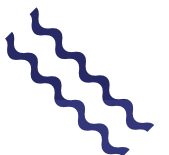




STUDENT ATTRACTION INTENSIVE

Week Seven
THE CUSTOMER EXPERIENCE





WELCOME TO

THE CUSTOMER EXPERIENCE

Week Eleven

To start off this week we are going to look at every moment the customer has with you during their journey in the initial stages of finding out more about your studio, inquiring, up to taking the offer.

Every single moment.

Here is a great opportunity to have a think for a second about your own personal 'moments' as a consumer. Think about your day or your night and think about every interaction you had with a business today.

An example might be Amazon. It might be Uber. It might be Apple. It might be the local coffee shop. If I think about my day this morning as an example, it would go a little something like this:

I got up. I showered. I packed my things. I went downstairs. I said hello to our door staff. Lance and Amanda were at the desk this morning, and I love them because every day without fail they happily greet me, and say "Good morning Clint. Have an amazing day."

So, my first interaction with a company is the apartment building that I live in. Next, I went down to level 11 and I picked up a coffee. I chatted with Gabby who's the woman who gave me my first coffee of the

day, and I had an interaction with her.

"Hey, good morning Clint. How are you?"

"I'm great."

"What have you got planned today?"

"I'm just off to the office."

That's small, but it's another moment.

I then walked to the office.

At lunchtime I went to the local juice shop which is where I get all my juices and my salad for lunch. I interacted with two people there. Now, I've actually got a bit of an issue with this 'moment' because I've been going there now nearly every single day for at least two months and not once have they used my name.

Yet I see them every single day.

I hand over my credit card every single day. They know my name, it's on my credit card, but they'll never use my name. They never really engage with me, because they're always too busy engaging with themselves. Do you see where I am going here? As you walk your own journey to work, or to the shops, or to school each day, I hope you're picking up lessons around how moments affect your customers.



From the moment that they send you a Facebook message asking, “What classes do you offer? How much is it?” all the way to become a client, these are touch points with your customers or prospects.

All of these touch points that we have create a moment...and these moments create emotions.

Whether customer service is your responsibility as the studio owner, or you have

a team of 10, your dance studio deserves to perform to a standard that your customers will appreciate. Excellent customer service can make or break a dance studio, especially in our increasingly competitive industry.

When your potential customers are literally one click away from trialling or enrolling at the dance studio around the corner, creating magic ‘moments’ at each touchpoint is the one thing that will really set your studio apart.

BUILD RAPPORT WITH YOUR CUSTOMERS

Your dance studio is significantly smaller than a Fortune 500 company where customers are just a number. As a dance studio, you have a real opportunity to personalize the customer experience. Regularly reaching out to your customers, getting to know them by name, and remembering faces are all small details that will make all interactions with your studio more memorable and will make your customers feel valued.

BE PRESENT

Creating memorable moments is all about being present, from the front desk, to the studio, all the way to social media outlets and emails. Taking hours or days to respond to your customers via phone, email or social media will no doubt leave them feeling neglected and eventually unhappy with your studio. Before you let it get that far, have an action plan in place for every avenue of communication and make sure your team is on the same page.

TREAT EVERY CUSTOMER WITH THE SAME LEVEL OF SERVICE

From the dance-mom who works full-time and you rarely see, to the one that you're in contact with daily, make sure each one gets the same level of service. Repeat customers, referrals and former customers can be a huge asset for your studio so you don't want to roll the dice with

inconsistent service experiences.

Having a solid process in place through the entire customer lifecycle – from marketing and enrollment to onboarding and retention – can ensure that everyone receives the same awesome level of service.



PAY CLOSE ATTENTION TO FEEDBACK

Make sure your customers have a way to share their opinions about your studio. Whether it's a customer survey or an open invitation to share reviews online, when your dance families feel like you are listening to what they have to say, they're more comfortable investing in and recommending your studio.

HIRE STAFF WITH EXCELLENT PEOPLE SKILLS

From your admin team to your teaching staff, employing people with good people skills is a non-negotiable for your dance studio's customer service success. Often these team members serve as the face of your business, so you need to ensure that it's a face you're willing to show.

BE A PRO AT PROBLEM-SOLVING

The age old mantra "the customer is always right" still holds true today. It doesn't matter who's right or who's wrong. At the end of the day, reaching a solution for your customer is going to make a positive impact on your bottom line. In a best case scenario, you can increase customer loyalty and generate referrals. Worst case scenario,

you can quell negative word-of-mouth (in person and online) about your studio. Put your pride aside when dealing with difficult customers. No one wants to be told that they're wrong, especially by a dance studio that they're investing their time and money into. They want to reach a solution, so help them get there.

DON'T MAKE FAKE PROMISES OR GUARANTEES

Extravagant promotions and promises will no doubt entice customers, but nothing is more frustrating for current or potential customers than a click-bait offer or a promotion with a multitude of stipulations. As I said earlier - simplicity is key when it comes to your offer. Be honest and upfront about your promises and you'll build a happier, more committed dance community.



FOCUS ON RETENTION

Marketing is expensive and requires time and effort to do well. While it's important to grow your studio by adding customers, make sure to keep in mind the value of retention. It is 7x more expensive to acquire new customers than to retain existing ones. Retention is only possible if you're demonstrating appreciation for, and value to, your customers at every stage of the customer lifecycle.

TREAT YOUR TEAM THE WAY YOU WANT THEM TO TREAT YOUR CUSTOMERS

This is perhaps one of the most overlooked secrets of stellar customer service. Dance studio owners should treat employees with the same respect, transparency and appreciation that they would a valued customer. The happier your employees are with their position, the more dedicated they'll be to your studio's success.

It's a competitive world out there for dance studios, and it's often hard to cut through the noise. Customer service is your chance to differentiate yourself and exceed expectations to build a loyal customer base and make your dance studio memorable.





KEYS TO YOUR CUSTOMERS HEART

EMAIL

Email is still a really great way for us to communicate with prospective parents and students, and if you want to use email when marketing your studio, then you need those leads (remember, these leads are the people who have sent you their details in response to your Facebook ads, entered their details in a leadbox, phoned up to enquire, etc.).

It's important to be aware of the relevant compliance regulations. Among other things, you'll need your marketing emails to have an obvious option for unsubscribing

from future emails, and all opt-out requests must be honored within 10 business days. Check in with your legal team around this, as it does vary from region to region.

