



TRAINING CALL

transcript



STUDENT ATTRACTION INTENSIVE

THE CUSTOMER JOURNEY

Week One

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Week One

Welcome to week number one inside of the Student Attraction intensive where we are starting off with one of my favorite exercises and that is mapping out your customer journey.

The customer journey is really a story. It's a story about the customer and the steps that the customer takes with you when they're looking for your dance studio. It's really about the transactions that they have with you along every single step that they take.

Whether we're talking about someone, a that is googling online looking for dance classes and then they find your studio. Then they maybe send you a Facebook message or they call you or they fill out a form online. Then maybe they chat to someone on the phone, then they get an email from you or a text message with a reminder about their trial.

Then they walk through the front or they park the car, they walk through the front door, they have an interaction with your front desk person, right? These are all touch points, and all of these things form the customer journey. This is the story that you are creating for this customer. Now, a lot of the times, studios don't have a customer journey. They have a customer journey by default, not by design. What I mean by that is that you're not controlling the steps that the customer is taking. Everything's kind of a little bit left up to chance. A little bit left up to what the mood of your team is on the day when they

take the enquiry, or the mood of the customer.

What we want to make sure is that we designing this process, we're not leaving it up to chance. That's why the customer journey is so important.

"A journey map, which is the customer journey, is an illustrated representation of a customer's expectations, experiences and reflections as it unfolds over time across multiple stages and touch points while you're using a product or consuming a service."

I want you to think now about the multiple touch points a customer has with you just to get through the door, just to come in for their first lesson. Think about all those things. What are some things that they're reaching out and they're having that touch point with you? Like I said, it's email, Facebook Messenger, Instagram DM, they send you a message in Instagram. It's a phone call, it's your email. Maybe it's a walk-in to the studio. These are all your initial touch points.

Think about them going onto your Facebook page or your Instagram profile. That is also a touch point, right, that's a touch point right there. So, we want to think about these things as we think about the concept of a customer journey and really identify, how well are you doing at the moment when it comes to your customer journey?

Is it by default or are you doing your customer



journey by design? Have you completely mapped it out step by step by step?

So, I want to make sure over the next couple of days that you take your time to read through your workbook because in my training session with you I want to get practical and tactical and walk you through some examples of customer journeys. I'm going to give you an example in a dance studio so that you can start mapping out your exact journey for your studio.

The other thing that we know in a dance studio is that we don't just have one type of customer. Think about that. Let's say you are a service and you look after students who are maybe 18 months to 18 years old, or maybe you've got an adult-based studio so you might be taking people from 16 or 17 up to 30s, 40s, 50s or 60s. You have a range of different customers in this group. It's very dependent on age, the styles that you offer. A mum of this 3-year-old isn't going to go through the exact same customer journey as a mum of a 12-year-old competitive dancer.

So we have different 'avatars' or ideal students and parents inside of our studio, and the mistake that so many studio owners make is they treat everybody the same.

Although your customer journey will look similar, there's different pieces in that journey that we need to be aware of when we're dealing with a different type of customer to ensure we're giving them obviously an amazing experience, but also to make sure that they're the right fit for our studio, because at the end of the day we want to make sure that yes, we are enrolling new students, and parents.

These are our ideal customers and we want to get more of those amazing people that we love to serve versus people that might not be our ideal customer.

So I want you to really think about that for a second and think about if you look at your student base, what percentage of your student base would be your ideal customers? What percentage of your student base are the right fit for your studio? And when you put your attention and focus on them, I'm here to tell you that you're going to get more of these people, and by doing an exercise like the

customer journey and the customer experience you're definitely going to get more of those people into your studio, and that's what I want for you.

I want you to run a business that makes you money, provides you a great income, but I also want you to really enjoy nearly every single minute of running this business.

So, why is this customer journey really essential?

1/ So you know what the customer is looking for before they do. This is really, really important, is that you have an opportunity to provide things to the customer that they're not really sure that they want.

They might say, "Oh yeah, my little child, he's dancing around the house. I might look up dance." When you're talking with parents, you can use that same language (for example, "your little child's dancing, they're dancing in front of the television and they're loving music")

Then, once you know about the customer, you can design them a journey that they go on to get them into class, rather than just saying, "Hey, come to dance class. It's lots of fun," instead - when you're marketing you can speak specifically to that customer.

