant messaging platform, where you can organize your team's conversations into separate private or public channels or send a direct message. The app also makes it easy to drag, drop and share images, PDFs and other files right in the chat.

TIME MANAGEMENT

[RESCUETIME](#) automatically tracks time you've spent on applications and websites and sends you detailed reports and data based on your activity, giving you an accurate picture of how you spent your day.

[MY MINUTES](#) - If you find you can't stay focused on your most important tasks — or you're wasting too much time on Facebook — My Minutes can help you stay grounded by setting goals, such as "Spend only one hour checking email" or "Work out for 30 minutes."

[OMNIFOCUS](#) shows you what tasks and projects are due and when, reviews completed tasks and syncs between your phone and desktop.

ORGANIZATION

[ASANA](#) allows you to view all tasks and projects and follow progress on the Asana board, and you can share notes, upload files and communicate without having to rely on email. Asana also integrates with Google Drive and Dropbox to attach files, and with Slack for communication to post updates to a Slack messaging channel.

[PROVEN](#) helps you organize your hiring processes, letting you post all your job listings to multiple job boards with one click on your smartphone.

[EVERNOTE](#) is perfect for syncing notes, to-do lists and reminders across mobile and desktop devices.

[TRELLO](#) - Similar to Asana, Trello is an easy-to-use project management app that tracks your team's workflow.

[DROPBOX](#) is the most popular platform on which to store and share files on the cloud.

Your 7 Day Productivity Audit

The first step in maximizing your productivity inside and outside of your business is a simple one based on the principle that what gets measured gets managed. Using the below template, we want you to spend the next 7 days tracking exactly what you are working on each hour of your day.

You can tweak this to half-hourly if you're feeling inspired and want the best possible results (recommended).

This table will help you track:

1. The task
2. How long it took
3. Your energy levels
4. The priority of the task

At the end of the time audit, we are going to review the tasks based on their value and necessity and also look for any themes in your mood and energy. We will uncover the times of day that you are most productive and focused, the types of tasks that energize and lift you up, and most importantly where we can "trim the fat" on your working hours.

TIME	TASK	ENERGY 1 (HIGH) TO 5 (LOW)	PRIORITY 1 (HIGH) TO 5 (LOW)

The Studio Owners To-Do Model

The next tool to really assess and plan for a most productive day is to look at your To-Do list and place each task for the day into the below To-Do Model. Chances are you have seen this before, either as Former US President Eisenhower's "Eisenhower Principle", or Dr Stephen Covey's "The Urgent Important Matrix".

This simple tool is effective and popular because it works. Using a simple grid, it defines tasks according to their importance and urgency:

Quadrant 1 - URGENT and IMPORTANT

Quadrant 2 - NON-URGENT and IMPORTANT

Quadrant 3 - URGENT and NOT IMPORTANT

Quadrant 4 - NOT URGENT and NOT IMPORTANT

So what do we mean here by Important and Urgent?

Urgent Tasks: cause us to react, we stop what we're currently doing and work on the urgent task instead. For example, finding a replacement teacher on last-minute notice, returning a phone call that is deadline-dependant, replacing/fixing a broken sound system mid-class.

Important Tasks: lead us towards our overall mission or goals and these key actions often require planning, organization and initiative. For example, your new year student attraction marketing strategy, revamping your onboarding experience for new members, planning for expansion.

	URGENT	NOT URGENT
IMPORTANT	Quadrant 1 Emergencies/crisis Tasks delayed from Q2 Last minute requests Deadline driven projects	Quadrant 2 Review and planning Self-care / Health care Working toward goals Tending to relationships Recreation
NOT IMPORTANT	Quadrant 3 Phone calls, Emails Busywork Interruptions Some meetings	Quadrant 4 FB, other social media Excessive TV Too much planning Searching for the perfect tool Other procrastinating activities

The 4D Chart - Do, Delegate, Delete or Defer

Before starting any of your tasks or responding to any new requests, filter them through the 4Ds.

[illegible]

OUTSOURCING DREAM TASK LIST

EMAIL MANAGEMENT

- Management of studio email address
Being able to go respond to enquiries directly
- Deleting SPAM
- Adding all contacts to your chosen software system
- Managing the studio master diary
I suggest you set up Google Calendar for this
- Travel arrangements (business and personal)

ORGANISATION & ADMINISTRATION

- Answering and looking after the studio phone
- Organisation of Dropbox folders and files
- Creating databases through research
- Creating and managing documents in word and xcel
- Creating PDF documents
- Transcription of audio and video files
- Creating reports, forms, templates etc
- Online research
- Publishing blog posts (latest news)
including adding images, tags and keywords to the website
- Publishing newsletters via Mailchimp and/or Send Pepper
- Moderating blog comments
- Creating and sending invoices through system (Basic book keeping)
- Following up unpaid invoices with clients (Follow process)
- Personal errands for studio owners
- Managing contacts in software program
- Creating new lists in software system and tagging appropriately as well as adding to correct sequence
- Create new messages and sequences in software system

- Create and schedule emails to go out to specific lists and contacts
- Sending out emails for student birthdays and keeping student birthday documents up to date
- Keep 10 influencers contacts and latest content up to date
- Managing and tracking monthly financial results through spreadsheets and software system
- Call students (retention calls)
- Order stationary and studio equipment
- Track class attendance
- Compile the weekly report
- Send out exit surveys
- Register for competitions
- Order uniforms and merchandise
- Order items for the shop (food and drinks)

PROJECT & EVENTS MANAGEMENT

- Monitoring potential students moving through the online sales funnel and following up with these people to schedule complimentary lesson
- Researching and booking venues for events (concert, studio days) and organising logistics
- Creating event materials (basic graphic design)
- Monitoring event attendee numbers and scheduling emails
- Set reminder for large projects including promotion dates, going live dates etc
- Costume management for performance and during the concert season.

OUTSOURCING DREAM TASK LIST (PT 2)

SOCIAL MEDIA

- Posting and scheduling Facebook page status updates weekly. Finding content which studio owner then approves
- Creating promotions and offer on Facebook
- Collating Facebook insights monthly and providing a report
- Scheduling tweets through Hootsuite (in conjunction with Facebook)
- Track mentions and hashtags weekly
- Create and manage LinkedIn Account
- Creating images (branded quotes) and post to Instagram
- Manage Instagram account
- Manage YouTube Account by uploading videos weekly
- Moderate YouTube comments
- Answer questions and inquiries from users across all social media accounts. Ask Studio Owner if you need assistance.
- Identify online groups to share content (across social media, blogs, online communities)

WEBSITE

- Keyword research
- Designing landing pages through lead pages
- Support and develop wordpress website pages
- Website maintenance
- Creating backlinks
- Basic SEO work

OTHER

- Basic photoshop editing skills (resizing, change file format etc)
- Removing background noise from audio and video
- Create and monitor Facebook Adverts
- Create and monitor Google Adwords accounts
- Finding other online platforms or websites to host content (newsletters, videos, blogs, be a guest blogger podcasts etc)
- Managing partner relationships
- Looking for new partner relationships
- Google Analytics monthly report