Having the ability to analyze your email data is so important to achieving success from both a marketing and a customer service perspective. If you don't pay attention to this information, you'll have no real idea of how effective your efforts have been, and you'll therefore have no way of knowing whether to keep doing what you've been doing or pivot in your student attraction strategy.

The stats to look for include:

- Who opened an email
- What they clicked on
- Who forwarded the message
- Who opted out of receiving further emails

By digging into this data, you can gain a better understanding of how to refine your email strategy. This information is readily integrated with all good CRM or Dance Studio Software providers.

Another key to successful email interactions is integrating your social media. Social media is now a critical marketing tool for dance studios, and you need to take advantage of this resource if you want to maximize your reach. By uniting your social marketing with your email-based initiatives, you can improve the effectiveness of both.

This could mean including links to your studio's various social media accounts or groups, which provides a simple, easy way for potential and current customers to find out more and support you by following or liking your business on social channels.

Don't forget - your dance families are busy. Even if they are big fans of your studio and genuinely interested in what you have to say and offer, there's only so much time and attention they can reasonably spare. If your emails are extremely long, you're going to lose their interest. You need to get your message across quickly and in as few words as possible. Focus on your key points (your offer and your benefits) and make those stand out.

In addition to keeping your emails relatively short, you also need to make them frequent. Emails are super effective for ensuring that your customers don't forget about your studio. They can serve as "gentle reminders," so when someone who is on your database, but perhaps not enrolled in classes, suddenly wants a dance class or has had a friend ask for recommendations, your studio is the first name that comes to mind.

However, it is essential to note that while frequency is important, you should not send out emails just for the sake of it if you don't have anything to say or offer. Content always matters. If your content is lacking, then your email marketing efforts will be ineffective.



Two

SMS

Short message service (SMS) basically refers to text messages, and they are a powerful communication tool for your dance studio because your dance families and potential customers are relying on their mobile phones more and more everyday.

Did You Know...

97% of Text Messages are opened, while Email open rates are only 20% on average?

Your studio can get some great marketing results by using mobile keywords as part of your communication strategy. Basically, a mobile keyword is any word you select for people to text in order to subscribe for your alerts. When a customer texts in your keyword, SMS software can automatically capture their phone number and store it for you. For example, you may have a Facebook or Direct Mail ad with the call-to-action reading, "Text 'DANCE' to 12345 to claim your offer." In this example, DANCE is the mobile keyword.

Similar to chat-bots that we touched on earlier, an SMS auto reply is something you can write up that automatically gets sent to someone when they text your keyword. You could set it up to say "Thanks!" or give more

information about your offer.

From the customer-experience side of things, you can also set up keywords for your enrolled students to keep up to date with information. For example, in your newsletter you could encourage students to text 'RECITAL' to 12345 to receive recital updates about costumes, tickets, etc.. This makes things so simple for your customers to remember important information. Below are some tips on setting up your SMS magnetic moments strategy:

- Create an account with an SMS provider (we love Direct SMS for this, or you can Google other providers to compare costs and offerings)
- Plan your desired frequency
- Pick the best offer to include in the campaign
- Provide value in your first message
- Create a sense of urgency
- Include a clear call to action

For example, after someone texts your keyword, your auto-response could say:

"Thanks for signing up! You've just put yourself on our VIP list which means you'll be getting a lot of exclusive promotions and event invitations from us! So...thanks, and you're welcome!"

Three

TELEPHONE

One of the biggest mistakes that dance studios are consistently making all around the world is letting their phone enquiries go unanswered, hence prompting the potential customer to simply contact the next local studio instead. This doesn't mean you need to be 'on-call' 24/7 as the studio owner, but it's absolutely critical to have a strategic telephone communication system in place - and here are some ideas you might consider for your studio:



Ditch the mobile number

You don't have to stop using your cell or mobile phone, but for your own privacy you may consider removing it as your main contact number. A good option is to get a 1-300 number or 1-800 number. These are "virtual" numbers that aren't tied to any single fixed line or mobile phone. Instead, you can direct (or route) them to the number(s) of your choice. They also present a professional image to potential customers and provide you with the convenience of being able to answer them on any fixed or mobile phone.

Make sure the phone is always answered

Around 75% of callers simply hang up when their call goes through to voicemail. This is especially true for first-time callers who are just as happy to dial the next number down in their Google search until they find someone to talk to. There will always be times when you're unable to take a call (for example

when you're in class or on another call), and most dance studios won't have a round-the-clock receptionist on their team. Using a live answering service is a great solution.

Your "virtual" receptionist answers calls at times when you're not available then forwards details about the call to you immediately via SMS and/or email. With some plans you can even get the calls connected through to you. It's an affordable and efficient way to ensure your calls are always answered professionally.

Get a matching domain and phone number

If possible, it's nice to finish off your studios branding with a matching domain name and phone number. For example, your web site may be www.idance.com, and your phone number could be 1-300 IDANCE. This isn't just about branding, it also makes it easier for customers to remember your web address and phone number.



FACEBOOK MESSENGER

Facebook Messenger for business pages makes it so easy for your studio to offer instant one-on-one customer service. It's also a handy way of keeping a documented record of each conversation.

There are over 800 million people who use Facebook Messenger each month. With the instant messaging service available to any of your studio's existing or potential customers, whether they have a Facebook profile or not, it makes it very handy for your 'find out more' call to action, right?

Your dance studio can respond to anyone who has commented on your page, either privately or publicly, and your ability to direct message your audience is super powerful. Stats show that more than 89%

of users access Facebook on their mobile devices and they check Facebook 14 times a day. Those people - who would fall under your ideal customer demographic - already have an intimate relationship with Messenger. When your dance studio starts conversations with people using Messenger, you're befriending them on that level.

Some of the biggest benefits to being able to private message your existing and potential dance families fit perfectly with the customer experience and 'moment' we are talking about in this chapter.

You can answer questions about your classes and offers. People who are looking to make a purchase probably want to ask you questions privately first, so you can encourage people to contact or message



your studio so you can give them all the information they need.

Your studio can also offer real-time conversations to give customer support. If your dancers are having an issue with their schedule, or have questions about upcoming events, messenger is an immediate way for your team to assist them. You can also send receipts or invite them to events that you have created.

Messenger is also helpful when customers need to give you their private information to resolve an issue or complaint. Did you know that you now have the ability to private message people who comment on your studio's page?

When you get negative comments from customers, Messenger allows you to take the conversation offline on the same platform and defuse them pretty quickly.

