



STUDENT ATTRACTION INTENSIVE

STUDENT ATTRACTION MARKETING PLAN

Workbook

Workbook





WELCOME TO

STUDENT ATTRACTION MARKETING PLAN

This week is a big one! We are going to create your very first marketing plan!

Over the last two weeks, you have come to learn that any effective studio marketing plan **MUST** have a solid foundation. You created your customer journey and implemented your 11 step enrollment process. With that done, you're ready for the students!

It's important that I provide you with all the information on what it takes to create a student attraction campaign that stands out and works, so there is a lot of reading to do this week.

On my live training call, I will build out your marketing plan with you. I will also continue the training during our coaching call this week as there is a huge amount to cover.

But before you start to feel overwhelmed... Good News!! There is an implementation week scheduled next week which means no new content for you to absorb. Instead, you'll have an opportunity to make sure you get this plan right without distractions from new material...and I'll be by your side each step of the way!

Resources:

Access your Student Attraction Marketing Worksheet [Here](#).

The Offer - What Gets People Enquiring
To get people's attention and get them through your studio doors, you need to have an offer. Now, before you hit the 'panic' button, this doesn't necessarily mean ridiculous discounts or a whole pile of swag for free.

Your offer is something that drives interest - something that gets potential clients thinking, *"Oh, what's that? I want to learn more!"*

They get **intrigued**.
They get **curious**.

These are the emotions we need to evoke with our offer!

When creating your unique and intriguing offer that stops your future dancers in their tracks, there are 5 key components that you need to set up.



Component One

CLARITY

The offer needs to be clear and well-explained. Don't make it complicated or confusing...your offer should be as simple as possible. In short, don't leave room for misunderstandings.

Component Two

VALUE

It needs to create great value, but at the same time you need to remove any heavy lifting for the customer. Too often studio owners want someone to come to a free trial class, but they make the process so complicated. They need to fill out 100 lines on a form before they have even had a taste of a dance class. Remember - convenience is king.

Component Three

SAVINGS OR GUARANTEES

The next thing is to mention the savings or offer a bulletproof guarantee. If you're doing a free trial, it's always great to mention the savings to the customer. It might be \$25. It might be \$50. It might be \$100! Put a value on the offer and let them know how much they are saving. A bulletproof guarantee could be: "If your child doesn't love the class, you'll get a \$50 Amazon gift card on us."

Component Four

SIGNIFICANT PROMOTION

You need to promote the offer. You can't just put it on your newsletter or on your blog and expect to get hundreds of new students. You need to make sure that you are promoting it and building a marketing plan around the offer that ensures it gets in front of as many people as possible.

For example, if you had a marketing budget of \$500 for January, aim to spend 80% of that budget in the first two weeks of January because that's when you want to generate the most leads for new students. Makes sense, right?



Component Five

URGENCY

Create a sense of urgency around your offer. You want potential customers to respond to you immediately, and to do that you will need to have a strong call to action. For example: 'Don't miss out on this opportunity' or 'Secure your place for free.' You want to prompt people to take immediate action.

Hit Hook Implementation Exercise

As an exercise at home, think about those five things and answer the following questions:

- Which one do you need to work on the most when it comes to your offer?
- Where do you feel like you're lagging?
- How clear is your offer? (Do you feel

like you've got 100 things going on in your offer because you're trying to give them more stuff causing prospects to get really confused about what you're actually offering? Is it complicated?)

- Is it hard for potential customers to take action? (Will they be required to fill out endless paperwork to take advantage of the offer? Do you make them call but you don't get back to them quickly? Do you make them email but you never reply?)
- Do you mention the savings or give them a guarantee to incentivize them to take action faster?
- Are you promoting it enough?
- Have you developed a sense of urgency?
- Do you have that strong call to action?

SIMPLY IRRESISTIBLE - DESIGNING YOUR PERFECT OFFER

When it comes to creating an offer, there are a lot of options out there for you to flex your creative mind-muscles and stand out from your competitors. In this chapter, you'll find a buffet of choices that you can implement in your studio.

THE FREE TRIAL CLASS.

Free classes work great if positioned and branded the right way. I know that some studio owners avoid free offers like the plague as they may attract trials who aren't committed, those who can't afford classes, or people with whom your admin is spending time on leading to lost opportunities with other prospects.