Then you have the opportunity to bring them into your world in a way that really aligns to what they are looking for.

2/ So, you clearly market to your avatar and they say, "Yes, this is the place for me." Another great thing about having this customer journey is that when the right customer goes through the journey, they are thinking, "This is it. This is where I want to be." before they've even walked through the door. This is what a customer journey allows you to do.

The way that you do that is obviously through your communication at the beginning with the customer, the communication you have during the enquiry process, the communication you have leading up to their trial, and the information that you give them leading up to their first class or their trial class. Imagine if you knew that let's say 90% or 95% of every student that walks through the door for a trial, they're in. They feel, "Yes, this is it."



3/ You can get all of your team on the same page. Your customer journey and the map that we're going to be creating today and going through today, this is what should be shared with all of your team members. All of your team, your teachers, your office admin, anyone who's part of your team, your faculty, needs to understand the customer journey so they understand their place within that journey and how everyone kind of works together.

Because it's very, very tricky for a teacher that might come in five hours a week, and they get a new student in their class. They don't know all the work that you've done or the detail that you've put into this customer's experience.

We need to kind of open them up to the complete process so that they realize what you have put in place when it comes to the customer journey, but also how crucial their role is, and they're just not there, teaching that one class every week to these children. They play a huge part in the community and in building the family of your studio so once you put together your customer journey and the map, you need to make sure that you are sharing it with your team.

Every single thing that we purchase has a customer journey.

I want you to start thinking about your customers. If they're looking at your Facebook page and they're seeing the reviews or they're looking at Yelp reviews or even going on your website and seeing testimonials from your customers, these are things that are going through their head.

If you've got a website that's really hard to navigate, some of your page links are dead; it's not updated; it still says 2017 or 2015 for the schedule, all of these things we really need to think about.

What I love about mapping out your customer journey is it is going to eliminate your friction, which is important because if there is any friction.

Here's a great example. Your customer is at Starbucks. They're looking up studios to go to. They're googling, they click on yours and the page

takes too long to load. It takes like 10 seconds to load. If anything's taking 10 seconds to load, I'm like out of there. So you uncover these things as you go through the customer journey mapping exercise.

We're going through this very emotional state in our mind and in the way that we feel, the same way our customers go through this emotion. The child goes through the emotion and the parent goes through the emotion as well, as does your student if you're dealing with older students.

So I want you to think about that for a second and relate it back to you. If any of you have ever joined the gym, right, and this is a really close example to a dance studio, is you're signing up for the free trial, you're excited to get fit and healthy but you don't want to look silly. You're thinking about what outfit am I going to wear? What if I sweat too much and look really, really gross because I'm so sweaty? What if I fall off the treadmill? What if I need help and I don't want to look silly asking?

We go through all of these things, then we go back into, "I'm going to be so fit and healthy. I'm going to look amazing for my wedding," or whatever it might be, we go through these multiple emotions. The reason why the customer journey is so crucial and so impactful is we can know all of these things before the customer even finds us, and as they go through the journey with us we have touch points on place to get them back on the journey that we want them to be on. So, the day before a trial class the parent's like, "I don't know what we need. What do we need to wear? I haven't received any information."

If that is a concern and something that might come up for your parents because you have nothing in place, we identify the gap and we fill the gap. We can fill the gap with a text message. We can fill the gap with a video email. We can fill the gap with a phone call the day before they come to a trial.

I'm going to move on to an example from our workbook, which is the Lego Wheel. This Lego Wheel, this is a different way of showcasing it. It's really simplified way of doing the customer journey, and so what I wanted to do is give you an example of a couple of different customer journeys for you to identify with.



This is about flying to New York. Really, really easy. The person, Richard, is a tall senior executive traveling as part of work. Really, really easy. So if we look at the beginning, at the top there it says “Before”, and we want the first one that says “Contact travel department”. What I love here is we can see different faces. We can see smiley faces, we can see middle of the line faces, like no expressions, so not a great experience. Not really happy. And then we can see make or break moments as well, which I’m going to introduce in this one.

So you contact the travel department. Average experience. There’s no smiley faces here. You book the ticket, it’s all fine. Receive the ticket. Now you can see here. “Check in at Paddington train station” is a make or break moment. Now, your make or break moments that you’re going to have in your customer journey as well, these are moments that are going to ensure the customer comes back to your studio, right? That they are going to continue to engage in the process. So your make or break moments are crucial, and if you get that wrong you don’t have a really good chance of getting that customer to follow through with the trial class that they’re booked in, or to come back, like if you were talking about an in-class experience.