You can always turn the Messenger feature off within your studio page if you find that you're getting more Facebook messages than you can handle, but a better option is to make use of the 'Away' setting so your customers are less likely to jump over to your competitor's page.

Another great element of using FB messenger is the displayed 'response time' setting where your studio's average response time (how long it takes you to reply to a message) appears on your page. When your customer service is excellent, this is a measurable way to show that off.

You can also set instant replies to go to people the first time they message your

page. For example, you may have the auto-reply say something like "Thanks so much for your enquiry! Our customer success team will be back online at 8:30am EST and we look forward to getting back to you. In the meantime, feel free to check out our website at www.abcdance.com to find out more about our classes and our dance community."

With messenger, email and phone enquiries, having a script or template for your most frequently asked questions is a great time-saver that makes your studio look professional and efficient. It also helps you, and anyone on your team, easily and quickly reply to anyone who contacts you. To streamline your communication, write and save several replies so even if you're busy you can click and send a message quickly.

Facebook has also rolled out Messenger integration with websites to allow your studio to offer even better customer service. For example, when people check out your website, they can sign up to connect with you in Messenger. Then you'll be able to send them personalized updates.

Finally, my absolute favorite thing about using FB Messenger as a platform for magnetic moments is how easily you can see what ways you can make an extra connection with whomever you're messaging.

Perhaps they're from the same town or went to the same school as you. Or maybe you have a friend who works with them. You can also look through their profile and wish them well on any recent milestones or thank them for being a fan for so many years.

Go that extra mile and you're bound to generate customer loyalty.



VOICEMAIL MESSAGE

Technology can do amazing things these days, including the ability to automatically send your current or potential dance families a direct voicemail message without actually calling them. Their phone doesn't actually ring, but you can send a voicemail message as one of your magnetic moment touchpoints, and here's how:

1. Keep it short. The ideal voice mail message is 15 to 40 seconds long. If your message is longer than one minute, you'll lose the listener's attention. Putting a time limit on your voicemail messages keep you from rambling and it forces you to focus on the the best way to achieve your goal - for example, you may want a return call.

2. Give them a reason to call. Include a benefit that's compelling enough for them to stop what they are doing, write down your

number and return your call. What benefit can you offer them? What have you done for other people like them that they would be interested in hearing about?

3. Don't give away everything. If the voicemail tells your potential customers everything you'd tell them when you actually talk to them, what's their incentive to call you back?

4. Speak with enthusiasm. Smile when leaving your voicemail message. It comes across on the phone, and if you're not excited about what you have to offer then how can you expect the person listening to be?

5. Practice your voicemail until it sounds natural. Practice each of your messages about 20 times out loud without making any changes. Once you're comfortable with the final 'rehearsal,' record it and send it!

CREATE RAVING FANS THAT REFER & NEVER LEAVE

'Loyal customers, they don't just come back, they don't simply recommend you, they insist that their friends do business with you' ~ Chip Bell

When I first start working with our program members, I always ask where their enrollments are coming from, and 90% of the time they will say "word of mouth." Your students and parents talking to their friends and family members about your studio is the best type of publicity you could get! But here's the problem... it's where we're getting the most amount of our new students from, but it's where we spend the least amount of time. Well, today we are going to change that as I hand you my

formula for creating a rock solid and highly popular referral program.

First, I want you to think about how many referrals you've received over the last 12 months from existing parents and students. If you don't know this number, I encourage you to find out straight away, along with your top five referring families. You know I love the numbers, so I want you to know these figures as they are important. Let's say Mrs Jones has referred you six new students who have stayed for a year. This could be worth over \$5,000 to you depending on how many classes they do and your pricing structure. Imagine if you could just bump up your referrals by 10-20%



over the next six months. How much of an impact could that make on your business AND your bank balance?

Right now, with those top five referrals in mind, I want you to start identifying why you believe they are sending students to you. What makes them a raving fan for your business and what is it that you're doing that makes them want to tell everyone about you? This exercise in itself is extremely powerful.

I can tell you now that the answer isn't simply because you provide great dance classes. Perhaps these are parents and students who spend quite a bit of time at the studio and they've gotten to know you as a business owner and as a real person. I'm going to share with you some effective strategies for boosting word of mouth in an upcoming lesson which is really exciting, but for now it's time to talk about your referral program.

Do You Have A Referral Program?

I'd love for you to put your hand up right now if you have a referral program in place at the moment. Now look, I know many of you are going to have your hand up halfway because you do...but you don't. Let me explain. You might have this thing in place where if one of your existing parents or students refers a new student who stays for two months or a term, then you reward them with something. But, you've never promoted it and you don't have a system in place that consistently rewards those people that do refer.

I get it my friends, and that's totally okay because I'm giving you a system so you can implement a referral program into your studio. I'm just going to share with you the most effective system I've used with studio owners, as I know it works. More importantly, it works quickly!

Now let's jump into my referral card formula.

The Referral Card

I love the referral card! Many gyms, health clubs, day cares, financial services and other service based businesses use them. It's a business card sized card (make sure it's no bigger) that you can hand out to parents and students for them to hand to prospective students. I mentioned cards earlier, and giving them to your teachers to refer is the same initial concept...but now focus on the dance families who are taking classes.

Sounds simple so far, hey? But you need to be careful with the next step as this will determine the programs that will work and the ones that won't. You need to have the card professionally designed by a graphic designer. I have seen studio owners print cards that have been created in Microsoft Word, are black and white and have been printed on regular paper. I'm sorry, but this is a massive no-no. Not only will the cards get wrecked in the wallets and purses of

your parents, they won't want to be handing out some cheap looking card, will they? This is why I strongly encourage you to spend the small amount of money to get a great looking card that promotes your studio's brand in the best light possible.

What's On The Referral Card?

Let's talk about what you need to place on the card. On the front of the card, you need an electrifying design that has your studio logo, an image, plus the words 'You're invited.' That's it!

Now, from all the work we've done together over these last weeks, what are your thoughts about what the image should be? The one thing I focus on when a studio is executing its marketing plan is to ensure their campaign is relevant to the target market they are after. So yes, you guessed it - you're going to have multiple cards done with an image that is relevant for the person who receives the card.