Although this can always happen, all of this can be minimized or eliminated if the offer is presented the right way! You'll do this through your positioning and branding, the actual copy of the offer and the images you use.

**** Trial Tip ****

You may choose to run your free trials during set weeks rather than year-round. For example, you can promote a trial week offer in your marketing campaign over three weeks, then during the fourth week they can actually come in and do the class.



THE SEVEN-DAY UNLIMITED CLASS PASS

The seven-day unlimited class pass means that interested potential students and customers can come into your studio for a whole week. Seven consecutive days. During this time, they can do as many classes as they like that are suited to them.

This offer is a bit of a no-brainer. Why? Well, if prospects have the opportunity to try MANY classes, it increases the likelihood that they'll find something that really clicks with them...in turn leading to higher enrollments! Not only that, other factors for a single-class offering not converting like you hope can include: the kid having a bad day, the parent having a bad day, the office manager having a

bad day, the teacher having a bad day, or kids in the class having bad days.

You want to get them in your studio for a week to really experience what it's about. Plus, you want them to be experiencing other days and other teachers as much as possible because, like I said, one class = only one opportunity.

You also want to give them multiple opportunities and incentives to enroll over the course of their 7 days in your studio. For example, when potential students are coming for a seven-day unlimited class pass, you want to make sure on the nights that you book them in there is an opportunity to get them to enroll.

THE BUNDLE OFFER

A bundle offer is "Come for a class and get something for free." This could be a free tutu, backpack, first-dance pack, tiara...the possibilities are endless. This works great for younger age groups where the power and novelty of 'stuff' is very appealing.

You can also bundle up classes. "Come for two classes" or "Two classes for the price of one!" A great thing about the bundle offer (unlike the free trials or 7 day pass) is you can charge for these upfront.

THE CHECKLIST

A fantastic way to stand out from your competition and implement some high-end marketing strategy is to create a PDF checklist. For example: "8 Things You Need To Know Before Your First Dance Class." In marketing terms, this is called a lead-generator.

Essentially, once you have piqued their interest and curiosity by supplying a valuable free download, you follow up with an enrollment offer. You might email "We are so glad that you have downloaded our "8 Things You Need To Know Before Your First

Dance Class" guide. As a special 'Thank You,' we would love to invite you to come in and try our XYZ class." You can even incorporate a free-trial offer for a more sophisticated marketing funnel.

The reason this can work really well is because your leads (especially in Facebook Ads) are going to be cheaper since there's a low level of commitment there. Getting a downloadable checklist carries zero commitment versus getting them to come into a class right off the bat.



THE COUPON

Coupons are a great offer and work equally well for young students and adults. An example of a coupon offer is “New Year, New You - 25% off for the month of January.” Always make sure you have a start and end date on your coupons to really embed that sense of urgency.

You may feel cautious about using this type of offer in case your existing customers feel as though a new dancer is getting a better deal. While this is a valid concern, it's typically an unfounded one as this is just an acquisition exercise and is nothing new. I'm sure you've noticed gyms with

coupons or specials for new signups such as “50% off your joining fee” or something similar. It's the same with you as a dance studio owner. It's not as if you're saying “Hey, come on in and get 50% off your entire year.” Of COURSE your customers wouldn't be happy about that. But your customers understand the basics of acquiring new customers. It's the same philosophy as why you may want to do a free trial class or an unlimited one week trial - to give them a cheap (or free) taste of it. However, most understand that when they commit and register, they're full-price like everyone else.

WAIVED ENROLLMENT FEE

This is a popular offer that studio owners pull out at the beginning of each season, though compared with the 5 offer types above, this doesn't prove to be overly effective. The reason is quite simple: with a waived enrollment fee, they have no skin in the game and that makes it MUCH easier to simply not show up! The goal is to get them into the studio to test out the class...but without any financial commitment, what's the rush?

What you want to do is **build the offer around what you're trying to sell**. You're trying to sell dance classes. What you want to give them is an offer that gets them into the studio to try out what you do. There is no point in offering a reward like “Go in the draw to win an iPad” or “Get this gift or when you sign up for classes.” None of that is relevant! What you need to do is ensure that it is relevant to what you are trying to sell.

