



STUDENT ATTRACTION INTENSIVE

KEEP STUDENTS
ALL YEAR ROUND





WELCOME TO

KEEP STUDENTS ALL YEAR ROUND

This week is all about one of my favorite topics for dance studio owners - retention, retention, retention!

Your student retention plan is a whole new project of its own, and now is the perfect opportunity to plan for success around retaining lifetime students. This entire process starts the very moment a student finishes their trial class.

ONBOARDING YOUR NEW STUDENT

The last thing you want after getting them in the door is to have your students slip away in the first few weeks.

But it does happen, and this is why perfecting your 'new student onboarding' process is such a crucial element of retaining as many students as you possibly can while creating a raving fan-base of families who recommend your studio every chance they get!

Believe it or not, on average it only takes 6 weeks for a newly enrolled student to make the choice to stay or go. The good news is you can take this into your own hands and, by giving them the best possible introduction to your studio and customer service that 'wows,' you will be able to see those retention rates (the percentage of students you keep) soar.

So, how do you 'onboard' your students successfully?





Step One

STEP 1 – Recognize exactly what every new student will need to know when they enroll and ensure this is all provided in your friendly ‘Welcome Email.’

These things may include their class schedule, teacher names, payment information, access to your online portal or studio app, an invitation to your closed Facebook group, important dates, costuming information, etc.

A great way to do this can be attaching a studio handbook to your first email with the most pertinent details also listed in the email body.

The simpler the better – nobody wants to read a 10 page email when they sign up for something, so bullet points and hyperlinks are your friend. Attaching the handbook is a valuable resource they can refer to, whenever they need, without necessarily reading it cover to cover.

Step Two

STEP 2 – Mix things up a bit. Sure, you can send an email every week in the first 6 weeks to check in, but you already know they probably won’t all be read. How can you deliver a ‘pattern interrupt’ that will ensure your students will take notice of what you have sent without it blending into the white-noise of their daily onslaught of emails?

Luckily there are loads of ways...just think back to Chapter 7 (remember - emails, SMS, voicemail, telephone, FB Messenger). Think outside the box a bit so you can get their attention in week 2 and calm any of the nerves or questions that may be kicking in.

Step Three

STEP 3 – Go deeper. In your first emails / calls / videos, you’re addressing the immediate needs and wants of your new student. You’re giving them exactly what they need to have a smooth start to their time with you and answer all of their questions, but in week 3 it’s time to go a bit deeper and help them become invested in your studio’s culture.

Send an email outlining your story – why you do what you do, what you value, and how your studio has evolved. Knowing your business more intimately is key to getting all of your students to be proud and involved in your vision.

Step Four

STEP 4 – Highlight progress. Students and their parents LOVE to see or hear about how they are progressing in class, and waiting for the end of year recital or concert can be a very long wait for a new student! Check in with an email or phone call to let your student or their parent know of 3 things that they have developed or improved in their time so far.

These don’t need to be technical elements – it could be confidence, leadership, compassion, creativity.

Set up a system with your staff to jot down some improvements in each student’s 4th week (this could go in the class rolls as an easy reminder) and create a simple template for your admin team to fill in the blanks and hit ‘send.’ Photos of the student in class are a great addition to the progress report, especially if it is one of your cute younger classes!



STEP 5 - Checking in. This is simply a quick call to check in on your new student and give the parents another chance to ask any burning questions that have come up since they joined. Have their information on hand, and in this call you can address anything that you can see still needs to be done on their end (for example, join the Facebook group, buy ballet shoes, order a uniform, purchase concert tickets, pay an outstanding bill).

STEP 6 - Transitioning them out of the 'onboarding.' It's week 6, and they are still coming to class. Now you need to transition them into your 'normal' studio communications (weekly newsletters perhaps or a closed FB Group) so they can stay up to speed now that they have all of the necessary background information they could possibly need.

