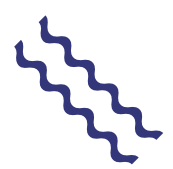




STUDENT ATTRACTION INTENSIVE

STUDIO SUCCESS FORECAST

Bonus





WELCOME TO YOUR BONUS GUIDE

STUDIO SUCCESS FORECAST

In this guide I want to share with you what I believe will be the 5 biggest game-changers for your student attraction campaign over the next 12 months.

1. LIVE VIDEO STREAMING

We all know that Live Streaming isn't "new", but now, more than ever, social media platforms have paved the way for the live video trend. Instead of using social media for posting pictures, videos and ads, you now have the ability to stream live content at the click of a button and without the need for fancy equipment, lighting or your own personal wind-machine.

If you weren't using live video to interact with your dance families and potential clients last year, it needs to be a priority for you this year.

Why?

Because the stats don't lie. Studies suggest 80% of social media consumers prefer watching a live video from a brand as opposed to reading an article or advertisement.

Some of the most popular and simple live video platforms that you can use in your

marketing strategy include:

- Facebook live
- YouTube live
- Instagram Stories
- Twitter
- Periscope

Your existing and potential customers LOVE it when you use live videos because it gives them a chance to interact with you directly. You and your studio suddenly become very real in their eyes, and you also get the added bonus of being able to communicate and get feedback from customers in real time.

Plus, it's not like your live video is gone forever once you stop streaming - you can save those videos and repurpose them in the future for your advertising, your brand awareness, website content and more.

Here are the top five ways you should be using live video streams in your dance studio.





TO CONNECT WITH YOUR AUDIENCE

Do you ever feel like your dance families see you as “just another dance studio”? Well, there couldn’t be a better way to connect with your dancers and potential students than live video. It’s the next best thing to meeting them in person since the event is happening “face to face” and in real time.

Live video gives you a chance to show

there are real, caring humans behind your studio, which in turn builds trust and leads to more students through your door. For example, you may use FB Live to conduct a “virtual tour” of the studio for potential new students or interview your new hip-hop teacher via FB Live as an introduction to your families.

TO ANSWER QUESTIONS IN REAL TIME

Live broadcasts allow you to answer your questions in real-time. This gives you an opportunity to engage with viewers when they’re most interested.

The best strategy to do this effectively is to create a recurring series – let them know that at the same time each week they will be able to find you online connecting with

them and delivering Q&A sessions, recital information, “what to expect in your first class” videos and more.

Hot tip: be consistent with the time and day of the week you go live, feature teachers or staff members that aren’t afraid to show off their personalities.

TO SHOWCASE AN EVENT TO PEOPLE WHO COULDN’T ATTEND IN REAL LIFE

Live video is a great way to broadcast events and connect with your students or their families who weren’t able to attend. Perhaps it’s a dance workshop, a dress rehearsal or a disco, so long as you have a strong internet connection and the permissions to stream the event live, you should absolutely do it!

TO SHARE DANCE-RELATED UPDATES

Keeping your students and followers informed on industry trends without constantly trying to sell them dance classes is a much more natural way to build trusted followers on social media. People will start turning to you as their go-to source to stay informed on industry news, and you’ll build a loyal and engaged following.



Five TO SHOW OFF YOUR STUDIO CULTURE

This is the ideal opportunity to show off the unique personalities and values behind your dance studio, whether it be strolling around the office and showing off your new waiting area, interviewing employees, or sharing a sneak peek into a studio outing or event. Sharing your culture with your audience has so many long-term benefits whether it be for recruiting new hires, or getting new followers interested in your genuine brand.

IMPLEMENTATION TASK

Now that you've got some inspiration, it's time to get the wheels turning with live video - let's start with the simplest platform, of Facebook Live.

The good news is that it's quite simple to create your first live video. All you need is a mobile device or desktop computer that has a solid camera or webcam and microphone.

Ready to jump in? Good! Let's do it!

Step One SELECT THE "LIVE VIDEO BUTTON"

If you're on a mobile device or going live from your Facebook profile rather than a Facebook company page, a small button will appear when drafting a post that says "Live Video." Select it to get started!

If you're going live from a Facebook page on your desktop, you'll see a box that says "Live Video" below the post box, like the one below.

Step Two MAKE IT CLICK-WORTHY

Your description and video thumbnail are by the far the most important pieces of your video. Without compelling copy to entice your viewers, your live video isn't going to get much if any traction. When writing your copy, ensure it's direct, actionable, and informative, with a hint of mystery to spark curiosity in your viewers.

For example, you may name your video "We had a special visitor at Jenny's Dance Studio today - watch to find out!" or "Miss Lisa's best-kept pirouette tips you can practice at home", then in your description of the video you can give more information as well as your "call to action", such as "Message us today to book your free trial".



Step Three

GET IN POSITION & HIT “GO LIVE!”

Put on your finest ball-gown, call your make-up artist and style your hair! Or you can go the more casual, authentic route (recommended). Or somewhere in between – your comfort and confidence is the most important thing.

