

Everything YOU NEED TO KNOW

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STUDENT ATTRACTION INTENSIVE





YOUR CALENDAR

WEEK ONE - THE CUSTOMER JOURNEY

I've never spoken about the customer journey outside of the Inner Circle. It's the most crucial element of a successful student attraction plan. During week 1, I'm going to teach you about mapping out the steps your customers take - starting with when they learn about you, all the way to enrolling in your studio. I'm going to lay out my plan for how it should be done. Make no mistake, if you don't get this right then anything else you do won't be as effective.

[DOWNLOAD YOUR WEEK 1 WORKBOOK HERE](#)

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WEEK TWO - THE ENROLLMENT PROCESS

You may have heard me talk about the enrollment process, but have you actually implemented it 100% in your studio? Probably not.

You might have also heard about my 11-step enrollment process, but in this Intensive I'm taking it to a new level. In one week you will have my enrollment process implemented into your studio. No gaps, no inconsistencies. You and your team will all be on the same page dealing with new enquiries efficiently and effectively.

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WEEK THREE - YOUR STUDENT ATTRACTION MARKETING PLAN

This week is going to be a hugely important. During week 3, I'm going to be laying out each piece of your student attraction marketing plan. There are 3 pillars to a marketing plan and together we are going to create your first plan.

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WEEK FOUR - COPYWRITING CRASH COURSE

Copywriting is an invaluable skill to dance studio owners, and in this session we will explore the structure, rules and techniques involved in creating compelling content for your digital and print marketing. Learn to craft copy, compelling headlines, and structure documents that engage your dance families.

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WEEK FIVE - CONTENT CALENDAR

Content is crucial, and in 2019 it's going to become even more important if you want students to come to your studio instead of signing up at the studio down the road! In week 5, I'm going to teach you my 30 day content plan which you can repeat monthly. I'm going to share with you exactly what to do on Facebook and Instagram daily to ensure you're always top of mind.

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Huge Surprise!

WEEK SIX - PAID ADVERTISING

Tracy Morgan our Inner Circle Facebook Coach is going to be running you through 4 Facebook Advertising trainings this week! Woohoo!

It's time for you to master Facebook and Instagram advertising. Week 6 will be about walking you through the exact strategy you need to follow when it comes to executing your Facebook ads. In the training, you'll be seeing my screen as I give you the exact steps to take! No guesswork here, it's all laid out for you.

[DOWNLOAD YOUR WEEK 6 WORKBOOK HERE](#)

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WEEK SEVEN - BUILDING A KNOCKOUT BRAND & WEBSITE

The dance studio market continues to grow which means competition is increasing rapidly. Week 7 is about creating a new level of branding for your studio. So many studios look and sound the same in their marketing message. I'm going to teach you a way to create a brand that is authentic to you while standing out from everyone else in your market.

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WEEK EIGHT - OUTSIDE THE BOX MARKETING

Once we have nailed down Facebook and Instagram advertising, I'm going to share with you how you can incorporate other marketing avenues into your student attraction plan. These range from free to paid initiatives that all work. These methods have been tried and tested over the last 4 years inside the Inner Circle and I'm going to share them with you.

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WEEK NINE - 12 MONTH MARKETING CALENDAR

Our Student Attraction Intensive marketing calendar is exactly what it sounds like: a plan that covers your studio's marketing activities for the entire year. Like most aspects of your flawless student attraction plan, it requires some initial investment in time that pays off later in dividends. Plus, we have done all the hard work for you!

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WEEK TEN - KEEPING STUDENTS ALL YEAR ROUND

Now that you have new students enquiries coming into your studio weekly, you need to be sure you are going to keep them! As your studio grows you need to ensure the customers don't feel like they are just a number. We are going to tackle this and I'll give you 3 of my systems for increasing your retention by 20% across the year.

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Week Eleven



WEEK ELEVEN - THE CUSTOMER EXPERIENCE

We are now in the “experience” economy. What the customer wants is an experience that they can’t get anywhere else. I’m going to share with you how to give it to them. These are the little things you do weekly and monthly that cost you nothing yet make the customer feel like they are the only person at your studio. This will blow your mind!

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