DOWNLOAD YOUR COMPLETE 6 WEEK ONBOARDING SYSTEM HERE.

RE-ENROLLMENT / RE-REGISTRATION PROCESS

Another crucial piece to keeping students all year round is to ensure they re-enroll for the following season. Download your re-enrollment system here.

LOVE AND SUPPORT CANNOT BE BOUGHT - KEEPING STUDENTS FOR LIFE

All human beings have the desire to feel loved, supported and to feel a sense of belonging. These things cannot be bought, but as a studio owner you can certainly provide these qualities to your families and teachers. The important point here is to be the

supportive studio owner and not slip into becoming everyone's best friend. Create an environment where people are part of a family. As we know, all families have their problems, but if you really listen and maintain the respect of your studio families you'll see a complete shift, meaning that your retention will increase and so will your referrals. Plus, as a studio owner, don't you want to walk into a joyful studio as opposed to one where people are complaining and gossiping all the time?

ENGAGE STUDENTS OUTSIDE OF THE CLASSROOM

You should have a Facebook page for your studio by now which is awesome, but how can the types of things you post on Facebook really get your students and current dance families engaged outside of the classroom? We'll tackle that topic now.

You see, as more and more of our customers are using social media, the more we need to know and embrace it because, I'm telling you now, it's sticking around! I'm sorry, but the days of only communicating through printed letters is history, so buckle up and let's take this social media Mercedes for a drive.

Some of you may be asking, 'Shouldn't my energy be on acquiring new students through social media?' My answer is - of course you should be spending time on this! But considering it costs you five times more to acquire a new student than to retain an existing student, I always want to focus on the people you're currently serving.



INCREASE RETENTION & COMMUNICATE EFFICIENTLY

Having a closed Facebook group is the first big way you can use social media to increase retention and also drive down the ways in which people communicate with you. Universities have been using these private groups to encourage more conversation outside of the classroom and they have seen class attendance rates rise as well as students accelerating the “getting to know you process” This transfers to real-life relationships in the classroom and around campus.

At this very moment, you’re thinking one of two things. Believe me, I’ve worked with enough studio owners over the years to know what your initial reaction is to creating a private Facebook group. Number one – you immediately think of all those problem parents and students who will post negative things about the studio and want to cause trouble. Number two – you can see the immediate value of implementing this to really build your studio community offline which in turn will increase retention, referrals, happiness and your reputation.

I can tell you right now that I’ve never had any clients say they’ve had people write horrible things in the group. And, if you’re going to tell me that your parents and students are different, hold off as I’ve heard it all before – and even THEY have made this work. I’m certainly not here to make your life harder – that’s not why you’re in the program, so please trust me on this one. I’ve seen one simple thing that will take you less than five minutes to set up on Facebook that can really transform the culture and the way people communicate in the studio. Oh, and don’t freak out either – you will only need to spend two 10 minute blocks per day on the group as a lot of the time other students or parents will jump in if they can help. Just once in the morning and once before classes start in the

afternoon. But I need you to remember that this group is different from the page where you are building awareness of your studio with potential new students.

YOUR CLOSED FACEBOOK GROUP

To create your closed Facebook group, simply type into the Facebook toolbar at the top “create a group,” click on it and follow the prompts. You can then make the group closed, which means you can send the link to people and approve them, or private, which means you’ll need to have them as a friend and invite them. Closed is much easier to facilitate. You can then send all your studio families an email that tells them how excited you are to be launching the closed Facebook group with the link to join the group. Your students and parents will absolutely love this. When you send out the email, be sure you have a few guidelines but let them know the benefits they’ll receive such as knowing up to date information, being able to network with all studio families, being able to see what’s happening at the studio each week and what you have coming up. It’s like a continual newsletter for them.

So let’s talk about the super-cool content you can post in your group to increase engagement and retention. Every dance studio owner is different in terms of what they are comfortable posting, so I’ll just give you all the ideas I’ve seen work and you can create a ‘pick and mix bag’ of things you’d like to implement.