Step Four

CLICK “FINISH” ONCE YOUR POST IS DONE

Be aware of where the “finish” button is (at the bottom of the page) so you can give a proper sign-off.

Step Five

POST YOUR LIVE VIDEO ON YOUR PAGE & MAKE ANY DESIRED EDITS

Once you’re no longer live, your video can still live on for fashionably late viewers to enjoy. Share your video on your page, and make any edits you need to the description, thumbnail, captions or more.





QUICK TIPS FOR ENSURING YOUR FACEBOOK LIVES ARE ALWAYS A SUCCESS!

Here are some super-easy tips to improve your Facebook Live video recording, leading to more eyes on your content.

One FACE A WINDOW!

Facing a window will give you a beautiful source of natural light, and make you appear clear in your video frame.

Two FILM HORIZONTALLY ON YOUR MOBILE DEVICE

Flipping your phone to a horizontal view is guaranteed to create a much nicer sized video. Horizontal videos look better all around, especially when displayed on the news feed. PRO TIP: On mobile, you can also use that little edit button in the top left hand corner to add a beautiful filter and enhance the frame even more.

Three CREATE A FEW PRACTICE VIDEOS ON YOUR PROFILE PAGE

Before ripping the bandaid off and going live, you should test things out by creating a practice video restricted to your eyes only. You can do this by going to your own Facebook profile, and selecting “Only Me” before recording. This will allow you to rehearse and get comfortable on the camera. It will also help ensure the lighting and sound are up to your standards.

Four GET PERSONAL

The beauty of Facebook Live is that it allows you to share your experiences in real time, and make a more human connection with your audience. Take this a step further by sharing some bits of your life to connect with your audience on a more personal level.



SMILE, AND BE ENERGETIC

Always bring energy and speak with a smile. This is something critical to remember when filming Facebook Live videos because you only have one take once you're live! Watching a video of an studio owner with

an energetic and friendly demeanor will evoke positive feelings in your viewers and keep them hooked. Speak with a smile, wake up with some caffeine, and most importantly, be yourself.

EMBRACE SMALL MISTAKES

So you stuttered on a word multiple times? Or maybe you had one piece of hair that was sticking up the entire time? With live video, these mishaps are bound to happen, and these things are actually what makes live video so much fun. Rather than getting embarrassed and ending the video mid-

way through, embrace your mishaps. Make fun of your hair, and laugh at the fact that despite your tongue-tiredness today, you still manage to talk your dancer's ears off! This will add personality to your video, and also help your audience see that you're a real human, with flaws, just like them!

ASK YOUR VIEWERS TO INTERACT

You're likely aware that posts with more likes, comments, shares, and views are prioritized on the news feed. To gain more interaction encourage it from your viewers! During the broadcast ask questions, and then ask your viewers to reply in the comments. Ask them to like and share the post. Perhaps even run a live contest asking them to like, share and comment on the post to be entered into a free giveaway.

HAVE A HELPER

With Facebook Live it can be hard to host your video and reply to comments at the same time, which is why you should have another teacher or office staff member answering your comments in text form, and prompting you to answer the most relevant questions during the actual broadcast.

CALL OUT YOUR COMMENTERS BY NAME

When answering questions over your broadcast make sure you call out the user by their first name. This helps build even more of a connection, and will make them feel special that you chose to answer their question live.



GIVE A 'CALL TO ACTION'

The worst thing you can do is just casually push the finish button and then walk away. Rather, give a proper sign-off with an actual ending for next steps. After the broadcast, what do you want your viewers to do? Call to book a free trial? Visit your Facebook page for a discount code? Share the recording on their page? Whatever it may be, be sure to end your Facebook Live post with something actionable for your viewers to do.

UPLOAD A CUSTOM THUMBNAIL

Your thumbnail image is the first, most prominent thing people will see after your video is live, so you need it to be great! Once your video appears on your page after recording, click “edit video,” and you’ll see an icon which will allow you to upload a custom thumbnail image.

PIN YOUR POST TO THE TOP OF YOUR NEWS FEED

Similar to how you pin a tweet on Twitter, you can pin your live video to the top of your newsfeed to get more traction. Take advantage of this to ensure it’s the first thing people see when visiting your page.

ADD CAPTIONS TO YOUR VIDEO

Captions make your video more accessible to a larger audience. Make sure to add captions to your Facebook video by either generating them through Facebook or uploading your own SRT file.

IF YOUR VIDEO WAS A REAL HIT, MAKE IT THE FEATURED VIDEO

Changing the settings of your live video to a “Featured Video” will allow it to appear front and center on your page, as well as your video page, driving even more eyes to it.



PROMOTE YOUR VIDEO AFTER THE FACT

Once your video is done live-streaming you can boost your post and run an ad campaign just like on your other Facebook videos and posts. Take advantage of the audience and geo-targeting features to get your recorded live video in front of a larger but still relevant audience.