So you can see here, the make or break moment is when Richard is checking in at Paddington train station. Then goes to Heathrow Express Train to the airport. So he gets an express train. He’s happy, right? Smiley. Express train. Really quick, easy, get on, get off. Expedited at security and passport checked for frequent flyers.

So here we can see two things. A smiley face. Who wouldn’t be smiley? Expedited through security. Who likes long lines at security? Never. Passport checked because he’s a frequent flyer. Now you can see the eye here, and eye is, where do we need data to help deliver the experience? So, what information do we need to help this customer have an amazing experience. So obviously here we need to know that they are a frequent flyer so they can get through. So they show they’re a frequent flyer, maybe it has “Priority” on a boarding pass or something similar like that.

The next piece. Waiting to board the plane in a

comfortable lounge, right? Happy. Happy, happy, happy. We then get to journey, the flight. He boards the plane. Not overly happy. Safety procedures. Not overly happy. Take-off. Not overly happy. Seating. Wide, comfy seats. So fantastic, he’s a tall guy, he’s a senior executive. What I love here is that they’re providing these amazing big, comfy seats. Again, this is a make or break moment. A make or break moment. Sleeping fold-out beds, happy. Read and work in quiet with a good internet connection, happy. Watch a movie, happy. Choice of mealtimes, happy. Sleep in a fold-out bed. Happy.

Disembark, reserve seat for the return flight, happy. Customer that can reserve that seat. And then we go on to the “After the flight.” So you should be seeing a pattern here. They’re mapping out the whole process, and you can see here, short walk to the airport. Passport and immigration fast track. Make or break moment. Luggage collection. There’s a smiley face. I’m sure it was quick and fast. Customs fast track. Gets through customs quickly. Business lounge for a shower. Met by his driver. Drive checked into the hotel for him. Amazing. He doesn’t need to check into the hotel. Get to Lego Fresh, which is an event that Lego run. Hotel confirms flight back.

That is the whole process, and you can see in the circle, this is really, really simplified. I wanted to give an example of a simplified customer journey. We’re going to get a little more into the detail when I show you ours.

You can see here what’s really powerful is the happy faces versus neutral faces versus the make or break moment, so I want you to start thinking about what are those make or break moments when someone is enquiring about coming to your studio and trying a class in your studio, and then going home from the studio. What are these make or break moments that are crucial to ensure that they are going to be students for life, or as long as we can keep them.

Now, how can you relate this back to you?

Well, if I’m a new parent and I turn up to your studio, are you making me fill in a two, three, four-page form with all my details before I take in a class, and if I’m online, are you making me go through a really long online enrollment form



before I've even tested the class? Friction. That is friction. I know a lot of the online softwares, the studio management softwares, are really long and a little bit painful. You don't want to put a new customer through that experience. You want a short down version. Just get the information you need and get them to the trial class.

Then, once they've committed, you can then get a little longer with the process. You can then give them all the forms to fill out. But we want to make the experience as stress free and frictionless as possible. "Then how come I have to pay so much up front?" She's angry. "Why do I have to pay all this money up front?" Now, even if one of your customers has to pay a lot of money up front, they're paying for a month in advance or the first month and the last month, right. If you know that this is a frustration point, so if I was the broadband provider I would go, okay, our customers are like, "Why do I need to pay so much money up front?" How can we better explain to them during the signup process about this fee? What do they get for this fee? What is the experience that we're providing them with?

So if you know that's a friction point from going through this exercise, right away, and this is what I love. Right away I can feel the gap, but if you haven't mapped out your customer journey, how would you know that that's a friction point? Wait, maybe a customer said something, but you kind of go, yeah, everyone says that, or a couple of people have said that, but you don't pay any attention to it, where you can very easily overcome that friction point.

Refer To Customer Avatar Sheet In Wee One Workbook For The Following

What we're going to do here is I want you to select every single age group that you cater for inside of your studio. Before we map out the customer journey we have to get clear on who it is that we are actually serving inside our studio. Then you're going to do what gender. Let's say you have ... Actually, I'm going to start in the middle here. Let's start with the 10-year-olds, but do this process for each of the different avatars.