SUPER ENGAGING CONTENT

1. NEW TEACHERS – You might have a new teacher starting at the studio. Make sure you make a party out of it and post cool photos or videos of the teacher along with the great things they’ve been doing in their career.

One



2. COSTUMES – Maybe you’ve been sketching some cool new costumes for a performance group. Take a photo of a sketch and see if they can guess the dance and age group of the costume.

3. NOTICES – You may need to get something out there quickly that relates to a class that day or the next. This is a great platform to put short and sharp messages. Don't worry that not everything you post will be for everyone - they won't mind at all. In fact they will love knowing what's going on and appreciate your transparency. Just start the post with Attention: Level 2 Jazz, for example.

4. SAY CONGRATULATIONS – You may have had some students perform really well at a competition or festival, and you want to say congratulations. Post a photo and say how proud you are.

5. EVENTS – Maybe you have a crazy hair day at the studio or watching week is coming up. You can post a reminder and promote these events easily on the group.

6. ASK QUESTIONS – Now this one can scare a few people, but people love giving their opinions. I'm not talking about asking something like, 'Do you think we should increase our classes by \$1?' I'm talking about... 'Attention Open Commercial Jazz - I'm loving these two songs at the moment. Which one would you love to dance to this week?'

7. PERSONAL INSIGHTS – At the end of the day, people buy you! You are the studio owner and while some studio owners like to keep their personal life completely private, I think it's important that your studio families have a peek inside your world as a normal human being. Maybe just a picture once every few weeks of you and your partner out to dinner, or a candid snap during a family day out. It's important that they see you as a real person!

8. COMPETITIONS – It may be coming up to Easter, so you might do a “colouring in” competition for your junior students where you post the picture for them to download and colour in and bring it into the studio. I'm going to show you how to create competitions that drive referrals through your current students in our next module.

9. SPECIAL OFFERS – You might be launching a new uniform piece and have a special offer on it, or you might offer all current students the opportunity to try any class they like that week for free. Promote the different offers you have for your studio.

10. EDUCATE YOUR FAMILIES – I love this one. You have multiple classes running each week and it's probably true that not all your families know exactly what services you offer, so this group is a great place to talk about the cool things you offer in the studio. Sure, they might have heard someone talking about the musical theatre class, but no one has ever explained how it works.

When it comes to how often you're posting content on the group, I suggest you do this during your two 10 minutes sessions on the group. This closed facebook group strategy in itself can turn around your retention results.

TAKE IT TO THE NEXT LEVEL

I'm about to give you a bonus tip, which would be awesome for you to implement into your studio. But I'd love you to take it one step further and measure the results.

LET'S RUN THROUGH THE CORE ELEMENTS I WANT YOU TO TRACK:

1. Increased Retention Rate – This is hard to track in a month, but in six months, compare it to the same six months as last year and see how you rate. I'm positive that you'll see an increase!



2. DECREASED PHONE CALLS AND

TEXT MESSAGES – By implementing the group, have you received less phone calls and text messages from parents, students and teachers because they are finding the information on the group?

3. STUDENTS SAVED – How many students were going to drop out but because of their engagement with your group but you've managed to hold onto them and turn them into a raving fan?

4. IMPROVED SYSTEMS AND PROCESSES

– How many systems and processes have you been able to improve thanks to the feedback you've been able to get straight away from your customers? Think about how much time and money this will save you in the long run!

5. CROSS CLASS SELL – Have you been able to enroll your current students into other classes through your posts on your group?

6. COMPLAINTS TURNED INTO RAVES – You may have a parent or student who puts a complaint on the page. Instead of deleting it, address it. We spoke about how to deal with a complaint in our communications chapter so do the same if you receive it on your group or event page. When they get a response quickly, see how fast their complaint turns into a recommendation because of how you handled the situation.