ANALYZE YOUR MASTERPIECE

After your video has been up for a few days, go into your "Insights" tab to gauge how your Facebook Live video performed.

2. CHAT BOTS

Artificial intelligence in the marketing world will continue to rise, and the biggest and best example you can use as a studio owner is a chatbot.

Basically these are super-smart (and easy-to-use) computer programs that can have conversations with your customers without you even being there.

I'm sure you've been on a website where a "customer service representative" popped up to start an instant message conversation with you?

That's an example of a chatbot.

Now is the perfect time for you to educate yourself on the use of bots to improve different areas of your business, including your student attraction strategies, as well as providing great customer service by giving

your current dance families a place to ask frequently-asked-questions (like, "what date is the recital?") where they can get an immediate and accurate response.

It will give you an edge over your competitors who aren't prepared, plus will save your sanity from answering the same questions over and over again.

Here is a very simple example of how you can use a Chat Bot (we love ManyChat or ChatFuel as options) to attract new students to try classes at your studio:

STEP ONE: Your Facebook Ad includes a call-to-action "Type the word 'ballet' in the comments below to find out more."

STEP TWO: Customer types "ballet".

STEP THREE: Your Chat Bot is triggered, and sends the following messages (these are all customized by you).



Bot: Thanks so much for contacting us about our new ballet classes! Would you like to find out more about these sessions?

Customer: Yes

Bot: Great! Can you tell me how old you dancer is?

Customer: 8

Bot: Thanks for that - we have 2 different ballet classes available for 8 year olds, would you prefer a Monday or Tuesday?

Customer: Monday

Bot: Awesome, we have a 5-6pm class on a Monday and I have a couple of spots available to trial next week - we'd love to see you there! Would you like to come and join us?

Customer: Yes

Bot: Great, I'll lock that in now! So that we can secure your place and send you some information, can you tell me your best contact number?

Customer: Sends phone number

Bot: Thanks - and is there an email address I can also quickly get from you?

Customer: Sends email address

Bot: Thanks so much! We will be in touch with confirmation details within 24 hours and can't wait to see you next week! If you have any questions at all please don't hesitate to call our office on (phone number) and we will be happy to help!

Voila!

It's that simple - within minutes you have locked in a new trial student and responded to your new customer instantly. They have no need to look at competing studios while they wait for you to call them back, as your bot has done all of the legwork. Now all you need to do is record the customer's details, follow up, and you are all set.

3. BECOME A CELEBRITY

This forecast goes hand-in-hand with one of my favorite marketing trends, Content Marketing. Content marketing is all about providing your audience with value, and with such a saturated advertising and digital marketing world out there, creating valuable content is still trending upward.

Compared to other factors, I am certain that if you can spend some time establishing yourself as an expert (or celebrity) in your field, then marketing yourself and your studio will have the biggest impact for dance studio. The reason why is simple - your current and potential clients are starting to crave more substance from the things they are consuming online.

Make sure that what you are sharing and delivering is relevant and has a clearly defined audience. Your 'celebrity platform' could include

blog posts, articles, interviews, training videos and more. Remember - it's about educating or entertaining your audience, not just trying to sell sell. If you engage people with your great content, then getting them to take the next step to inquire, trial and enroll is the easy part. Let's work with the simplest example, which - in my opinion - would be using a blogging platform.

I know what you're thinking.... "I'm a dance studio owner, I don't have time to blog", "I'm better with my feet than my words", "I don't have anything to blog about" or "I can't think of anything worse than sitting at my computer and trying to think of something to write every week." The fact is, blogging doesn't need to be a painful experience. It doesn't even need to take you a long time - anything between 200-400 words per article is a perfect amount for your followers to read on the go.



WHY BLOG?

Firstly, it's free if you already have a website. Even if you don't you can use your social media pages to facilitate your blogging, or free platforms such as WordPress or even Tumblr. But more important than zero-cost is the benefit of using your blog to build your brand, increase exposure, and establish your 'celebrity status' as an authority in your field.

RULES FOR WRITING A BLOG FOR YOUR STUDIO

Like we said earlier, blogging for your studio doesn't need to be scary or time consuming – the main thing is to write what you know in your own voice, then once you get started the words will flow. PLUS the more you do it the easier it gets, and your newly honed writing skills will only benefit your studio when the time comes to update your website and write your newsletters. Stick to these rules and you can't go wrong.