Segmenting Is Crucial

You're printing this at the normal business card size, so the cost is going to be extremely low since you'll be using the same layout with your designer for each of the cards. They will just need to switch in the new images. For the different age groups, you want to target dance styles. I like to do the following age groups: 2-5 years old, 6-10 years old, 11-13 years old, and 14+. I then want you to select the most popular dance style for that age group and use that as a guide for each image. It's best if you use images from your studio as it's much more personal than a stock image, but if you don't have any of your students and don't have a photographer or a parent who could take some happy snaps for you, then simply head to dollarphotoclub.com and you can download photos to use for only \$1 each. It's pretty cool!

You're Invited

In regards to the copy saying 'You're Invited'... this is because the person who is giving them a card is essentially inviting them to classes with you. We love receiving something in the mail and an email with the words 'you're invited.' It makes us feel special and that it's only for us. I've tested multiple versions of this card with different copy, and I'm giving you the absolute killer version right here that has had the highest new student conversion rate.

Next, we want to flip over the card and get onto what we'll actually have on the back!

So here we go... The back of the card should read:

Date: top right hand side.

Hi (Name of Referred Student) (you leave a space for them to write it in)

I'd love to offer you the opportunity to come along and experience (Dance Studio Name) by giving you this 7-day unlimited class pass. That's right, you can come along and do any classes you like for 7 days as a gift from me. Simply email (Email Address) or call (Phone Number) within the month to book in for the classes you'd love to attend.

Hope to see you in class soon!

(Students Full Name)

Studio Website Address

Easy as that! The back of the card should be white with black text so it's easy to read. It's a personal message and it's not all sales-like, but it includes all the important bits like the "make contact within this month" part so they take action quickly along with the fact that it's a gift, not a freebie.

There's nothing else to having the card designed. If you follow this format, you'll be well on your way to generating a truckload of additional referrals. Check out moo.com and vistaprint.com to get your cards printed cheaply.

How To Incentivize Your Dance Families

I now want to discuss with you the options for

how you can incentivize your dance families for spreading the word about your studio through this program. I'm going to give you a few ideas for what you can offer, but some things will sit better with you than others. I want you to select the one that works for you and your dance families and go with that!

\$25 off your term/two months fees when you refer a friend who signs up and pays for a term/two months. You can do this with any amount. I have studios that go up to \$50 because the acquisition of a new student is worth that for them. First, work out what your average student pays you a year and then work out the amount you're happy to discount your existing student for a referral.



Another option is to pass on the discount to both the referrer and the referee. So you might take \$25 off the fees for your current student and then \$25 off the fees when they pay two months upfront to the new student. This has worked extremely well with many of our studios, as it's a nice surprise after they have done their one week's worth of classes and are ready to join. It can also help with those who are on the fence about enrolling. The important thing here is that you get at least a term or two months of fees paid and then provide the discount.

\$25 off your costume fee for the concert or recital when you refer a friend. Parents really appreciate this one as every little bit helps when it comes to paying for costumes.

Spin The Referral Wheel when you refer a friend who signs up and pays for term/two months. Let me explain because I'm in love with the Referral Wheel. Basically, it's a wheel – like wheel of fortune, but better! You have a wheel made (maybe one of your studio dads could do this) and have prizes on the wheel they can win from referring new students. Some ideas I love for the wheel include money off fees, private lesson, merchandise, or gift vouchers for a café or dance store. The options really are limitless...but this isn't even the most important part. The kids love spinning the wheel and so do the parents, and it also shows your other dance families that you have a referral program. You can't go past the wheel in my eyes. You can also have the new students spin the wheel if you'd like to pass that gift on to them.

The one other incentive I like to provide is to give them a bonus gift for every 5th person they refer. My favourite incentive is

a \$100 credit towards their fees. This one is up to you, but it's great when they refer three people and they can see that five is so close so they push to get there. It's super cool and effective.

Also, each year you may like to run a competition where everyone who refers five or more people receives a ticket into the draw to win a year's worth of tuition. There is no limit to the amount of people they can refer, so every five people that they refer will receive a ticket into the draw, increasing their chances.

Some Terms and Conditions

Okay now, let's not forget the terms and conditions. As with every referral program, we need to ensure that there are some rules in place so everyone is on the same page.

- There is no limit to the amount of new students you refer.
- The offer applies to new students only or students who have not danced at the studio for at least 12 months.
- A referral card must be filled out (please go to the office to grab one). Referring students will be determined by the name written in the "referred by" portion of the referral card.
- You will also need to include how the incentive works. As an example you would write 'Once your referral enrolls and pays for a term or two months worth of classes, then your account will be credited \$50.'

One last piece of advice - tracking is really important when implementing a solid referral program. Depending on what software system you use, you need to ensure that you're keeping track of who is referring whom. It's a simple task, but one that often gets missed - so stay on top of it.





Promoting Your Referral Program

Once you have your referral program created, it's time to get your promotional plan in place so people actually know about it to really drive your word of mouth strategy further than it's ever gone before.

Before we dive into the referral promotion pool, there are a few things you need to know when it comes to referrals. Your parents and students will only start raving

about your studio once you've developed trust, built a relationship, done something different, gone above and beyond expectations for the parent and/or student or provided an exceptional service. So, sure, it can take some time to generate results through a referral program with new students, but you can certainly be getting some big wins with the dance families who have been with you for a while and know exactly how you operate.

As I've mentioned repeatedly, having a referral program is one of the best marketing strategies and opportunities for studio owners looking to take their business to the next level. I've seen word of mouth marketing and having a solid referral policy in place completely transform the businesses of many studio owners who have gone through the program.

Okay, so let's start discussing how you can get the word out there about your referral program.

ASK – Sounds like a no-brainer, right?

Well, it is, but it's the biggest thing that people miss and as a studio owner, you're presented with opportunities every day to ask them for referrals. As an example: Mrs Jones comes up to you and says, 'Mr Clint, I just wanted to say how much Julie is loving classes. She's made some really lovely friends and I catch her practicing in her bedroom. Her face lights up on dancing days, so thank you for all that you do.'

Who doesn't love this kind of feedback? You could reply with, 'Wow, Mrs Smith, that's awesome to hear and that's the

exact reason I started the studio in the first place. Julie is a pleasure to teach, great energy and filled with joy, and I'm so glad she's been able to make some new friends. Mrs Smith, just thinking about what you said, have you heard about the referral program we have here? I'd love to give you some cards to hand out when you come across one of Julie's friends who might like to come along as well. We also reward our families that refer by giving them X.'

Now obviously you would need to take a breath here and ask them questions so it becomes a two-way conversation, but I'm sure you get my drift. Now, you asking doesn't need to be limited to just face-to-face encounters - you can also do this over the phone and via email. Easy as!