READY TO LAUNCH?

Are you now ready to launch your closed Facebook group? If you already have a group, are you ready to start using it to its full potential? I know this strategy alone will change the way communication flows in your studio, plus you'll keep more of your students.

YOU'RE NOT JUST GIVING DANCE CLASSES

I believe education is one of the most valuable things we have in this world. Education grows us not only as business owners but as human beings. I love this quote by Mahatma Gandhi: 'Live as if you were to die tomorrow. Learn as if you were to live forever.' I love learning and I truly believe that as a studio owner, you need to be continually on a journey of growth - both creatively and on the business side of things. That's why it is important for me to talk about how you can make a greater impact on your students, staff and dance families, through not only teaching them how to dance, but by also teaching them how to find purpose in their life and, simply, be amazing human beings.

I remember speaking recently with a mother whose child was doing dance class. She told me her daughter was not a natural dancer, yet she took her there not to become a professional performer, but to learn life skills such as resilience, courage, confidence and acceptance. You see, the mother believed that these attributes would make her daughter the shining individual that she knew she could be. This child started classes a few years back as a very, very shy little girl who had limited confidence. The parent admitted that it wasn't easy getting her to class for the first two months, but one day, she collected her daughter from class and she said, 'Mummy, I love my dancing.' From that moment, the mother saw her daughter slowly become more and more herself, doing the things that made her happy and not the things she thought everyone else wanted her to do.

At the heart of a dance class, this is what we're teaching. We're teaching a child to simply be themselves. We're teaching that no matter what other people say or the way they act toward you, be yourself.



To ensure your students keep coming back each and every year, it's important to continually take the education aspect of your studio to the next level, from attending professional shows and company works to putting your teachers and staff through training. Education filters from the top down, creating more reasons for your existing students to stay. In this chapter, I'll explore the key ways to educate and inspire your tribe to ensure motivation and inspiration continues for years to come.

HOW TO EDUCATE AND INSPIRE

I started dancing when I was nine and teaching when I was 14 as a student teacher, and I still remember those teachers who greatly impacted my life. Without a doubt, they shaped me to be the person I am today. Let me share with you what you and your teachers can be doing in the classroom to educate and inspire your students to ensure you're not only producing talented performers, but extraordinary human beings.

VISUALIZATIONS - Do you have a vision board? I do. And to be honest with you, many big successes in my life to date started on a vision board - hence why I believe so strongly in them. When teaching classes leading up to the concert or a big competition, or maybe it's a senior group of students who are leaving you, I love getting everyone on the floor, lying down with their heads to the sky, turning off the lights, putting on some instrumental music and getting them to visualize every part of that experience. If you're doing this with a group who are training to have a full-time career in the industry, then talk them through this. Maybe it's the process of them going to dance for Beyonce on tour. I'd even finish this exercise by playing Crazy In Love and ask them to picture themselves dancing

with Queen Bey on opening night. Start getting them in a success mindset; if they do the work they will achieve anything. Also, encourage them to spend at least 2 x 30 minute sessions a week to visualize.

GIVE HOMEWORK - I'm not talking about the boring work they get in school - I'm talking uber creative and exciting homework that will get them closer to reaching their goals, along with becoming an outstanding performer and person. Every month or every second month, get them to do an assignment for you that is going to help them grow. Here are some great examples for your students:

Reach out and ask to interview a performer that you admire - This is a funny one because so many people are afraid to reach out, but the truth is that no one is doing it. There are plenty of talented dancers and performers in the world who are making an amazing career from doing what they love each and every day. The assignment I would give is to ask them for an hour of their time, prepare your questions and Skype them or meet in person if you can. Ask them questions about their journey and the keys to their success. Then, after the interview, I tell them to write a one-page article about the wisdom they received from the person.