KNOW YOUR AUDIENCE

You need to take into account who will be reading your blog, and think about content that appeals to them. If your customer base is recreational dance students aged 5-12, then writing about starting a career as a dance teacher may not hit the mark. Think about the following guidelines for some topics to cover in a blog:

- The dreams of your reader - Your dance parents may have joined or considered joining to help their child build social skills and confidence, so why not write about "The social benefits of dance class for preschoolers"
- The fears of your reader - Do you notice people using the price of dance classes as a barrier to them committing? Address it! Perhaps "The true cost of a dance lesson – what is your money really buying?"
- Nostalgia - Everyone loves a good old throwback, so a fun article along the lines of "Throwback Thursday – our favorite dance moves from the 80's!" is a great way to get people clicking.
- Flattery - This is almost guaranteed to get your readers clicking, commenting, tagging and sharing. Try something like "Why dancers make the best wives" or "The 10 superpowers every dance dad has"
- Community - Regardless of whether or not your readers are members of your studio, you want them to feel like a part of your community. No dancer will resist a blog called "You know you're a dancer when . . ." You can even go a step further and ask for contributions or create a hashtag around this to leverage it even more.
- Lists - This speaks for itself. After all, who can resist a good list? "The five things nobody told you about your first pair of pointe shoes" or 'The top 10 apps for dance teachers'

HAVE A PLAN AND STICK TO IT

Set a time in your schedule every week to write your blog, and stick to it. To save time thinking of a topic, plan them out in advance. You've probably got 20 ideas floating around in your head already, so write them in a list. That's 20 weeks' worth of ideas done and dusted already. Frequency is important, so aim for once a week and make sure to keep your website up to date with your blog entries.



Three

OUTSOURCE

You can even recruit your staff to write a blog around their area of expertise or passion – they’ll love seeing their name in print and what a great addition to their portfolio! Even take it one step further and ask for parents to contribute a piece from their own perspective about a certain aspect of being a dance parent –

not a testimonial about your studio, but something about their unique experience. “Swapping the soccer boots for ballet slippers” for example. There are endless opportunities, but the main thing is to keep it personal to your studio and your perspective. You don’t want to hire a freelance writer with no dance experience to do this for you – they may have the words but it won’t have the same soul.

Four

MAKE IT VALUABLE AND INTERACTIVE

Please don’t write a blog about the benefits of dancing at your studio. That’s what your ads are for – your blog is to provide value to your readers, and let your expertise speak for itself through the content. Give them something they can’t get anywhere else. Also make sure to allow comments and shares, and post each blog to all of your social media channels weekly. Nurture and

grow your blog like you do your studio, and the results will come.

This is a great trend to jump on as it is typically not expensive, and a great reminder that you don’t need to focus your energy on recreating the wheel for the year ahead. Share your expertise, become a celebrity, and create some great content that showcases what your studio is all about.

4. THE CUSTOMER EXPERIENCE

In this digital world, the personal touch is absolutely something that is taken for granted by businesses, and also something that is craved by customers. Put simply, you need to give your clients a personalized and extraordinary customer experience.

It’s not only one of the best ways to increase engagement, enrollment and retention, but it’s what your customers want.

Personalization strategies (for example, giving potential dancers a personal tour of your studio, sending a welcome pack in the mail, following up on their calls personally, calling current students every 90 days to check in, sending

birthday cards) all add to the warmth and culture of your studio and ensure it is a welcoming place that they want to be.

Treat your dancers and their families like people, and not numbers and not only will you see the rewards when it comes to retention, but it also makes great business sense as it will make it easier for you to upsell and cross-sell to your customers.

As I’ve said a million times...It’s for more cost-effective to retain and up-sell your current dancers than it is to acquire new ones, so make sure to revisit our Customer Experience content for a full list of strategies around your potential.



Your customer service team has access to key insights into what troubles your customers are facing, their most commonly asked questions and feedback about your products and services. Customer service teams have the power to turn complainers into brand advocates and help customers fall in love with your business. Here's how customer service can affect your studio:

- The #1 reason customers leave a company is because they think you don't care about them
- 86% of consumers are willing to pay more if they receive a better quality of service
- 73% of consumers say friendly customer service made them fall in love with a brand
- 55% of businesses claim that improving customer service leads to increased sales

4 KEYS TO A CONSISTENTLY POSITIVE CUSTOMER EXPERIENCE.

1. **Friendliness** - the most basic and associated with courtesy and politeness.
2. **Empathy** - the customer needs to know that the service provider appreciates their wants and circumstances.
3. **Fairness** - the customer wants to feel they receive adequate attention and reasonable answers.
4. **Control** - the customer wants to feel his/her wants and input has influence on the outcome.

Presentation is the first step in making positive connections with your dancers and their families, and believe it or not what you wear and how you express yourself has a lot to do with how what you say is received. This

is true both inside the studio (teaching) and in your waiting or reception area. Spend some time designing a uniform (or a variety of uniform options) and clearly set out personal grooming expectations for your staff that communicates your standards and values.

On the surface level, great customer service will always begin with the small gestures:

Smiling - There is nothing like a smile and pleasant face to greet a customer, especially if he/she has a complaint. A smile and polite conversation can immediately disarm a disgruntled dance-mom.

Eye contact - Always look into your customer's eyes and directly address customers.

Be attentive - When listening to a customer, slightly lean towards your customer and nod your head to show you are listening.

Tone of voice - Always convey friendliness and amicability. Try not to raise your voice in frustration or anger no matter how difficult or a customer may be.