So let's say you're a 10-year-old. So yes, you're

have classes for 10-year-olds, both males and females. We're going to write down, what is their home location? Where are they coming from to come to your studio? Let's say I'm in New York at the moment, Midtown West. So I'm going to do Midtown West. They might also come to me from the Upper West Side. They might also come to me from Hudson Yards and Chelsea. Right, so if I've got a studio essentially in my apartment, these are some places that these 10-year-olds would come to me from. So you want to put into this section where are people coming to you from. The shortest and also the furthest.

Now, what we used to do in my dance studio, which I love this exercise, is we had a big map on our wall in our office, and we had pins, and we would pin every single student where they lived on this big map, so we could see the density of where our students were. This was really important for us when we were marketing, back on those days when we were doing flyer drops, when we were looking at community activities, when we were looking at performance opportunities, when we were looking at sponsoring schools for their trivia nights of galas, this map was really important for us. We could see on a big map with our red pins, I can still see it in my head, where everyone was. That's really helpful for your marketing, but also those areas that I have explained to you.

With your 10-year-olds, what school year and year level are they in? You want to put that in there as well. Their interests and hobbies. If you think about now your ideal 10-year-old student, what are their interests and hobbies that they're into at the moment? Are they into Fortnite? Are they into horse riding? Are they into ... I was going to say LOL dolls, but I think ... maybe 10-year-olds are into LOLs. What are they into as 10-year-olds? What other hobbies are they doing outside of dance? You want to list all of those things in that cell.

We then want to look at the TV shows that they love or the music that they love. This is implement. Now guys, you're right, like, "Why do we need all of this information?" You need every single piece of this because this is what we use when we market to these studios and to their parents. Students and their parents. Not studios. When we market to the students and



their parents, we need to know every single step that I've outlined here. So, what TV shows, what music are they loving? And here's the thing. Go to the student. Go to the parent. Find out from them. If you don't know, don't guess. Ask them.

These are great questions also to put in surveys. If you're doing surveys inside of your studio, or you put this on their enrollment form, right. When they sign up and they enroll with you, list these questions. What's your favorite hobby? What's your interests? What TV show? What's the top two TV shows your child is watching? What music do they love at the moment? The same with toys. The same with food, right.

And then after that we've got styles of dance. What styles of dance do you offer this specific age group? Is it recreational or competitive, and then what are the ideal qualities of that student? They consistently smile; they turn up to every class; they have great energy; they're respectful of the teachers. You want to list all of those ideal qualities.

So, what you should end up with ... and you can edit this sheet as well, so you can add things and take things out, but you're going to end up with one tab, this whole sheet is going to be filled out with some of the most valuable information on the planet when it comes to running a dance studio and effectively marketing your dance studio.

Then what we're going to do is we are going to move on to this next place, which is your ideal customer. Generally this is going to be the parent, right. This is generally going to be the parent, but it could also be the student. If you're dealing with adults then it's going to be the student. If you're dealing with children then it is going to be the parent. And just a reminder that you can find this Excel spreadsheet if you look here in your guide. Always, in all of the guides every week, you'll have links to the sheets. So if you can see here on the page number 10, it's got a "Identify your customer advertising, creating your customer journey map." It's all here. So you can click on that. It's going to download the spreadsheet for you so you can start filling this in.

So we're going to look at the parent avatar. If you're dealing with adults you can click the adult

one and you can do your qualities and you can map out your avatars there. Maybe you can get a trial. Let's maybe do a six-year-old. What we want to do here is we're talking about the parent. What is the age range of a six-year-old? So I'm just going to put here in your area it could be ... not 36, sorry. It could be 26 to like, 46, for instance. Who are you predominantly targeting? Maybe you're targeting dads, maybe you're targeting mums, male or female. What is the relationship status? Maybe you are targeting couples, maybe they're single mums or single fathers.

You want to look at your customer base that you have now and putting what is their relationship? What is their relationship status? The relationship to the child, right? It could be mum and dad. It also could be grandparents. One of the fastest growing age groups that are adopting social media are people in their 60s and 70s. It's crazy, but they are. I'm sure we all have a grandpa or a grandma or someone a little bit older that we know who is utilizing technology, and they're scrolling through and saying, "Hey, Jennifer. Why aren't you taking Suzy to dance?" So then this is going to help us. That just opened up another segment for you to market to: grandparents. That's a whole other thing on its own.