HAVE A POSTER – When your designer is creating your cards, also have them design a poster that promotes the referral program to your current dance families. You can then print and place these posters around the studio as well as send the poster out in emails. If you have a special membership part of your website, you can also include it here and on social media. More on all of this shortly, but the one thing to take away here is to create a poster.



NEWSLETTER PROMOTION - The regular newsletter that you send out to your dance families is the best way to promote your referral program. You can certainly put the poster in the newsletter, but there are a few other ways you can talk about the program. First, you can do a shout out to all the people who have referred new students and say a big thank you, and second,

you may talk about one person who has referred a large amount of new students and the money they have saved - like a mini case study. It's important that your dance families are continually reminded of the benefits of promoting your referral program. Make sure you mention how they can claim their referral cards, too. exactly how you operate.

MAIL YOUR REFERRAL CARDS - For all new students, I suggest you mail a personal letter after they have been at your studio for two weeks to check in with them, tell them that you hope they are having an awesome time and, if they are, that you'd love for them to share that with their friends. Enclose five of your referral cards and make sure you tell them they can collect more from the office and that you appreciate their support.

SOCIAL MEDIA - Social Media - I encourage you to promote your referral program on your closed Facebook group and also talk about the families who have been referring new students. For example, you may take a photo of your current student and new student that says "Thanks, Emily, for referring your friend Sophie to us. We love welcoming new families to our studio! #referafriend."

Your dance families can promote your studio in conversations at dinner parties or while waiting to pick up their children from school, at a school event or at a family gathering. What I wanted to finish with is how you can utilize social media to have your raving fans promote your studio online. What it comes down to is...social media is just word of mouth powered by technology!

My favourite strategy for doing this is by running monthly promotions on Facebook. Each month, create a themed promotion with the objective to increase engagement with your current students, but also it allows them

to engage with their social networks. The first thing to do is to create a studio cover photo for your students. Don't include images of students in this as you will never be able to get everyone in a photo, so just make it a brand piece of artwork that includes your logo, website and a statement. Some examples include:

- I Heart (Studio Initials)
- I'm A (Studio Name) Kid

The other options you have for the statement is to make it a quote about dance and life. These have proven to be extremely popular with dance students.

Once you have created the cover photo, send an email to your studio families telling them you've created a new cover photo and for them to feel free to upload it to their Facebook profile for the month. Also, include this information in your closed Facebook group and throughout the month comment on the people who have it up.



Promote Monthly

Now, in regards to the promotions each month, this runs in line with referrals but it's actually a competition. For example, it's the month of Mother's Day. You could do a fun promotion playing on the US television show Dance Moms where you would say "We're looking for the best dance moms during this month for mothers' day. Simply upload a photo of you and your mum and tell us in 25 words or less why you have the best dance mum. Make sure you also include Studio Name Page at the end of your post and #bestmum. The person who receives the most likes from their friends will receive one month of classes for free." Of course, that's just an example. The promotion and the prize are completely up to you.

You may want to alternate the Facebook cover photo with the competition to keep it fresh and exciting. Plan these six months in advance so you're prepared and don't drop the ball.

On another note, make sure you thank your dance families when they refer someone. You might send an email telling them how to redeem their prize or credit but you may also send just a nice, handwritten card and pop it in the mail. A simple thank you goes a long way, so don't forget to do this at the end of the process.

There you have it. Now you have a number of strategies to ensure your awesome referral programs gets the exposure it deserves while really supersizing the referrals generated from your dance families.

STUDENTS THAT STAY (YOUR RETENTION ROADMAP)

'Your customer doesn't care how much you know until they know how much you care'
~ Damon Richards

First up, let's get through the tricky subject of effective communication. As a studio owner, we are continually communicating with our students and parents and the ways in which communication comes in and goes out varies. Options include emails, phone calls, text messages, Facebook private profile messages, Facebook page messages, Facebook group messages, written letters, newsletters... and it doesn't end there. Much of the time, I'm sure you feel like you never have the chance to turn it off. Nothing ever goes away, which means you always feel like you need to be connected 24/7 - but the truth is, you don't.

If you feel like this, my thoughts are that you are currently allowing this to happen. You might not have set any boundaries or expectations, which

means people are always wanting a reply urgently. Does this sound familiar?

The one thing to remember is when someone is contacting you, they are pushing their own agenda. What I've seen over and over again with my private studio owner clients is they are continually taking calls and emails throughout the day - meaning they are not really working productively. The constant interruptions simply mean that no high priority tasks are getting done. So what is the big thing I want you to take away from this revelation? It is that you don't need to answer every email and phone call that very second - in fact, it's detrimental to your business if you do.

Although today is not about productivity, we are talking about effective communication - and effective communication is all about being efficient and productive!



7 Core Ways People Learn

So, first we need to discuss the 7 core ways that people learn:

Visual – Spatial. They prefer using pictures, images and spatial understanding

Aural – They prefer sound and music

Verbal – They prefer using words both in speech and writing

Solitary – They prefer to work alone

Social – They prefer to learn in groups or with other people

Logical – They prefer using logic, reasoning and systems

Physical – They prefer using their body, hands, and sense of touch

So you can certainly understand why sometimes you'll send an email and a parent will call you and ask you to explain exactly what you've written in an email or you'll be speaking with a parent at the office and they'll ask you to write what you said to them in an email. Knowing the different learning styles helps you understand that it's not that you've been ineffective in your communication or you've given the wrong message, it's just that the way you delivered the information was hard for the recipient to grasp.

So, from these 7 ways humans learn, we can condense them into three core ways:

- Auditory
- Visual
- Kinesthetic

The listeners, the “lookers,” and the feelers. I find this such a fascinating topic! This is not only great for communicating with your parents and students outside of the classroom, it's also great for inside the classroom. You know you've got a great teacher when they can demonstrate a step through showing, explaining with words then explaining how it should feel. Amazing!

Once you're aware of the three learning styles, you can really take it up a notch when communicating with your dance families. This is going to eliminate the multiple emails and phone calls asking you the same questions over and over again (I'm sure you know what I'm talking about!).

So, what are the ways in which you can communicate with these different learning types effectively? Let's go through a few options...

AUDITORY

These people love hearing things. Live announcements in or after class, voicemail messages, voice recordings, phone conversations, audio messages on Facebook - anything to do with sound. Some private clients I work with now voice record their newsletters, upload it for free to Soundcloud and the response has been amazing. They also use Soundcloud to make announcements and post them to their private studio Facebook groups. The auditory learners love this and it really doesn't take too much extra time to do. Either way, it's a lot less time than answering the same questions over and over!