Posture - Slumping in a chair or leaning against a wall while interacting with a customer are sure signs you are not giving them your full attention. Your posture should express interest, friendliness, and openness. Lean forward, face the customer and be conscious to avoid distractions so that they know you are interested.

Information - Customers want to know about your products and services but in a pertinent and time-sensitive manner.





DEALING WITH DIFFICULT DANCE-MOMS

If your dancers or their parents are unsatisfied, it's up to your customer service skills and training win back their support and continued loyalty, and to rebuild a positive working relationship.

One - LISTEN -

It is of primary importance when dealing with an unsatisfied or complaining customer to listen attentively to his/her complaint, gripe, frustration or grievance. Be patient, attentive, and friendly.

Two - ADMIT THE PROBLEM -

If you can suggest a solution, do it. If not tell the customer what actions you will take and what actions will follow. Never make the mistake of promising something you are not able to follow through with.

Three - EXPRESS YOU ARE SORRY -

"We are sorry for this mistake/problem."
"We are terribly sorry for this inconvenience."
"How can we work to solve this problem together?"
"I can imagine how frustrated you are."

Four - INVOLVE THE CUSTOMER IN PROBLEM SOLVING -

Suggest the customer alternative solutions, if they exist. Customers appreciate the opportunity to choose the ways of problem solving.

Five - DO NOT ARGUE OR INTERRUPT -

This will only worsen the situation, especially if the customer is angry. Let them speak before you try to discuss with him what has happened.

Six - FOLLOW-UP -

Make sure that the promised measures are taken. If you do not fulfill what was promised and ignore the customer's complaint, the problem will grow.

Seven - DO NOT LOSE YOUR SELF-CONTROL -

If you stay relaxed, customers will calm down.

Eight - GIVE THE CUSTOMER A "WAY BACK" -

Sometimes customers are wrong. You should let them leave with dignity, without feeling embarrassed.

Nine - POINT OUT FACTS -

Listen carefully, and write everything down. Do not make any comments until the customer is finished talking.

Ten - BE OPEN-MINDED -

From the very beginning you should believe that the customer may be right. Always be open-minded toward the customer's opinion, making them feel comfortable and that they deserve to be listened to.



USING ROLE PLAY

Dealing with difficult customers and conflict in the studio is one of the biggest - and most stressful - challenges you and your team will come up against, and using role play is a very powerful tool in being prepared and confident when a tricky situation arises. A role-play exercise is

where your team acts out an imaginary scenario that closely mirrors a situation that could occur in their role. Come up with 3 scenarios (for example, a disgruntled parent who missed out on recital tickets, or a grandparent who wasn't notified of a canceled class) and observe your team role-play the scenario and solutions.

5. INFLUENCER MARKETING

In the broader world of branding and social media marketing, Influencer marketing certainly isn't anything new - but what's so exciting about this strategy is how untapped the opportunity has been so far in our world of Dance Studios.

Long before social media coined the term, consumers have looked to experts for guidance or inspiration. Whether you are able to connect with local celebrities,

niche bloggers, professional dancers, having 'influencers' in your corner both establishes trust with your public, and can also exert some influence over their purchasing choices.

In our current era of social media stars, the term "influencer" encompasses a wide variety of socially savvy experts who can reach niche demographics - namely, your dance studio's customers.

INFLUENCER MARKETING AND YOUR DANCE STUDIO

If you're not working on an influencer marketing strategy for your studio, chances are that the studio around the corner from you will be eventually. And if you have a picture in your mind that this is a trashy, Kardashian-esque marketing strategy, I hear you.

However, this is no longer the case and there are some incredibly smart, ethical and powerful ways to approach your influencer strategy that aligns with your goals and values as a studio.

92 percent of people trust recommendations from individuals—even if they don't know them—over brands.





CULTIVATING TRUST

If today's consumers aren't buying marketing messages, to whom are they listening? The answer is other consumers.

Of course, you know this - right? Because I am sure that you approach your own consumption in the same way. It's also why we get so frustrated by negative or false reviews on our studio Facebook pages - because we know that these are a powerful,

accessible, and influential tool.

Now that you are savvy with your branding (remember Chapter 3?), you will recognize that your dance studio's consumers want honesty and are using disclosure as a differentiator. They are also jumping on trends such as real-time social media to hand over the reigns to influencers for a more authentic experience as evidenced by Snapchat's 10 billion daily views and Facebook Live's 3x longer watch times.

PLANNING YOUR INFLUENCER MARKETING STRATEGY

Like any online, offline or social marketing campaign, the very first step is to know your audience. A common mistake that businesses make is to decide first the type of influencers they would like to work with. As always the key is to first step back and look at your audience. Who are you trying to reach? Who is the target market for your message? You can click [here](#) to access our SSF training on defining your ideal audience.

Next, set up your goals for the campaign.

These may include Brand Awareness, Increase Enquiries, Gain Social Media followers, and Increase Enrollments / Sales. Once you have worked out your goals, consider how you will measure the success of your campaign. These may roll up to higher level marketing goals or key performance indicators (KPIs) you hope to achieve. By setting up the right tracking methods through your studio software and social media analytics, you'll be able to get a clear idea of where your target audiences are in the decision-making journey.

