



TRAINING CALL

*transcript*



# STUDENT ATTRACTION INTENSIVE

*Week Ten*  
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ALL YEAR ROUND

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# TRAINING CALL TRANSCRIPT

## KEEP STUDENTS *Week Ten* ALL YEAR ROUND

### **Clint Salter:**

Hi, everyone. It is Clint. Welcome to today. We are at week number 10. Can you believe it. Week number 10 of our student attraction attentive, and I'm really excited to jump into today's class.

We have a lot to get through today. Today, is a big subject that I am so, so passionate about and it's something that I work with our inner circle members on very, very deeply. And this is all about keeping students all year round. So what we're talking about here is the R word and that is retention.

And over the years, this has become probably one of the most important aspects of your studio to put time and energy into. We speak so frequently about how to get new students into our studio, which is very important. But really, we do not have a business if we are not keeping our customers. And we're not just keeping them, but we want to make sure that we are surprising them, delighting them and keeping them all year round.

And it is so important now due to the fact that, yes, there are more dance studios that are opening all of the time, and I don't see that as a bad thing. I see that as a great thing because it just lifts dance up as a community, it lifts dance up so that people are coming to dance studios and potentially, not going to sports. Or worse, they're not just going to sit on the couch and play with their technology. We want to get kids out and moving. So, coming to dance class hopefully, it's yours or whether it's yours or someone else's, dance is a great thing for our community.

But when they do come to us, and we've spoken a lot about the enrollment process and the student attraction process in the intensive, we want to make sure that we do all of that hard work to get them into outdoor, that we keep them for years, and years and years. Just think about enrolling a student when they are three years old, and I know some of you have already achieved this and then, seeing them graduate at 18. I mean that is incredible.

It's a good feeling to go through that journey of that child's life with them as well, being that second family really, running the studio. But we want to do that with more of our students. And so that's why, focusing on retention and keeping your students all year round is so, so important.

When studio owners come to me and say, "Clint, I need to make more money. I need to make more money." I guess, we do a lot of work around student attraction, but we also do really closely in on retention. Because if you are losing students, you are losing revenue. And you've already are paid to acquire these customers. So, you just need to do a really fantastic job at looking after them, and they are going to stay with you. So today, that is our topic for conversation, how to keep students all year round and I'm really excited to jump on in.

So, the first way that we keep our students is, when they step through the door and they sign the enrollment form, you've taken them through our live and set enrollment process is you then need to onboard that student. And so, onboarding is a fancy word for really just making them feel a part of the furniture inside of the studio as quickly as possible.



I'm sure you as an adult, you've probably maybe set foot in a gym or you maybe you've gone to do a dance class at another open classes at another studio, or you've signed up for some kind of social club. So anytime we do something new, it's really daunting and a little scary.

I'm sure you can identify with maybe walking into the gym and being like, I don't know where anything is, I don't know any of these people. And we go straight to, am I going to be liked? Will people like me? Will I like the people? Will I be able to do what's being asked of me? I remember doing this when I walked into my first cell cycle class, and I was thinking all of those things. It [inaudible 00:04:30] docking cell cycle. So, it doesn't really matter too much.

But you have to realize that, no matter what age we are, we all go through these feelings. And when you're dealing with maybe children inside of your studio, the child is feeling it, the parent is also feeling it and, generally the parent is projecting that on to the child as well. So, it makes it a little worse for them.

So, we want to make sure that we're giving them the best experience possible. And the way to do that really is to build an onboarding sequence, we call it for the first six weeks that they're a part of your studio. And that's exactly what we are going to go through.

So, I do have a six-week onboarding process for you that you can get. Now, if you go down here, and this is like just walking you through the steps, but I'm actually going to go through the system for you. So if you go down here it says, download your complete our week six onboarding system. And so, you'll get to this sheet. And this is the whole onboarding process for you. So, I saved the different tools that you can use for the onboarding sequence, and I'm going to just walk you through it. So, it goes for six weeks.

Now, this is all done inside of an email marketing software. So, email marketing software. Some of you might use MailChimp, or Drip or ActiveCampaign. Some of your dance studio softwares might also be able to do this for you as well depending on when you are watching this lesson. So it goes with six weeks, and I want you to think that every single week is an email. Now, the content of the email is different. But

once a week for six weeks, we're sending them an email, and it's going to start on the first week that they join us. So the first week that they join us, we are going to send them a video message.

You can see here, week one, a video message. And so, we're going to send them an email. This is going to be set up in your emails system, whether it's, like I said, MailChimp, Drip or ActiveCampaign. And so, we're going to say, "Hey, first name. I just wanted to reach out to see how everything went during your first day at Studio. I recorded this video message with you with some further information about what you can expect during your time with us. Watch the quick video message here, and let me know if you need anything." So, you would send this to the child. Not to the parent. It's special for the child to get an email. You might want to do like a PS, "If you're the parent reading this, feel free also to contact us." We love hearing from you, or something along those lines.

And so, in this video, you're going to do a generic video. You're not going to do a video for every new person, and that's later down the track. We're just going to get this six-week onboarding system up and running in your studio first. And so, there is a video message that goes with this.