Make A Film Clip - These days, it's important that performers also have a great understanding of technology. I know plenty of performers who have filmed and edited their own showreels and they look amazing. Not only do your students need to be triple threats, they also need to be a triple threat when it comes to technology - Film, Edit, Deliver.



Write a Journal – In my opinion, reflecting on your day is an important part of your growth as a human being. It's great to ask your students to keep a journal for 30 days. It doesn't need to be long, but I would ask them at the end of each day to write down the three things they accomplished that day and one lesson they learned. Leave this up to each child to interpret; I don't like to put too many guidelines around this one. The exercise will start shifting their mindset to start looking for the good instead of the bad. They will be actively patting themselves on the back to say, 'Hey, good job today. Now what did I learn today?' This is not just homework for your students, I'd say it's homework for you too!

Study A Legend – This is similar to the task I mentioned in point one, but I'm not sure if you could pick up the phone to Fred Astaire and say, 'Hi, can I spend an hour with you over Skype?' I ask the students to write a one or two-page article that outlines their career to date, which is essentially a timeline of that person's life so far. Now, it's easy to Google and get a timeline straight up, but I encourage them to do further research and under each of the new entries in the timeline, write the one thing they might have done or did to get them to that next stage. It helps your students to start thinking about progression and how to get from one point to another.

Create your timeline – Based on the last exercise, the other thing I like to get them to do is create their own timeline of their life, from where they are now to where they want to be. For example, if they're 15 years old, I ask them where they want to be at the age of 35. Then I'll ask what they want to be doing each year until then. Again, this is another way of visualizing, but it also starts to put in place a plan for them, one which they can change and alter as they go along. So many students might say they want to be in a musical on Broadway, which

is awesome - I love hearing that - but after commending them on their dream, I ask how they plan to get there. This timeline will help them gain some clarity.

There you have my five homework tasks. I know how well these tasks have served studio owners when they've implemented them into their studio, and I hope it will do the same for you.

“RETENTION IS THE OUTCOME, NOT THE GOAL”

The goal is to build better human beings and I strongly believe that by gaining clarity on your class objectives and providing your students with valuable lessons, your studio will reach a completely new level.

“GET YOUR ATTENTION ON RETENTION”

As we've discussed, there are many ways to keep your students happy, learning, and growing at your studio. From social events to in-house promotions, there is something that your studio could be doing right now that it may not be doing. Let's start raising the retention across your studio with some proven strategies that will increase the overall fulfilment for you, your teachers and your students.

When I first sit down with our program members, I ask them what their retention rates are for their studio year on year, and about 90% of them cannot tell me. The funny thing is, though, the ones who don't know estimate that it's very good - about 80-90% - but when we dig into the figures, it usually sits more around 55-70%. As studio owners, we know what we do makes a big difference in the lives of our students and dance families who stay, but we quickly forget the ones that come for just a class or two and never again. This is the problem. I love the numbers, as you know, and if you're not tracking retention on your weekly report, then you're not really in the loop of what's happening in your business.



One important facet of calculating your retention rate is to do it by the year, not by the term or month. You see, if you're just calculating it in these short bursts, you won't get a true representation of what your true retention rate.

The reasons you need to know your retention rate are A) to plan for how many new students you need to recruit a year to maintain your numbers and B) to ascertain how many new students do you need to enroll for you to reach your goals relating to student numbers.

Retention is our final chapter. Of course, if you've put into place excellent business and procedures, and have passionate and dedicated teachers with engaging class structures, then that will automatically bump up your retention. To lift your retention rates even further, let me share with you the things you can be doing to keep your students loving your studio.