These are the Top 6 offer types that are delivering the best results for dance studios all around the world. From here, your challenge is to pick just one offer to apply to your marketing plan.

That's right, just one.

This principle will help you to grow your business: **Less, but better.**

It's worth noting that with any offer you create, your goal is to generate new student inquiries, so the savings and offerings are applicable to new students only (no existing enrolled students).

In the coming chapters, we are going to take your one offer and your target market and focus on creating your student attraction marketing plan.



HEADLINES THAT POP

One of the things that we're really going to be focusing on next is getting you to come up with some headlines for your offer. You'll need to do this before you are ready to implement your brand new marketing plan.

This process is all about the **learning and implementation**, because that's what gets the results.

It doesn't matter how many books you've read, how many trainings you've attend, or how many online courses you are enrolled in. If you're just going through these things in your mind, that's actually not working. One of the harder parts about being a dance studio owner is remaining accountable and taking action because you don't have a boss to hold you to your deadlines and commitments.

Actually, that's not true.

You do have a boss. You're the boss. If you decide to just sit on the couch and watch Ellen

for two hours and eat a tub of Ben and Jerry's, you can do that too because you're the boss.

Now, back to headlines!

Did you know that 90% of effective advertising, and what actually gets people to take action on the advert that they see, is the headline?

How crazy is that? Well, it's not really crazy... but it's true. Think about it! When you're flipping through a magazine, when you're on Facebook, when you're at the mall or reading an email...what's the first thing that gets you?

It is the headline.

What tends to happen with studios who are putting together marketing plans is everyone's using the same headline because they don't know how to architect an effective headline that gets people to take action.





KILLER COPYWRITING TIPS FOR YOUR MARKETING CAMPAIGN

I know so many dance studio owners who lack confidence in writing great copy, whether it's for their website, social media, or newsletters. Sometimes even a simple email reply can be a head-scratcher for the perfectionist inside us all. So, to get you out of your copywriting funk, I wanted to share with you a handful of tips that will really help you get 'unstuck' and ready to move forward with your marketing blitz.

LOSE THE BIG VOCABULARY, LONG SENTENCES, AND JARGON

The rules here are pretty simple: vocabulary at the 7th - 8th grade level gets read more than a university-level. Also, try to keep your sentences to around 16 words or less. Industry buzzwords are also boring and make little sense to your potential customers, so just speak through your writing as you would if you were having a chat at the cafe.

KEEP IT SIMPLE AND CLEAR

Try not to do too much. You might be solving a problem or educating. You're the expert, so give advice, make suggestions or answer questions but don't do all three.

RELATIONSHIPS AND TRUST

Show your human side by telling your story. You can even try posting photos of you and your team in your marketing.

ENTERTAIN

Sometimes people are just bored - give them some fun! They'll come back for more and think of you when they are looking for a dance studio (either for themselves or for a family member or friend).



MAKE ALL COPY SCANNABLE

People are impatient and in a hurry. They want to scan content quickly, so make use of subheadings, bullets and numbered lists. You may think lists are old news, but research (and experience!) says they are still a huge drawcard.

BREAK UP THE WORDS WITH MEDIA

Photos are interesting and fun. In our very visual industry you have a great tool at your disposal in using fun, happy, or striking images. This also opens the doors for outside-the-box opportunities to showcase your studio in a unique way. Videos and infographics are also a great accompaniment to your copy.

TELL THE READER WHAT TO DO

People are lazy and, believe it or not, they do want to be led – but nicely. What do you want the reader to do? Sign up for your free class pass? Buy recital tickets? Put a call to action (CTA) button in an obvious place and tell them to click it – nicely of course!

BE CAREFUL WITH THOSE FORMS

People are suspicious and savvy about marketing, so don't ask for too much information. Forms should ask for the bare minimum of personal information: name and email address. There is plenty of time to gather more information later in the enquiry and enrollment process.

GET READERS INVOLVED

You know those quizzes you like to take on Facebook? Your readers are just like you. Have surveys, polls, quizzes, and contests that readers want to take and then share with their friends to help spread your brand awareness! There's a bunch of new apps to design interactive stuff, so make the most of them.



