



STUDENT ATTRACTION INTENSIVE

STUDENT RE-ENROLMENT & ENGAGEMENT PROCESS





PUT YOUR ATTENTION ON RETENTION

A successful studio owner knows the importance of retaining students and with a new season approaching, it's crucial you have a plan when it comes to keeping those smiling faces of your students inside your studio.

This roadmap is a 6 week process to have you re-enrolling current students before the season finishes to ensure you are going into the new year stronger than before.

RE-ENROLMENT INCENTIVE LIST

- 50% off the registration fee (early bird special)
- Lock in 2016 pricing (avoid the raise in fees)
- Exclusive workshop
- Priority concert tickets for 2017
- % of dancewear during the year
- Priority customer service
- VIP party (when the term goes back)
- Starter Kit (tights etc)

BONUS TIP

You should have one or two Fairy Princess Parties to help retain your preschoolers where you overcome the objections about big school.



FILL IN THE BELOW

Term 4 for my studio finishes on: _____ (day, date, month)

6 weeks before the end of Term 4 is: _____ (day, date, month)

6 WEEK STUDENT RE-ENROLMENT PROCESS

6 WEEKS FROM CLOSE OF TERM 4

Date: _____

1. Finalise your 2017 schedule.
2. Create mastersheet with all student classes for 2017 along with options for them to take.
3. Create timetable design to be sent out in the mail to parents (folder, welcome letter, schedule, fee structure and enrolment for, or give online enrolment link).
4. Get materials printed.

WELCOME LETTER TO INCLUDE:

- Wrap up for the year and excitement about the concert. Remind customers why they come to your studio.
- What's included in the pack.
- The offer to re-enrol and deadlines.
- What they can look forward to in the new year.

5 WEEKS FROM CLOSE OF TERM 4

Date: _____

1. Mail re-enrolment packs.

4 WEEKS FROM CLOSE OF TERM 4

Date: _____

1. Send email with re-enrolment pack information.



3 WEEKS FROM CLOSE OF TERM 4

Date: _____

1. Video message email from you with FAQ's, build excitement for the new year, repeat the incentive and talk about results from the year.

2 WEEKS FROM CLOSE OF TERM 4

Date: _____

1. Call everybody who hasn't enrolled and:
 - a. Ask them if they received the pack and email.
 - b. If they have any questions.
 - c. If they are coming back in 2017.

1 WEEK FROM CLOSE OF TERM 4

Date: _____

1. 7 days left SMS message.

3 DAYS FROM CLOSE OF TERM 4

Date: _____

1. Last chance email.

1 DAY FROM CLOSE OF TERM 4

Date: _____

1. 24hours left to re-enrol sms.

JANUARY ENGAGEMENT PROCESS (THOSE WHO RE-ENROLED)

1. Postcard after Christmas to your under 10 age group.
2. 2 weeks before dancing starts send a video from all your teachers.
3. 1 week before dancing starts send a video from you getting them excited about the new dance year and everything they need to know.

JANUARY ENGAGEMENT PROCESS (THOSE WHO DIDN'T RE-ENROL)

1. Postcard after Christmas to your under 10 age group.
2. 3 weeks before you go back give them a phone call to see if they are coming back and answer any questions they might have.
3. 2 weeks before dancing starts send a video from all your teachers along with enrolment information.
4. 1 week before dancing starts send a video from you getting them excited about the new dance year and everything they need to know along with enrolment information.