What are their dreams for their child? So the person who they want to come to dance, their little six-year-old, what are the dreams that they have for this child? Maybe they want them to build more confidence. Maybe they just want them to get away from the technology. And again, you have these people inside of your studio already, so the greatest thing that you can do ... and I've put it in the guide. I have a section in the guide about this ... is bring people together. Bring together a couple of your ideal parents and ask them these questions. What are their fears for their child? Maybe that they can't keep up or they won't be able to be alone in the class. They'll be like, "I need my mum," or, "need my dad." Maybe they're afraid that they won't make friends.

These are real concerns for parents, and again you have the parents there to ask them these questions. You then want to put in the occupations of the parents. You might think why the occupations are important? They're important because it will



dictate the messaging that you do. Are you busy? Like, let's say you have two, maybe you've got two. Occupations are a stay-at-home mum and a full-time working mother. The way that we talk to these two mothers is going to be very different. Very different. Are you at work all day? The messaging around being at work all day exhausted but still need to find activities for their children, or are you at home with your kids all day and maybe you want a break or take some time out, but also let them grow and learn, like dance class is a great option. We talk to them separately.

What I hope you're getting out of this initial training so far is that everyone is different, and although what we teach, the service that people are buying from us are dance classes, everyone has a different reason why they're going to come to class or what's going to get them involved. So we need to be speaking their language, right, we need to be speaking their language.

Salary. I also like doing a salary range as well. You may be in a high-disposable-income area or a lower-disposable-income area. These things are really important to know, not only from a marketing perspective, but it's going to help you look at your incentives and your offers. Also your pricing models. A different subject that we're not touching inside of the intensive, but the finance, what I call the fortune piece of a dance studio, which is around your operations, your systems in the finance. It could also help you with that.

Home location, which we've talked about as well. Interests and hobbies of the parent. Do they go to tennis? Where do they go shopping? What magazines maybe are they reading? Are they in a book club? What are the interests and hobbies of the parents? The television and music that they love. The media consumption. What media they consume. I want you to look at popular blogs online that they might read religiously, like every single day they're reading articles on which website. This is going to help us in marketing. It can also help us in doing strategic partnerships, which we're going to talk about in the intensive as well, in a few weeks' time. So their immediate consumption is really important.

Then the social media consumption, even more

important. Where are they spending their time? Parents are still spending a lot of time on Facebook. Instagram is growing in that parent segment, but it's still really big on Facebook. What else? Are they on YouTube? What Mummy groups are they a part of? This one is going to be gold for you. Mum groups but also local groups. There's a lot of local Facebook groups. You need to be a part of those as well. You need to identify what ones they are part of. What are they popular ... You need to be part of that conversation. And not to say, "Come to my dance studio. Come to my dance studio." No, but to add value and to get to [inaudible 01:00:14] people. Relationship-building is what is going to really help you build a successful and thriving dance studio.

Food that they love, so restaurants that they're going to and ideal qualities. Some ideal qualities for your parents might be, they pay on time. They trust us and the decisions that we make. They support us. They bring their child every week to class. What qualities are you looking for in a parent? They're respectful. They're the first people who put their hand up to help. They leave us alone and let us do our jobs. There's just a couple of ideas of ideal qualities.

So we've talked about student avatar, we've talked about our parent/customer, because like I said, if we're dealing with adults we'll just have that one customer avatar, but you'll have multiple versions of that customer.

I then want to show you an example that I've put in here for you around mapping out your studio experience.

Let's dive into this over the next few minutes. You can see here at the top I've got the studio name. I've named it Clint's Jazz Hands Dance Academy. The avatar we're doing here as an example is a mum of a 3-year-old, and the journey map that we're looking at is enrolling in the studio.

This journey map is the foundation, is the first one that I want a lot of you to do. So, over the rest of this week I want you to map out your own different nuances. So I want to encourage you, as you see what I've done here and the work that I'm going to walk you through now, please don't just copy the one that I've done for you because



yours might be very, very different, and I would hate for you to miss a gap or an opportunity in your current journey map to do really, really well, and to get more people through the door and just to provide an amazing experience.

Some things might be similar but a lot might be a little bit different, depending on the culture of your studio, depending on the phase that you're at in your studio, and depending on you as the studio owner.

As we go down the left hand side here, you can see that there are stages, and we've gone through a couple of these stages before. There's doing, which is taking the action, there's thinking, there's feeling.

