



Email

SEQUENCE

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STUDENT ATTRACTION INTENSIVE

THE ENROLLMENT PROCESS

Week Two

NEW ENQUIRY FOLLOW UP
EMAIL SEQUENCE





NEW ENQUIRY FOLLOW UP EMAIL SEQUENCE

Send: Straight away after opt in (Day 1)

Email One: Verification Email

Subject: One More Step!

Hi [parent first name] & [students first name],

I want to start by offering a BIG thank you for reaching out to learn more about our studio!

Before we start sending the information you requested, we just want to make sure we have your permission. So...to confirm your request, please click here.

Clicking the link above will confirm your email address and allow you to receive the information you requested. If you do not want to receive any communication, please ignore this message.

Thank you,
Studio Director Name
Studio Name
Studio Director Email

Send: Straight away after email confirmation (Day 1)

Email Two: Thank you

Subject: Thank You!

Hello Again [parent first name] & [students first name],

Thank you for confirming your email address.

I must admit, I'm pretty excited that you've come across our studio and felt like we might be the right fit for you.

After running [Studio Name] for the last [X] years, I've worked with many people across all ages, abilities and desires. The one thing they had in common... a fire in their stomach for dance (passion).

The one thing that I'm most proud of at [Studio Name] is the fact that no matter if you're a beginner wanting to build confidence, or if you want to meet new people while having an awesome time dancing to music, or your aspiration is to become a professional dancer - you're certainly in the right place.

I see you registered for our one week unlimited class pass. We'd love to invite you into the studio



and experience what it's like to be a part of our dance family for a week. The reason we suggest coming in for a week is that you get the opportunity to try a few different classes, experience the awesome group of teachers we have and to get a sense for how we operate.

It's also important that you're a great fit for our studio. No matter what class or level you're in, our dance family is a super dedicated, passionate and supportive group of people. But, I'm sure you know that already after visiting our site.

To book in your one week unlimited class pass on us (yes, the week is on us!) please call [phone number] or email [email address]. Some classes currently have waitlists so please contact us at your earliest convenience to book in your week.

Thank you again for reaching out and I look forward to seeing you at the studio.

Warm regards
Studio Director Name
Studio Name
Studio Director Email

P.S Have you jumped over to Facebook to check out our page? This is where we post all our latest news from inside the studio.

Send: 2 Days after (Day 3)
Email Three: Any questions?
Subject: Any Questions?

Hi [parent first name] & [students first name],

I hope you're having a great day!

It's been a few days since you enquired about our one week unlimited class pass so I wanted to connect to see if you have any questions that I can help answer.

For some, the scariest part of coming to a dance class is just taking that first step and showing up. Believe me...I get it. I still remember when my mother mentioned dance class to me and my first time showing up at the studio. I was thrown into a class, I wasn't introduced to any teachers or students, and I certainly felt like I wasn't anywhere close to being home.

I make it a point to be certain that your experience will be nothing like mine! As I mentioned, we really are a family and it starts as soon as you walk through the front door. Before your classes, you'll be introduced to the teacher as well as a few students that we know will look after you until you find your feet.

It's important to us that you can fully enjoy and learn in our classes so providing you with a safe and supportive environment is crucial.

Like I said, if you have any questions about coming along and being a part of the fun for a week simply call us on [phone number] or email [email address].

We'd love to see you soon!

Warm regards
Studio Director Name
Studio Name
Studio Director Email

P.S. Have you danced before [Child's name]? I'd love to hear more about your dance journey!