ACTIVATING PAST STUDENTS

First, I want to talk about your past students. You know - the ones who have left you to go off somewhere else, maybe to a sport and occasionally to another dance studio. By now you would have implemented your exit survey, so you'll have an idea of why they left. But after they have been gone for three months, I like to send them a 'We Miss You' postcard by direct mail. NOT an email...a postcard that goes to their mailbox. You'll be able to run this report on your dance studio software and have your office staff send them out. Get them printed and ensure you include an offer. In regards to the copy of the postcard, you might have 'We Miss You' with a strong image, and on the back a short, handwritten note and an offer to come back and spend a week with the studio. Sure, they left for a reason, so I also like to include on the back:

Dear Sally,

we've missed seeing your smiling face here at Jazz Hands Studio. We've made some changes since you were last with us and I'd love to invite you back for a week's worth of classes on me. Simply call or email us within the next seven days to arrange your week.

Look forward to seeing you,

Miss Jenny

I also include an expiry so they take action straight away. Another tip? Make sure you have mentioned they can pass this offer on to a friend or family member - it's this line that will guarantee it won't end up in the bin. After this, simply keep them on your newsletter.

Now, what about all those students who enquired about your classes but never came? When you follow the enrolment process in module 4, you'll call them a few times before you simply add them to your newsletter and hope that keeps them keen. In some cases, you'll get their enrollment from that, but you know me well enough to know that I never like to leave anything to chance. With your non-enrollers, three months down the track I want you to send them an email as we went through with the auto responder emails. In the marketing world, it's called the nine-word email. This email should read along these lines:

Hi Sally,

Just wondering if you're still interested in dance classes?

Warm regards

Miss Jenny



It's remarkable the amount of people that reply to these emails. Real estate agents use these all the time and they have proven to be highly effective, and many studio owners have implemented this strategy and seen a great response. Some people will not write back, some will say they're not interested and some will say yes. Even if one person a month says yes, and all you've done is set up an automated email sequence, that's a good result.

CAUGHT THEM, NOW LEARN HOW TO KEEP THEM

Now comes the super fun part. Once you have your students through the door, how can you keep them there? Well, you need to provide them with awesome training and teachers. You also need to run a super-slick organized business. But now I want to walk you through the 12 top retention strategies that you can set up in your studio.

1. MONTHLY GOALS - When a student enrolls in your classes at the studio, it's important you find out why they're signing up. Sure, if they're three years old, then it's their parents' decision, not theirs. So why did their parent enrol them in dance classes?

As the students get older, I encourage the studio owner to get each of their students to send in their goal for the month at the beginning of every month. Now you may have over 1000 students so the idea here is not to reply to them, but so they know that you have them. It's an accountability thing, and during the month they need to work hard to reach their goal. What I love about this is sometimes it's not even about class -

healthier or to help their mum more around the house. Then, when they see you they might say 'Hey Mr. Clint, I can do a double pirouette already and it's only two weeks into the month.' This is what makes you smile - students growing and learning.

2. YOUR STUDIO BOOK - I didn't mention this in the enrollment process as I like this to come two weeks after a new student has started class. It's a branded book with your studio logo on it where your students can track their goals, things to practice, important notes given out in class and anything that is happening at the studio. The idea is to use it for the year and then the following year they purchase a book from the studio which becomes another source of income for you. I've worked with some clients who have created an app that does the same thing. However, there's something about a book that the students love. It's tangible and they can be really creative with what goes inside.

3. DANCE EXAMS - Some studios offer exams and some don't. I'm all for teaching syllabus work in your studio as it provides students with an excellent technical foundation - the same way you're doing this training process. A syllabus acts like building blocks where in each lesson your students can see progression. This is important. I've found over the last few years working with studio owners that there are more drop outs in the open classes than exam classes - and it's because there's no real structure and the students don't feel like they're achieving. Even if you don't do exams, offering syllabus work at your studio will certainly increase your retention.



Four

4. A PATHWAY – If you think about an employee who goes to work in an organization, they're more keen to take a position where there is room to grow and move up in the company. This is not too different in a dance studio. The same way I spoke about how syllabus work provides progression for the students, it's important there is a plan in place for them. Maybe it's that they want to move on to be a student teacher - how does that work for them? Maybe they want to start auditioning for shows - how can you help them with that? It's important to have these conversations with your students, especially the teenage ones.