VISUAL

These people love pictures, maps, images, diagrams, videos, signs and models. They love reading, visualizing and watching things. They will read the sign in the window of your office, look at the pictures on the newsletter and read your emails. They like pretty things, so be sure to include images alongside your text. Using models to explain things is another effective way to communicate to them and they also love watching live demonstrations to learn.

KINAESTHETIC

These people love to touch and feel. They want something tangible. They love receiving your welcome pack with the pieces of paper, and they'll want a printed version of your newsletter and any other notes you send out. They will also want to feel the material of the costumes.

So there you have it – the three different ways that people prefer to receive information. Most of us are a mix of all three, but prefer one way of learning over the other two.

Now, before you freak out and think I've just created a lot more work for you and the only way to stop all the questions is to start producing various forms of communication... take a deep breath, because I'm certainly not about creating more work for you. I'm about working smarter, more efficiently, and more effectively - not harder.

Have you been to a musical theatre show? I'm sure you have. Think back to the days when you had to call up the ticketing company and your paper tickets were sent to you in the mail

or collected from the box office. Now you can purchase tickets on your smartphone and have the barcode scanned at the theatre. That has been a huge learning curve for many people, but the ticketing companies didn't ask us, the consumers, about their new method – they said this is how it works so get used to it!

Now, I'm not saying that you have to take this direct and tough approach, but you can learn from it.

While you need to ensure you're hitting all the different learning styles with the important messages you need your studio families to know, things like newsletters are sent to email addresses or kept on a members only area of your website.

TIME FOR A COMMUNICATIONS AUDIT

The first thing you need to do is a communications audit. It's like that show Hoarders - before you know it you have a whole lot of stuff and you end up not being able to move! Make a list of all the ways you currently communicate: general announcements, concert and recital

announcements, registration information, eisteddfod and festival announcements, fundraising information, timetable changes, costume information, or rehearsal details. This process should take you an hour, and once that's done, go through all the communication you send out and see where you can cut down on paper.



Generally, most studios can reduce printing costs by simply becoming effective at email. The thing with email communication is you always need to ensure that the parents' details are up-to-date and the email address you have is the one they check. I recently worked with a studio that was very paper heavy (notes every second week) and it was costing them a fortune, not to mention the notes rarely got to the parents. We went paperless with that school for a three-week period, we sent out communication via email, post, on the Facebook group and through signs to say that the studio was going paperless and to update the email address at the office. They were slightly scared, but I knew this would save them heaps of time and money - not to mention prove way more effective! A month into the experiment and it's going great - they're using email

and their private Facebook group to make announcements, and they've noticed that having only two places to view information has reduced email and phone calls as students and parents know where to look and check regularly. You'll be able to set up effective email lists in your dance business management system or your email system.

Now it's time to make some decisions around how you'll start to effectively communicate in your studio moving forward. At the end of the day, your students and parents will adapt to what you decide. Don't be afraid to get more efficient and effective. Sure, you'll have a few parents saying they want the paper newsletter or the physical booklet with costume details, but you can tell them that you're saving trees and email is the best way to give them up-to-date information.

TIME FOR A LITTLE FEEDBACK

I want to ask you a question... What do you think of when you hear the word feedback? Does your heart rate increase? Maybe you feel a little bit sick in the stomach? That's only natural. As human beings, there's certain feedback we love and certain feedback we don't. For example, you get ready for a romantic dinner with your partner and they say, 'Wow honey, you're a knockout! I'm so lucky to be with someone as amazing as you' - feedback we obviously like! But feedback that we're not so fond of?

Say we meet someone we like for a first date, and they say, 'Sorry, I'm not interested.

You're too old and definitely not my type.'

Feedback can hurt, but as a studio owner you need to continually be asking - and gracefully receiving - feedback from your students and their parents. Now before you skip this lesson, please hear me out. Over the last few years, many of my private clients have implemented feedback checkpoints in to their calendar year so they can ensure they're providing the best service possible. I mean, who wouldn't take a bit of pain for a lot of gain? That's exactly what feedback does. Yes, it can sting, but at the end of the day it helps us to grow our business.

So why should you be implementing a feedback strategy into your studio? Well, there are a lot of reasons, but let's run through the top six reasons you want to be grabbing feedback from your students and parents:



REFERRALS - If you're like most dance studios, a huge amount of your new student enquiries would come from current student referrals. You don't want any reasons for a student or parent not to recommend your studio - I'm sure you want them to be raving fans. It's important that you check in to ensure there are no frustrations.

LOYALTY - You never want to be surprised when a family leaves abruptly or doesn't come back for the following year. It's important that you find out any issues straight away so they receive awesome customer service. You want to be the most responsive studio out there without being on call for all the small issues.

RETENTION - It's human nature for people to lie - so when you ask someone how they're finding things, they will likely say 'Oh, just fine' then go home and complain about that 'fine' thing to their family and friends. It's important that you make feedback really easy for them so they don't feel like it's awkward or that you'll blacklist them. Little issues can build up over time... and when it builds up, it's a perfect time for a competing school to step in and grab them.

STUDENT ACQUISITION - Receiving feedback means you can publish it as testimonials on your website, social media, and on your promotional material. This provides evidence that you're a great studio and will make new families more comfortable in coming to try classes with you.

REPUTATION - Feedback allows you to hear from your students and families first before they tell their friends. If it's great feedback then you can give them a high five and thank them; if it's not so good, then you can fix it before they go and tell the world. The important thing is that there's an open door to give you the feedback and for you to respond with empathy and support, along with providing a solution.

MOTIVATION - Have you ever had really glowing feedback that makes you so motivated and driven to do better? That happens. When we receive awesome feedback where people tell us that we're doing a good job, we want to really take it to the next level.

So now that we understand the awesome benefits of receiving feedback, let's talk about how you can generate the best results through receiving feedback. I'm not talking about how you can make the feedback all good, but how you can get the best feedback to assist you in providing the best service possible!



GAIN CLARITY AROUND YOUR OBJECTIVES - There are feedback forms that studio owners take notice of and make changes from that feedback, and there's feedback forms that go out because you should do them but they ultimately end up in the trash because everyone is 'wrong.' If you're going to implement a feedback system, make sure you take them seriously and plan to pay attention to what people are saying - good and bad. I've seen feedback forms work against studios who don't take on any suggestions or speak with any of the parents who then think what they said is being ignored. This can backfire on you and you could end up losing students.