INFLUENCER IDENTIFICATION & SELECTION

Depending on budgets and scope of your campaign there are a number of different ways to select influencers to work within your dance studio.

1 - Google - This is typically the main way businesses find influencers to connect with. This method requires individual searches, then scanning web pages for contact info, and then populating spreadsheets to keep track of it all. A great task for your admin/marketing team, or virtual assistant

2 - Databases - 'Site-Scraping' is another

option to create a meaningful database using publicly available data. These are good places to start but be prepared to spend time vetting each influencer and communicating with them directly.

3 - Networks - This method of connecting with influencers sits in the middle of a database and a marketplace. A network has relationships with the influencers, but will require that you go through them to reach out.

4 - Marketplaces - A marketplace will offer the best of database by pulling in real-time information, along avoiding the middleman like you get with a network.



Influencers come in all shapes and sizes and with varying levels of influence, including:

- **Celebrity Influencers** - These social media stars have broken out and command a pretty penny to work with, but leveraged for their own brand name and cache' of followers. They can deliver on a large scale and are great to use as the face of a campaign.
- **Content Creators** - These are the high volume content producers that have attracted a sizeable audience because they've gotten to know them during their building process. These people know how to create content for a certain type of audience and have data to understand what works and what doesn't - a great example of this for your studio would be a 'mommy-blogger' or a 'fitness-blogger'.
- **Buzz Builders** - These are great at getting the word out and have audiences that range in size. Some are large-deal focused bloggers or podcasters and other are known for spreading the word on what's hot and can help get your brand the attention you are looking for. They will help you scale your outreach efforts with little collaboration
- **Advocates and Employees** - These brand ambassadors naturally love your brand and can be found online talking about you already. Pay attention to your social channels and invite them to share and create content. These people already love your brand and are willing to talk about what you are doing.

6. LIVE EVENTS

In our increasingly digital world, real, live, social events pack so much punch when it comes to both student attraction and of course, retention as well.

Maybe it's an open house.
Maybe you take your students to the cinema.
Maybe there's a special dinner that you do once a month.

In this example, let's dig into one of the most popular options, which is your studio's Open House event.

Picture this...

You've been working on your Open House event for a month or so. You have the face painting set, you've organized the guest teacher workshops, you have snacks ready to go and maybe even a jumping castle. You know you've put together a great event and cannot wait to share it

with existing dance families. But really you can't wait to see all the new faces and potential new students coming to find out more about what being a part of your studio is like.

It's now the morning of the Open House. You turn up to the studio and start greeting your helpers. Everyone is excited, you're confident that it's going to be an awesome day. Then, as the event starts, you realize something...there are hardly any new faces and your studio is filled with current families. The day wraps up and you had a handful of potential new dance families turn up but nothing compared to the numbers you wanted.

Has this happened to you?

I know it's happened to me when I was running my first open house. I've also spoken to many other studio owners who have gone through the same thing.



So what happened? It's not the event itself. The problem is that you don't spend 80% of your time, energy and resources on **MARKETING** your Open House.

You can have the best event on the planet but if you don't tell people about it, no one will come, so make sure to pull out your project planner, and add the following to your Open House plan:

- **Internal Inferno** - What I mean here is that you want to get your existing dance families super excited for the event. Too many studio owners just put "bring your friends" in the newsletter and leave it at that. Create custom made Facebook cover photos that your students can upload and share and then be sure to talk about it in your private Facebook group. You may also consider offering an incentive. An example would be that if they bring 3 friends they receive a freebie or discount of some kind... anything to get your current clients working for YOU. This small strategy alone can make a huge impact to the new people coming to your Open House.
- **Facebook Advertising** - I talk about Facebook advertising a lot because it works and it's an inexpensive way to share your event with people in your local area. Create localised adverts in the power editor that showcases the different activities you'll have during the day. Take it one step further and create a re-marketing campaign where you can track people who visit your Open Day page on your website in order to send them reminder adverts through Facebook. You can also do this with your current dance family database.
- **Local Business Bonanza** - Speak with local businesses about donating services or prizes for the day in exchange for promoting their business in some way. See if you can leave flyers in their store/shop or, even better, get them to do an email to their database to say that they are a supporter/sponsor of the event.

And don't forget to collect everyone's details who come to the event and add them to an email marketing sequence which invites them to try classes and eventually enroll. You need to touch base with them within 24 hours after being at the Open House to make sure you strike when the iron is still hot.

Our program members have achieved phenomenal results, with many of our members tracking profit increases of over 200%, tripling their student numbers, moving into their own premises and so much more. In this chapter I'm so excited to share some of the epic student attraction and studio growth strategies shared by our community of dance studio owners worldwide.

NOW THIS IS HOW YOU LAUNCH A BRAND!