BUILDING THE LOOK AND FEEL OF YOUR MARKETING CAMPAIGN

Now you've gained clarity around exactly who you are targeting and what your offer is. Yay! That's already a great achievement and the perfect starting point to **find your standout points**.

In other words, we are going to be diving into the benefits of the class you are going to promote.

Again, we need to think about the ideal student that you're targeting, and the ideal parent, as well as the class you want to promote.

What are the benefits of that class?

What are the benefits of having your ideal student come into the classroom?

What are they going to get out of that experience?

This needs to be specific for the age group you are targeting, as not all benefits will appeal to your target demographic. Some examples may be:

- Improves behavioral issues
- It's great for your health
- Weight-loss
- Proven to help with heart health
- Builds confidence
- Builds emotional maturity
- Boost your memory

- Reduce stress
- A great place for you to make friends
- A great opportunity to discover self-expression
- Develops self-discipline
- Promotes taking responsibility
- Good for getting children away from technology
- Strengthens social bonds
- Promotes creativity
- Increases energy
- Increases classroom performance
- Improve self-esteem
- Encourage socialization
- Helps with depression

It's a list that could become an entire book in itself, but you want to think of the benefits specific to the student, the parent, and the style that you want to focus on from your avatar exercise in week 1.

Pick your six favorite benefits (either from the list above or create your own) and add them to the worksheet.

Once you've picked your top six, you're going to be using these benefits in your emails and in the copy in your Facebook ads. They might feature on your posters, but remember, the most important piece will be to get some great headlines that make people take action.





HUNTING DOWN YOUR HEADLINE

If you ever get stuck around what to write and how to make it sound different than everyone else; if you can't find a unique way to say "Come and try the dance class" or "Have fun with your dance class," then this section is for you.

Here is where you are going to uncover the words and elements you need in your headlines, whether in print, on your website, in your emails or on your social media platforms.

The first thing - make sure you are using **adjectives**.

Adjectives need to feature in every single one of your headlines - words like: brilliant, damn good, delicious, fascinating, fantastic, recommended, proven, shocking, simple, strange, unbelievable, useful, winning, trendy, scary, outrageous, efficient, absolute, amazing, beautiful, big...you get the idea!

You want bold, evocative words in your toolkit before learning how to put them together effectively. You want to make sure you get some *phat*, *juicy*, *delicious* adjectives

inside your headlines. They're words that build up emotion, which is what you're trying to do. You want people to feel some type of emotion towards your headline - excitement, encouragement, even fear.

The second thing that you need to include are **nouns**.

Now before you start to yawn as we slip back into basic English class because, well, Duh! It seems obvious to have a noun, right?

Here is where it's important to be conscious about crafting your headlines.

Nouns are concepts; they're examples; they're facts; they're methods; they're mistakes; they're reasons; they're recipes; they're steps. Think about secrets, techniques, templates, tools, tips, tricks, skills...these are the nouns we need to be including in our headlines.

Powerful, huh? And yet so simple.

The third element that we need is a **call to action**.





We touched on these a couple of chapters ago, but you will need to generate words that prompt people to take action. But be sure that it's the action you want them to take! You want to use action words like: apply, become, bring, build, create, discover, engage, gain, generate, increase, include, improve, perform, prepare, promote, show, start, search, write, exclude, or secure.

All of these are getting people to take action towards your offer. All of these juicy words can be put together in hundreds of different ways to make up your irresistible headline. This will get people to take action on your Facebook ads, email marketing campaigns, website, landing pages, Facebook bot messenger, and Instagram posts.

The last element that you want to use will be positive words.

Some examples of the positive words

that you could use include: always, best, strongest, top, perfect, most, largest, greatest, or hottest.

These are really positive words that you can use in your headlines, and they are limitless. They're big, they're fun, they're powerful, they're inspiring!

When you get to the next stage of your student attraction plan, you'll not only be implementing your headlines but you also need to ensure you are *testing multiple headlines*. It's crucial that you are using several headlines because not everyone in your ideal audience or target market is going to resonate with what you think is your best one.

When your marketing campaign goes live, you will get the best results and analysis if you test six headlines with your audience. From there you can select your number one headline.