MAKE THE FEEDBACK PROCESS EASY AND EFFICIENT - Have you ever been sent an email after you've purchased a product or service and it's about 20 questions long? Do you do it? Of course you don't, unless you've had a very bad experience. Make the feedback process at your studio really simple for your students and parents to participate in - multiple choice and plain text answers are best. Respect their time, but a suggestion - instead of giving away a prize for their feedback, simply assure them that their voice will be heard and action will be taken.

DEVELOP RELEVANT QUESTIONS FOR YOUR FEEDBACK FORMS - You want to make sure that your questions are short, sharp, to the point and most of all, relevant for you both. We'll talk about more examples in a minute, but as a quick example, 'Do you like your teacher?' could be replaced with 'On a scale from 1-5, how inspiring, energetic and encouraging is your teacher, with 5 being the best outcome.'

SEND YOUR FEEDBACK FORM AT THE BEST TIME - Think about the events your studio runs where you could ask for feedback afterwards. It could be at the end of the month or term, after a concert or recital, or after exams. Sending surveys immediately after big events means that their thoughts are still fresh and they haven't had time to stew over any potential problems. You'll get their feedback straight.

SHARE FEEDBACK - It's important that your team is aware of the feedback that has come in. Celebrate the wins and take the lessons from the not-so-positive feedback. This process is about everyone growing and learning.

EVALUATE YOUR FEEDBACK STRATEGY - As with every aspect of your business, you need to evaluate if this process is providing you with the best results. Ask yourself:

- Is student and parent satisfaction improving?
- Am I increasing student retention?
- Am I receiving great comments and displaying them on my website, on social media and in promotional materials?
- Are my team's customer service issues reducing?



So what are the types of feedback forms you can implement in your studio?

- New enrolment feedback form
- Exit survey
- Teacher feedback from students and parents
- Studio feedback from students and parents
- Studio feedback from Teachers
- Regular feedback form

That completes our Feedback Frenzy! I hope you've received awesome tips on implementing a feedback strategy into your studio.

YOU WILL HAVE UNHAPPY CUSTOMERS

No matter how hard we try to please everyone, we're going to have unhappy customers. Let's walk through how to manage these sticky situations to ensure your reputation stays intact and that there is minimal impact on the studio.

Let's be brutally honest for a moment. Over years I've worked with many clients who I like to describe as 'people pleasers.' Unfortunately, dance studio owners take the lead in this space because they are passionate about their business and have huge hearts. No matter how large or small your studio is, you're always going to have a percentage of students and parents who won't smell the roses. I'm sure you've already started picturing these parents. We all have customers who are never happy

and always want us to change the rules for them. You know the type of parent I'm talking about...the one who thinks it's unfair that their child is not in the front row, the parent who thinks you're playing favorites, the parent who says a teacher spoke inappropriately to their child, the one who says your costumes are too expensive and that you're greedy and finally, the parent who doesn't think they need to pay their fees when everyone else does.

Now, in saying all of this, sometimes complaints are warranted and you should listen to them and take action! We spoke about feedback, which will greatly help you in this space, but here I wanted to share the six effective ways in managing complaints and dissatisfaction.

6 WAYS TO MANAGE COMPLAINTS & DISSATISFACTION

TAKE OWNERSHIP

None of us are perfect and yes, we all make mistakes. This is no different in your business. But I don't like to call them mistakes; I like to call them lessons, and rather than point the finger and place blame on others, the buck stops with you. As a studio owner, if a teacher is not performing or an unpopular decision has been made, you need to take responsibility and then address the issue. The key point here is to learn the lesson quickly - then move on.



THREE REMOVE EMOTION

For students and parents, there's a lot of emotion that comes with the experience of learning how to dance. When a parent or student is coming to you with a complaint, it's often reactive to something that has just happened or happened in class over the last 24 hours, and everything is supercharged with emotions. Rarely will a parent or student look at the situation subjectively, put themselves in your shoes, and try to understand why a

decision was made, as an example. So let's say that you receive an angry email or phone call from a parent - your initial response would be to take it personally and be reactive in your response, which means you most likely will say something you'll regret. I want you to be empathetic. Put yourself in their shoes to understand as much as you can about what they're feeling. At the end of the day, it generally has nothing to do with you and is about them. Breathe and have a calm conversation.

THREE BE PROFESSIONAL

It's a fact that students will come and go from your studio. Some may have been at your studio for years and then decided to try somewhere else or go to another activity after school. I remember once attending a studio where the owner was saying very nasty things about a student who had left. They were telling other parents all the work they had put into this student and they just packed up and went to another studio. There was so much resentment for this

family and while I showed empathy, I also had a conversation with her about being so attached to students. At the end of the day, they are your customers. A customer pays you for a product or service, you deliver what they purchased, and sometimes they will come back for more - sometimes they won't. While I love the culture and support a dance studio can ingrain into their dance families, it's important that you keep your space and know that at the end of the day, you're running a business. Period.

FOUR LEARN TO LOVE FEEDBACK

Let down your defenses, be open and coachable when it comes to receiving feedback. I totally get that you've invested a large chunk of your life to your studio, so when someone says or writes something unfavorable, you'll want to fight back. This studio is like your baby. Again, as much as it hurts to hear, there will occasionally be some truth to what is being said. I know some people are just plain crazy, but the bottom line is we all have a voice and we should all be heard. I encourage you to listen carefully to all types of feedback. Just take it in, take on board what you want and do away with the rest. As I mentioned previously, you always want to be improving, right? Being open to feedback will help with that improvement.



Five

HAVE A WISDOM CIRCLE

We all need those rocks in our life, those we can turn to when things get a little tougher than expected. You know - when we have a challenging night teaching or start to feel overwhelmed as the concert or recital looms? Surrounding yourself with 3-5 people in a supportive network is crucial for anyone, not just studio owners. I created the concept of the wisdom circle a few years ago after selling my second business, DanceLife. I've continued to implement having a group of supportive people in my wisdom circle now, and each of them support me in different ways. Let me ask you...have you ever gone to your partner to speak with them about something that's happening at the studio which has upset you, and they cannot for the life of them understand why you're upset? They may say

something like, 'Why are you so worked up? Just move on.... It's not a big deal.' Does that sound familiar? And do you continue to go to them with the same issues, only to get more and more frustrated with them? I liken this to going to your local Chinese restaurant and asking for Nachos. You don't go to Chinese expecting to be able to get Nachos, so why do you continually go to your partner wanting empathy and compassion when you know you're not going to get it? Accept this and find someone else you can get that from. These people make up your wisdom circle. For instance, in my wisdom circle I have five - two mentors, two friends and my mum. Each of them complement each other, yet I'm supported on different levels from each. It's one of the best things I ever did in my life and I encourage you to do the same.