I've added two new ones in here for you which are really important. Touch points and the people. The people that are a part of that piece of the journey.

This is the specific map for a mum of the 3-year-old as an example. We can do a map and then add on the mum of a 10-year-old, the mum of a competitive student who's 14. We can do all these maps, right, and these are going to be all very different, but in your example I just want you to focus on one, right, and this is going to give you a really good template.

The inspiration stage

What are they doing? They saw a Facebook Live from a local dance studio at their open house. So let's say it's you. You're at your open house. You're filming a Facebook Live and this parent in your local area who's not a part of your studio sees the Facebook Live. This is in the inspirations stage. They're like, "Huh." What are they thinking? They're thinking, "I want my daughter to dance. She's old enough now to start." Maybe that's what they're thinking. Maybe she's thinking, "Oh, I wonder if my daughter could do that." Or, "She might be too young for that." So these are the things that they are thinking when they see something that inspires them.

It could be they take their little kid to a concert or they see somebody at the local shopping mall where they're dance studio dancing. These are all points of inspiration. So, think about all of

the ways that your potential customer could be inspired, and again, everything that we're going through in this are conversations that you could be having with your customers, your current customers. You have all this information right at your studio every single day, so I want to make sure that you're asking them these questions.

The Feeling Stage

She's excited and she's picturing her little one in a tutu. That's what she's feeling. Touch point: social media. That is the touch point. She saw the Facebook Live, that is the touch point. If the mother saw a little group of three and four-year-olds performing at the shopping center the touch point would be the shopping center, being at the shopping center watching the performance. And then the people, who were the people involved in this process? I've written here, if it was your Facebook Live then it would be you that did the Facebook Live, but if it was your office manager it would be your office manager. So, who was a part of that? What people in your organization was a part of it?

The Research stage

She's going into her local mum's Facebook group to see what searches come up with our dance studio. So she's gone into the little search function - this is her taking action - and she's typed in "dance studio" and she's seen the things that have come up. Then the thinking is, "What's a good studio for my daughter? I don't want to go to a big one or spend too much money." So this is what she's ... now she's kind of in the thinking mode. She's doing some research and she's like, "I don't want it to be really expensive. I don't want to go somewhere where there's like a thousand kids." So, here is definitely an opportunity, right, and we'll talk about those in a second.

She's still excited but a little anxious because she doesn't know what she's really looking for or what the studio might be like, so she's like, "I don't really know. I've never done this being. How do I know what's bad?" So the touch points during her researching on google, website, Facebook page, maybe on your Instagram profile as well. During the research phase, the people who are



involved, it might be the receptionist or the office manager that are going to take that initial enquiry. So, let's say this. She's doing the Facebook messaging or calling the studio or DMing your studio on Instagram. Who is the person that is kind of starting to have that conversation?

The Booking Stage

Booking in a trial. So, the doing is booking in a trial through your online booking system, if that's what you have now. If not, they're booking the child through an email. They're booking the child through a phone call. Think about how are they booking a trial with you. We're talking about the enrollment process next week, but first we need to get your customer journey sorted. Then, what is she thinking? She's booking the trial, what is she thinking? "I hope she likes this. I wonder what happens now? What does she need to wear?"

So again, we kind of go on this little bit of a snowball. We think one thing, "Oh, I hope she likes it. Oh, what's going to happen now? I've just enrolled. What happens now? What does she need to wear?" And that can keep going. "How much money am I going to need to spend on that? Does she need special shoes?" Another opportunity which we're going to talk about. So we're thinking about what is the customer thinking? And then feeling. What is she feeling? Anxious yet excited to see her little one start class.

Touch points: website, email, phone depending on your studio, and again, who are the people involved? It might be you as the studio owner or your receptionist or the office manager to process that booking.

The Arrival Stage

So, driving to the studio, parks in the car park and walks into the studio. Now, for some of you, the doing, you might think, "Oh my goodness." Straight away you're like, "In the car park. It's a nightmare. Parents can't park. They have to park a mile away and they have to walk." And so this gets you thinking around, "Should we have a drop-off bay? Could we do a shuttle and get people from school or from the local preschool?" So it just starts you thinking. Every step here that I've mapped out for

you is also an opportunity. Is also an opportunity, and we're going to go into those in a second.