IMPLEMENTATION TASK

Testing your headlines is not something you can do now - that is going to happen later on when you've put all six headlines out into the world.

Right now, what you need to do is write 25 headlines.

Use the principles in this chapter to help you get clear on your adjectives, nouns, your calls to action, and your positive words. Make sure you've got all of those in the headline, and craft 25 headlines that refer back to your benefits.

From those 25 drafts, you're going to get to your final six. Then, once your campaign is ready to roll, you're going to test those six headlines and by the end of the first week you'll spot the winner...the most effective headline!

Below are some example headlines that you can use for inspiration (*remember - yours*

need to relate to your offer, your target and your own benefits).

- "Seven Days to a More Social Child"
- "How to Diminish Depression This Winter"
- "The Number One Way to Get Back Your Child's Creativity"
- "Kid Couch Potato? Try This!"
- "Free Dance Class, Claim it Now!"

Go through the benefits that you've identified for the class that you want to offer, then go ahead and write your headlines.

You can start with five adjective based headlines, then five noun based headlines, then five calls to action, then five positive words. That's going to give you 20 already - write whatever comes to you.

There is no right or wrong, and this is a fantastic exercise to do with your team members.





THE LOOK AND FEEL OF YOUR MARKETING CAMPAIGN

The next thing is we're going to look at is the look and feel of your marketing campaign.

You need to think about the customer you are targeting with this offer. Consider the child and think about the parent that you're going to be marketing to (or, of course, the adult if you're doing adult classes).

Now, think about the offer and then think about what colors come to mind when you think about this promotion.

Your marketing plan needs to have its own look and feel. When someone sees and advert on Facebook, a picture on Instagram, through an email, or if they see something at the local

shopping mall...you'll want them to know right away that it is part of this promotion. In short, what we're trying to do here is develop unity.

The mistake I see studio owners making around the look and feel of their promotions is that everything looks different. I look at something and I wonder "Is that the same dance studio that did that last month?"

Try this...think about a few of the brands you admire...or at least the brands that have instant recognition. You know at a glance "That's Virgin. Oh, that's Apple. Oh, that's Coca Cola. Oh, that's Starbucks." That's brand awareness...and it's not gained by having rainbow colored signs or promotional posters that have no continuity.





You need to be that go-to studio in your local area and a big part of accomplishing this will be to create a recognizable brand so when someone sees an ad, or when someone sees one of your students out at the mall, they know they are from your studio.

The key here is consistency - don't use red and black one day and use pink and orange the next day. You should have brand colors, and while you're going to have a different look and feel, your brand colors will be the same.

Avoid more than two fonts. A basic font like Calibri, Arial, something that is easily legible and goes well on mobile and also on a desktop is the way to go. Make sure it can be read! Two fonts are really what we want to aim for but if you do want to get creative, just make sure it's easy to read.

So, what is the primary font that you're using and what is the secondary font that you might want to use in the campaign as well?

The next piece of your branding template will be your **Images**. Just like your top six headlines, you need to pick six 'hero' images. Ideally what you want is one image to represent each of your benefits within that offer.

But, there is one critical detail around your images that is more important than anything else - in order to stand out, you must stop using Stock images. Why? Because everyone is using them! Invest in a photographer, or just break out your cell

phone! Odds are good your smartphone has a great camera built in! There's plenty of resources for you to get really great photos of your own students that will give it that personal touch and highlight the vibe and atmosphere of your studio. You can't get that from a stock photo!

If you do go this route, be sure you have waivers built into your enrollment forms so you can use photos for advertising. This method will make it VERY easy for you to find six quality images for your campaigns!

So to recap, here is what's in your campaign arsenal so far:

- 6 x benefits
- 6 x headlines
- 6 x hero images

The final thing to add to this list is **video**.

Video is so important to a solid marketing plan, and we are in the perfect industry to take video footage, so start thinking about six videos you can use in addition to the six photos! Just a few ideas for you: quick videos from rehearsals, recitals, the waiting room, the teachers sitting down having a conversation with the class...you get the idea. You can do a video touring around your studio, touring around that specific class, doing a day in the life of a specific studio...anything that will highlight the look, feel and vibe of your studio so people can really connect on a personal level!