Five

5. LOOKING FORWARD TO EVENTS – You know when you decide to book a holiday in two months' time how excited you get in the lead up to that holiday? Well, I want you to think about introducing events into your studio that do the same things for your students. Events like your concerts or recitals, competitions, and workshops are perfect to put on the calendar to get your students excited.

Six

6. CREATE A SOCIAL STUDIO – When your students are juniors you don't have too much competition; basically, if they're not at dance class, then they're at home. But as they get older, they have more options, more distractions, and more things they could be doing besides being at dance class. As I've mentioned, the main thing all humans need is to be connected to other human beings, so why not create more of a social scene at your studio? Can you afford to have a timetable that creates small gaps between classes where your students can interact? I also suggest that at least four times per year, you organise studio social events like a disco or picnic, maybe even go and see a show with everyone. I don't expect you to be spending all your free time mixing with your customers, but four times a year is nice - and easily doable.

Seven

7. STUDIO UNIFORM – This one may sound a little odd to you, but do you know the number of students who won't return to dance class because they feel uncomfortable in your studio uniform? If you only allow a leotard, then think about having additional clothing items that can cater for all shapes and sizes. It would be disappointing to have students leaving you because they feel self-conscious. Think about this - why do some people not go to the beach? Because they don't want to be seen in a swimsuit.

Eight

8. CELEBRATE BIRTHDAYS – I'm a big fan of sending birthday cards out in the mail, which I know can take some time, but I believe is totally worth it. I've worked with many studio owners who have had their own studio cards made and send them out each month. Alternatively, you can have a poster made that you email out and personalize for each of your students. The other option is with your junior school to pick a new birthday song each year and in the last two minutes of class if you have any birthdays for the week you play the song where everyone in the class sings and you make a circle and dance around the birthday students. The students love this one!!

Nine

9. PICK UP THE PHONE – Most studio owners cringe when I say pick up the phone, but hear me out. Now you know that there are parents in your studio who come in most weeks to say hello and chat with other parents, and then there are some who you never see. Those are the ones I'm talking about here. If you're not seeing some students parents, it's important they receive a call from you or staff member every 90 days to check in, say hello, and see how their child is going with classes. I have seen this, hands-down, boost student retention rates.



10. IN CLASS COMPETITIONS - Each month or term, it's a good idea to once again think about the progression of your students. You might like to introduce a fun, friendly competition. For example, who can increase the amount of pirouettes they can do or decrease the amount of inches they are from the floor when doing the splits. You can do different competitions for each class, and keep a chart to see the progression and results people are getting.

11. CELEBRATE THEIR ANNIVERSARIES - 5 and 10 year appreciation awards are a really great initiative to introduce into your studio. You could have a dinner all together, acknowledge them at the end of your concert or recital, or organize a half or full day trip out to see a show. It's important that you make a bit of a fuss over these people; they've been a big part of your studio.

12. PERFORMANCE OPPORTUNITIES - I touched on creating events in the calendar to get your students excited. To expand on that, performance opportunities are really exciting for your students. It gives them an opportunity to get out there and

be seen while showcasing what they've been working on. It's obviously a great way for you to promote the studio as well. Think about local school events, Easter shows or Christmas shows - lots of events are seasonal, so it's a great idea to make a list of the events you could be involved in and contact the event organizer well in advance to see if you can be involved. Then, ensure it goes on your calendar so your students can get excited about it!

The first thing I would love for you to do is work out your true retention rate, and then start working on implementing these strategies into your studio. Pick 2-4 strategies that you'll implement over the next six months, then schedule in the others.

I'm a big lover of retention and really delivering beyond expectations, so I hope I've injected some of my passion in this area over to you if you needed it. Most studio owners I meet are as passionate about retention as me and just need the tools to make it work. Now you have the tools!