So she arrived at the studio. What is she thinking? "How does everything work? I hope she doesn't cry? I hope she doesn't just stand there the whole time." So it's like, "Oh my goodness. What's going to happen?" Because it's unknown, and we don't think about that because we're in there every day. We're welcoming students every single day. They're going into class. We need to step into what is the parent going through? This poor parent feeling expectant and nervous. Like a little excited but also like, "Oh my goodness. What's going to happen?" Here is another great opportunity. How can we prepare that for them?

I'm going to give you a couple of ideas.

A beautifully designed PDF guide that's "What to expect on your first day of class," where we map out the guide and we put photos. First you'll park the car. Sometimes there's traffic during our busy hours so it's hard to find a spot, but we have this drop-off bay that you can use, or if you'd like to come in, here are some other great places to park, and we give them a map and we highlight the areas of the map where they might want to park.

Okay, so the touch point obviously is the studio. There's the car park as well. The studio, the reception desk, the lobby, the change room or the restroom if the little one needs to get changed or needs to go to the restroom before class. And then what are the people that are involved in this section? Are they receptionists, the office manager, maybe as the studio owner, the parents in the waiting room, students waiting for class as well. These people are all a part of it because as you think of it, you might think, "Wow, our waiting room is really busy. It's the way that we've set up our chairs. We have all these single chairs. Why don't we do benches? Why don't we do two rows of benches? Why don't we move that cupboard and do ..."

So, we then look at in class. What are they doing in class? Have they stepped into their trial class? What's going on? Well, they're participating in the class. Awesome. And then what is she thinking? Maybe she's looking through a viewing window



or you've got television screens. The mum's like, "Keep going, keep going." She might be thinking, "Oh, she's much better than that one." She might be thinking, "No, no, get up. Get up." Might be thinking, "Don't lick the mirrors." All of these things that a parent might be thinking during the class.

Now, if you are doing this for a student as well, you can obviously then put in, what is the student going through? If it's your adult, if you're doing an adult student, you're just going through the process they're going through. What are they thinking in class as an adult? They might be like, "Do I fit in? Oh, I missed that step. Oh, I hope they repeat that choreography." Or, "I'm not picking it up as fast as I could." Or, "Oh, this is really easy. I wonder if there's another level." Or, "I'm not really gelling with this teacher." So if you're dealing with an adult student or they're one of your avatars, they're maybe some of the things that they're thinking.

What is the parent feeling here?

They're calmer. They're in class. They're okay. She's excited to see where this goes, and comfortable. We're like, "Yeah, this is great. Suzy's having a great time in class." The touch points, well, they're in the studio, and the people involved, obviously the teacher, and parents watching on screen as well.

Then what happens after class? Right after class. They're doing meet the child in the waiting room, give her a big hug, "Sweetie, you did so well." And maybe the parent is chatting with the office manager around enrollment. We'll be talking about that in the enrollment process next week, but that's definitely a big thing that needs to happen, chatting to the office manager about enrollment. What are they thinking? The parent's thinking, "Hmm, I'm not sure if I want to commit. She was good today but she might cry next week."

Now again here's a huge opportunity, right. Your office manager in that conversation can say, "She was really fantastic today, and I want to let you know that isn't going to happen every week, and that is completely normal. She might be fantastic this week and then maybe she'll cry for two weeks, and that is community normal. What we generally find is by about week eight, they're completely into it. She's got her family, she's used to the

community, she's getting in a rhythm, she's getting to understand her class friends, and you'll see that she'll be really even in her mood and temperament."

And then they're driving home. So, what are they doing? They're driving home in the car. What is she thinking? "Will she go next week? Will she like it? She seemed really tired after class. I need to chat with Dad." So, just having this little conversation in her head. The feeling? Happy but unsure what she's going to do, and a decision to make. What decision is she going to make? Touch points: she's in the car. People? No. It's her and little Suzy in the car.

So then we go into the decision-making process. If she hasn't made a decision in the studio after class ... In the after class section here one or two things can happen. The first one is they enroll on the spot. That is ideal. When you're driving home, decision-making and follow-up is going to be a different process. The process we're looking at here is that they didn't decide to join. This is the "No, they didn't decide to join," because it's a longer process so I could map it out for you.