Roxy Langeveldt from Praise Performance, Wellington NZ knows exactly what it takes to make an impact with her new classes. Personal touches are make-or-break in this industry, and when there is a studio on every corner you need to stand out as the only one who will go that extra mile to make a student and their family feel special and valued from

the moment they walk through the doors. We know how much thought and preparation went into Roxy's launch of her unique preschool program and couldn't be more proud - we know she will be able to hold her own and more against existing programs as her personalized welcome pack with a uniform, postcard, customized coloring sheet and handwritten packaging truly take the cake!



Two THE PROVEN WAY TO GET POTENTIAL CLIENTS TO ACTUALLY TAKE YOUR CALL!

We have ALL been there - spending days agonizing over your Facebook ad design, perfecting your irresistible free gift and finally launching your online promo. You sit back and watch those expressions of interest come rolling in, and can't wait to get your team on the phone that evening to follow up and book your new students into their trial classes. But there's a bit of a problem. While 40+ people have sent you

their contact details, only 6 have answered their phone and booked a class!

DSOA and SSF superstar Charlotte Bromilow has the answer: "I've been doing 'within the hour' calls today and managed to register 20 new students." Leslie Dee is also on board with taking immediate action, and grabbing those eager parents while her gorgeous studio is still at the forefront of their minds: "I am going to have the phone call made as soon as we get the notification. 98% of our leads come through mobile so why not get them while they are on the device."

Three RECOGNIZING AND REWARDING YOUR BIGGEST ASSETS

There is nothing more powerful in attracting and retaining your students than by having an amazing team who will wave the flag for your business and treat your goals within the studio as their own. Most if not all studio owners have had experience teaching as someone else's employee, and know that one of the most damaging things you can do is to undervalue your team and fail to show your appreciation for what they do.

You need to start thinking about what you are REALLY paying them for, because it is not just a couple of dance classes per week. You're paying them to prepare for their classes, to download music and arrive before their shift. You're paying them to

make your students feel special beyond their dance steps, to engage warmly with parents and to ensure the safety and well-being of their students. You are also sometimes paying them to spend time away from their friends and family while they attend rehearsals, performances or classes that run late - and this is the hardest one to recognize as it's not only your teacher who is affected.

This is why we adored Maggie from Spokane Elite's supershare at recital time, where she took the time to purchase a handful of ice cream vouchers and 'Thank You' cards which she then posted directly to the husbands, wives, boyfriends, girlfriends and children of her faculty with a heartfelt 'Thank You' for sharing their loved one with her studio. This is how you keep amazing teachers.



THE BEST REFERRAL PROGRAM EVER

A referral program tends to be one of those things that you introduce in your studio at the start of the year, announce it a couple of times to your families and then let it fade into the background. Typically, referral programs look something like this..."Bring

a friend to class, and receive 10% off your fees when they enrol for the term"

Melody St Louis is the director of No Gravity Academy Of Dance in Canada, and has shared her amazing 'referral wheel' which is a huge hit with her clients and students. Refer a friend, and spin the wheel. Simple. Effective. Fun! We love this!

THE HAPPINESS FUND

Keeping your customers' happiness at the front of your mind is such an instrumental part in running and growing your studio as it feeds into your retention rates, your referrals and your reputation in the community. But how frustrating is it for your valuable time as a studio owner to monitor and approve every little dispute or mistake within your studio?

This is what we love so much about DSOA member Tara Shaw's happiness fund. It's so simple we couldn't believe we hadn't thought of it before - Tara has given her team a petty-cash allowance of \$100 per month as the 'happiness fund'. These

funds are to be used to fix up the little hiccups that occur every now and then but simply aren't worth your time to have a back-and-forth over. The wrong sized shirt came in for one of your clients? Use the happiness fund to resolve it then and there. A customer is disgruntled because they were late to a rehearsal that they didn't get information about? Use your fund to treat them to a new pair of stockings or a tote bag on the spot.

Your customers will be so pleasantly surprised by your team fixing things then and there without hassle, and you are going to love having less clutter in your day dealing with these smaller issues in the business.

BE THE AUTHORITY IN YOUR FIELD

Setting yourself apart from your local competition can be a tough thing, especially when you may have similar classes and styles on offer. But it's always important to remember that there is one thing in your studio that none of your competitors have. YOU.

This is where it's important to get yourself and your studio out into the public eye as an authority in your field so that potential

clients will have the easiest decision possible in choosing your studio above the rest. There are a few ways of going about this, and Studio Success Formula graduate Rhiannon Johnson from RPA studios has absolutely nailed it by posting a blog that went viral. Rhiannon shared her article "Is It OK To Cry" with our community which has since been shared close to 5000 times on social media. With the support from our community she went on to be featured on international radio to discuss the piece, and has inspired many members to explore blogging themselves.



THE SPECIAL TOUCHES THAT WILL HAVE YOUR ATTENTION ON RETENTION

DSOA member Sarah Beth Byrum from All Things Dance has built a wonderful reputation within our community as the go-to-girl for special touches and events that make us all wish we were a part of her studio when we were growing up.