Six

BE STRONG

When dealing with a concern or problem, many studio owners either give the parent or student whatever they want or they make them even angrier which leads to the parent telling all the other parents about it. It's important as a studio owner that you remain firm and fair. You cannot treat one person's feedback differently to another person's - they are all paying customers and

you need to treat their thoughts as equally as possible. In saying that, it's important to stay firm on your policies. I see too many studio owners bend the rules for particular students and parents because they're afraid of a student leaving. I always say to my private clients: if your teachers are fantastic, your business systems are fantastic, then a minor concern or problem from a parent or student won't make them leave.

People Will Come and Go

What I want you to remember, and what I say over and over again to my clients, is you can't be all things to all people. During the life of your studio, people will come and go, but your focus will always be on building the business and ensuring it's creating a great impact on the lives of your students and dance families...and of course providing you with a great income.

Now, I've spoken a lot about parents and students here, but the six things I've just talked about also apply to your teachers and staff. As I've mentioned in previous chapters, your faculty is the backbone to your business and you need to give them the same eyes and ears as you do for your customers.



Proper or Pretend Problem?

So I guess the question now is... how do distinguish between a proper problem and a pretend problem? You see, as studio owners, we are faced with people coming to us with problems, but if we kept a tally of all of these I'm sure you'd see that 90% of them can be fixed in a second and are pretend problems, while others have more weight and merit which requires greater attention.

For example, you are losing students from tap and you've had a few people mention that the class is boring. That is a proper problem and you need to find a new tap teacher.

Another proper problem is when you notice that fees are not coming in as regularly as they used to, and when you approach

people about paying they complain about how rude your office staff is and that they are never accommodating. This is a proper problem and you need to address it.

One more example happening more and more often is bullying on social media. This is a problem that is prevalent in schools and is also transferring to studios. If your teachers are noticing a divide between students, and parents have started to talk, then this is a proper problem that needs to be addressed immediately.

As a studio owner, it's your responsibility to know when proper problems exist. Get in there and provide solutions quickly to limit any damage that might affect your studio.

3 Steps To Addressing Concerns

I've given you the tools to add to your tool belt when it comes to managing complaints and dissatisfaction but I wanted to give you one last nugget which I used when I owned my studio and is now something I pass onto all my private mentoring clients. It's a simple 3 step process to addressing concerns.

THANK THEM - Straight up, we want to thank them for being honest and transparent with you and coming directly to you with their concern.

STATE YOUR COMMITMENT AND INTENTION - It's important that you state your commitment. For instance, 'Mrs Smith, I'm committed to providing our students with a high quality of dance training while ensuring they having an enjoyable experience at each and every lesson.' Then, when you state your intention, you want to make this relevant to the situation. As an example, 'Mrs Smith, my intention was never to make you angry or upset, my intention was to ensure we implemented a policy that applied to all students.'

ASK THEM - You want to ask them what they would have done differently and follow by saying you've certainly taken what they've said on board and you'll take the appropriate action.



Be Accessible - Open Door Policy

I'm sure you've heard all about the open door policy before. You hear it flung around in large corporate organizations all the time. At the core, having an open door policy is about being accessible, allowing easy flow of communication and to maintain closer relationships with your staff, parents and students - without being their close friends.

So the question is about how you can have an open door policy that doesn't run your life, but still allows your customers and staff to feel comfortable talking with you about their thoughts and concerns.

Many studio owners ask me why they should have an open-door policy. Here are the 3 benefits of opening your door:

LASER BEAM ACCESS - It's important that your studio family can feel comfortable coming to you and sharing their concerns when an important issue arises, rather than brew on the issue and make it even bigger! By not having an open door when it comes to people sharing their immediate concerns, and on the flip side, creative ideas on how you could improve your studio, you'll become disengaged which results in your students' numbers going down, down, down.

ON THE PULSE - Do you really know what's happening inside and outside of your studio in regards to students, parents and teachers? Being accessible allows you to keep on top of the latest news from inside the classes and beyond. Your staff will be more engaged and you will see your student retention rates rise.

BE ACTIVE - The culture of your studio comes from you and then filters down through your teachers, students and parents. An open-door policy builds a belief in others that the studio owner really wants to be actively engaged with daily activities. I'm not saying that you need to be across everything all the time, but be interested and occasionally go in and get your hands dirty! If you have a closed door most of the time, your teachers and dance families could sense a feeling of secretiveness, which can negatively affect relationships with your staff and customers.

Can you see the benefits of an open-door policy? Now, let's discuss how you can implement a "keep in touch" strategy that will keep you in the loop without taking on more work while ensuring your staff and parents feel supported and listened to.

Drop into classes - It's really special for the students and the teacher when a studio owner drops in unannounced to watch part of a class. Sure, the teacher will freak

out slightly at first, but then they'll love the fact that you're showing an interest in their class and what they're doing. Tell the students how much of a great job they're doing and provide the teacher with positive feedback on their class and teaching style. You should be dropping into classes at least once a month. When I was teaching, I would feel really special when the studio owner would drop in and be passionate about my work as a teacher.



Don't show stress - When I work with studio owners on site, quite often I will just observe their studio over a few days, and one thing I see often is the studio owner running around like a chicken with their head cut off ready to snap at anyone who utters their name. I know you're busy, but you can be busy and pleasant, energetic and friendly, or you can be busy and bitter. You select how you are in the presence of your customers and teachers. Busy is a given, so move on from that and focus on providing out-of-this-world customer service.

Make regular time - At times, a parent or student will want to speak with you via phone outside of studio hours. Some studio owners I've worked with have a strict rule around this and won't talk to anyone outside of the time they're in the studio. Personally, I encourage all my clients to have a 1-2 hour block each week that is dedicated for calls requested by students or parents. You can use an online schedule booking system like Set More or Time Trade so they can book in the phone chat themselves and you just sit down with a cup of tea or coffee and do the calls. I've seen this approach boost retention and create a really satisfied group of parents, students and teachers. It's awesome!