So, decision-making right here. Decision-making time is chatting with husband about that class experience. That's what she's doing, right. That's what she's thinking. Husband doesn't think it's a great idea but willing to give it a go. Likes the idea of her daughter dancing. She seems happy. Feeling: excited and keen to try again. Touch points: going through the printed packet she received with the frequently asked questions, and enrollment information. So she didn't enroll little Suzy but she was given a packet with a lot of great information to then go and make a decision.

Then we get to the follow-up stage, which is generally within 24 hours, and again we'll talk about this next week in the enrollment process. About 24 hours to follow up. So the doing: taking a call from the office manager and signing up her child. Right, so the office manager is calling, checking in. "How did you go speaking with Susan's dad? Are there any other questions I can answer for you?" "No, we're fine. We're going to sign up." "Fantastic, let's get Susan signed up over the phone." Not, "Can you fill out the form, scan it and send it back to me?" Friction. Always looking to remove friction. "Let's get you enrolled over the phone



right now.” Your office manager or you or your receptionist fills out the details on the phone call.

Thinking. What is she thinking? “This will be really great for our child. I’m excited to see how she does. Super excited. Can’t wait to see how she does.” Feeling: excited for next week and happy about her decision. This is important. If she had taken a call from the office manager and the office manager was in a rush, didn’t really want to help, said, “I’ll send you a link. Fill out the form online.” That’s not really good. I’m not feeling great about that experience, right? The touch point’s the phone call and the people is the office manager.

So, what I want you to do is, when you go through and map out yours in the template, which is this workbook here, when you map out your journey map you’re then going to color yellow what are your moments of truth. What are the really, really important things? As I’m going through here, what I’m looking at the moment of truth is definitely here. So a moment of truth is definitely around booking a trial and in the doing. Booking a trial through your online booking system. Why is it a moment of truth? Well, they’re either going to continue the process or they’re not. So, that is a moment of truth right there.

Your danger zone, which is red, is where could you be in a bit of trouble if you don’t fix it. So, another moment of truth, it could be around arriving at the studio in the car park. Maybe the car park is a real disaster and you’ve got to do something to fix that. That might be red. That might be a danger zone. Green is delightful, and this is for highlighting where are you really doing an amazing job in the journey map? Where are you doing just an unbelievable job? Maybe it’s when they are meeting the child after class. While you’re talking to your office manager and you’re like, “You know what? We do a great job at that. We know the time the child gets out. We know who’s going to be speaking to that parent. We know not to let them leave without a conversation and we spend five to ten minutes with them going through the enrollment process.”

And opportunities. This is what we want to look at further down, ideas and action steps. Opportunities is where you can be doing better. Okay, I’ve given you just two examples here. There are many, many, many examples that you will have here when you map out your own. If we look at after class in the touch point section. So this is where the office manager follows up with them after the class. If

there’s one parent there, maybe as in this example she wanted to go home and talk to Dad, one of the touch points that you can do is you could send a packet home for the other parent that didn’t get to come to experience the class. So you could put a little packet together and it might say, “The unlucky parent who didn’t get to experience Clint’s Jazzheads Studio Academy.” Whatever it is. That’s a bit tongue in cheek, but then you could kind of explain to them what the experience was and what they can expect if they move forward with enrolling their child in their class.

The other thing we can look here is in their decision-making process, what’s another touch point we could introduce? Well, you could send a test message as soon as they leave class or maybe in the hour after they leave class, to say, “Hey Jenny, it was great to have Suzy join us today. We hope to see you again. I’ll give you a call tomorrow if you have any questions.” Another touch point. That’s another touch point.

So, that completes our first training session for the Student Attraction Intensive. I hope you’ve enjoyed it. I hope you have got a lot out of this session and are really ready to jump in, create your customer journey. If you have any questions from today’s session, there are two ways that we can answer those questions. The first one is for you to jump into our Facebook group and post your question in the group so that I and the team can help you get an answer, and the second way is to jump onto our weekly group coaching Q&A calls. You can submit your question in advance and you can find that link in the top section of the Facebook group. You can also join us live on the call.

Thank you for joining me today. I hope you’ve had a great time. I’ve certainly thoroughly enjoyed training you on the customer journey. Next week we will be going through the enrollment process, but let’s stay focused on the customer journey. Post your questions in the group. I look forward to seeing your progress. At the end of the week we are tracking your progress and we’ll be asking you to let us know what you completed.

There is definite accountability built into this program to make sure that you get the work done, and like I said, if you have any questions let us know in the group or come to our weekly group coaching calls.