When Sarah Beth felt that her teenage students (which we all know can be one of the most challenging age groups to engage and retain) weren't as enthusiastic about their team placement for the upcoming season, she grabbed her rockstar team and

turned an announcement into an event.

"I felt like our high school girls were getting a little less enthusiastic about finding out their team placement for the season - when they've been on for years, it's kind of a given. So this year we made up packages with shirts inside that said "IT GIRL" - I had color images made of a list of the qualities I was looking for and then it said "and you're IT! Congrats on making the team." Our staff made late night deliveries leaving the boxes on each girl's porch so they'd find them this morning with instructions to send a picture of themselves in the shirt to accept their spot. It's generated lots more buzz around team placement this year! The girls are loving it."

KEEPING YOUR TEAM MOTIVATED!

We mentioned earlier the importance of showing your team that they are valued, but it's equally as vital to keep them engaged and motivated year-round. Do you have trouble getting your teachers to attend meetings and participate in group discussions? Of course you do - we all do.

That is, we all DID before Elizabeth Beman

dropped this value-bomb in the group which has transformed the way we engage with the heartbeat of our studio - our staff.

It's time to start spoiling your staff, and what better place to kick off by passing around this fishbowl full of chocolates, candies and iTunes vouchers for everyone to take a dip in at the start and during the session. It's win-win, and you'll find that you're no longer going to be begging your staff for attendance!

KNOW THE REAL NUMBERS

It seems pretty simple and something you've known from Day 1 in your studio - the most important number in your business is the number of enrolled students, isn't it?

Our DSOA and SSF members know that this isn't quite the case, and Nancy Green has been responsible for so many studio owners within our community to open up their eyes to consider numbers in a whole

new way. Nancy's game-changing question that lit so many lightbulbs for us?

"Who else is tallying their enrollment by the number of students as well as the number of spots they fill (units)? For example - when students are taking two or more classes, you may end up with 228 students filling 325 spots"

The reason this simple idea is such a huuuuge moment for a lot of studio owners is because it also opens up your eyes to a lot of things you could be doing differently, improving or reconsidering in the business.

Are you losing money due to discounted multi-class packages?

Do you need to add, remove or

merge classes?

Are the classes breaking even and profiting once you consider the ACTUAL cost per class that your students are paying?

I'm sure you're now starting to see just why this shift in thinking can have a huge impact on the planning and growth of your studio - and it couldn't be more simple!

IMPLEMENTATION TASK

Pick your favorite one of the ideas above from real dance studios, and think about what this could look like in your studio. Don't be reactive - I don't want you to jump in and buy a referral wheel today without a plan in place - and put a time in your calendar in the next 3 months to start planning around it for your next marketing campaign.

WHERE TO NEXT...

Since owning, operating and selling my dance studio I've been passionate about helping other studio owners build their version of a successful business and I'd love to help you through our Inner Circle mastermind.

The Inner Circle is a family of dance studio owners around the world who are dedicated to sharing their best ideas with each other. We make sure every Inner Circle member feels completely free to share their best ideas.

And when I say "family," I really mean it.

Beyond our world-class coaches, and support from our other members, the Inner Circle is truly about RESULTS. Here's what else happens if you become a member of the Inner Circle:

- We'll help you implement systems that

literally take care of 75% of the "busy work" you are currently stuck working on every day.

- We'll complete a full 360 assessment of your studio. We go over the details of your business with a fine-toothed comb and create a personalized roadmap for business growth.
- You will attend weekly group coaching calls and Q&A sessions where we tackle all types of issues for our members including immediate challenges like a student enrollment campaign that bombs, losing your best teacher, having a parent that is causing havoc in your studio, etc.
- You'll be invited to Monthly Pro Classes with some of the greatest business minds and thought leaders out there. You won't find these industry-leading names anywhere else in one program, I can

- You will have online access to our Inner Circle Members-only private group where you will receive round-the-clock support and feedback from me, our coaching staff, and the Inner Circle family.
- We will spend time together in private 1-on-1 coaching calls with our coaches, where we will talk about your goals, make changes to your growth plan and tackle your challenges together.
- We'll unlock an all-access pass to ALL of our training resources and programs - this includes Studio Success Formula Mastery, Dance Studio Owners Association, Dance Teachers Unite, and more.

Life-changing in-person retreats! Four times each year (twice in the US and twice in Australia) I host an exclusive 3-Day mastermind weekend retreat for Inner Circle Members only - and you're invited to them all.

This is the ultimate program that guarantees massive growth in your studio.

While doors are currently closed to join the Inner Circle, we will be taking new member applications from Monday 8 April.

Join the waitlist to be notified when the application doors open here.

And, most valuable of all...

APPLY NOW!

Congratulations on completing the Student Attraction Intensive. Let's continue the conversation in the **Facebook Group** where you can post your questions as well as watch all video recordings from the training and coaching calls.

MY BEST,
Clint



**STUDENT ATTRACTION
INTENSIVE**