Before we get to the video message, people get stuck on video. I'm sure you've been at a stage where you're like, I'm not getting on a video clip. There is no way. You know what? I'm not going to do the video. I'm just going to send it in an email. Okay, here's the thing, you have got to do the email, and I want to challenge you, challenge you for this week to complete the video. I want you to complete the video and I'm going to give you the tools that you need so that it's super, super easy. And guys, don't. You're not going to be a rock star with the first video that you do. Believe me.

I've been doing video for such a long time now, and I still get lost somewhat to say. I still sometimes stroke out, and these things are all completely normal. It shows that you care. It shows that you really care. And so, when it comes to recording your video, if you have a phone, as long as it's not a Nokia 5110, you will be able to do the video. It's so easy to do video now. You can record it on your laptop or your desktop. If you're using a Mac, there's a cool little tool called photo booth, and that will record a video for you. Or, you might be on your phone. Whip out your iPhone, or your Samsung or android, whatever the phone you



have that has a video and get someone to hold the video for you and record you saying this next piece and then, what to say on the video.

So, I've given you a little bit of a script here that you can follow. So it says, "Hi there. It's Clint here from Jenny's and Jasmine's Dance Academy. I just wanted to officially welcome you to our family, and I really hope you had a great time during your first day with us. Now, most of our families say that it takes a couple of weeks to get into the swing of things. So if you have any questions at all, please ask. Simply there's one of my email, or call us or come and speak with someone at the office next time your in.

"Over the coming weeks, you're going to find that taking class will feel second nature, and you'll make new friendships plus, you'll be learning from our experience and passionate [inaudible 00:09:48] of our faculty of teachers. We pride ourselves in giving you an experience that you won't find anywhere else. I look forward to seeing you during your next visit, and if you need anything, please don't hesitate. See you soon." A really, really quick video.

Now, don't read mine word for word. I've given you an idea of what to say but it needs to be authentic to you. Some other things that you might want to include in this video and maybe some fees. You might want to pull out some fees. I know during the first week you can feel a little intimidating. You don't know the teacher, or you don't know the people in your class list and maybe you feel a little bit shy.

And so, you can talk about these things and say to them, "But don't worry. Over these first six weeks, you are going to feel like part of the furniture. You're going to make new friends, you'll find it easy to pick up the choreography from your teacher." And so, you can move them through that way if you like as well.

Now, once you have mastered the basic, and I want to bring this up now. And not to overwhelm you, but to tell you kind of what the next steps are. So, this six week onboarding is your basis. It's your slab and your concrete slab on the house. And so, you should have a six-week generic onboarding, which is what I'm showing you here to set up.

Then, the next thing you want to do is create an onboarding for your preschool age students if you have them. Because, you can tailor that so that

you're talking about different things that are more relevant for that six and under age group. I would strongly, strongly suggest that you do that next.

So, you might set this up over the next month, or the next 90 days. It's in your 90-day plan. And then in your next 90 days, maybe you want to introduce and start working on the preschool one. Because, once you have this six-week one down pack, it's very easy. It's very easy to follow. Okay, cool. So, that's the first thing. So the first week is, you're sending your email, and inside the email is the video. Okay, is the video. All right. Let's keep moving down.

And guys, just a reminder, that these are within your main guide. So your main guide for the week, make sure you're reading it. Please, scroll down and you can see here, download your complete six week onboarding system. That's where you are going to get this system. So, email your story.

So this is week number two. Okay, I love this and we don't do this enough. If you have a big studio, a lot of things that I get from our members inside the inner circle would think like, my studio is growing really big, lots of shoes, which is great. But I feel like I've lost touch with them. When I had 100 or 200, I kind of knew everyone. But now I have five, 600, some of them 1200 students. It's a little harder. And so, what I want to encourage you to do is, in this week, to email which is about your story, is now is a really fantastic time for you to share your connection to dance, your why, your mission for the studio. You could even put a couple of collages and put family photos in here.

I want this email for them and for your customers to be able to get an insight into your life, an insight into your life. It is really, really important and they need to know who is leading this ship. So often, I see studios that have great growth and then they kind of ... They might have like rapid quick growth. They've got a lot of organic growth, and luck is on their side as well when they first start a studio. And then, they do a decline because they lose some of the intimacy that you build when you're first starting out. But then, the new people that are coming in don't know the owner, and don't know the vision of the owner and don't really know the owner at all. So this is a great opportunity for you to tell your story.

And I've got some examples here of some things that you might want to include, which is about



your values, and expand on your values, and why they're your values and how you show what is the behavior that backs up your values. And also, include any frequently asked questions in this email as well. So talk about your story, talk about your core values and maybe answer some questions.

Week number three is my favorite. It is a phone call. Yes, week number three is a phone call. Now, this isn't automated. We haven't quite, we quite haven't quite learned how to do this yet although there is some technology I was playing around with on one of them last week [inaudible 00:14:50] which learns your voice, and you can actually tie things in and it will speak in your voice. Now, it takes a long time to learn your voice, and you've got to spend hours, and hours and hours reading out all of the sentences. So, we're not there just yet, but that technology is coming which is super exciting and just a little bit scary. But week number three is a phone call.

So, depending on the email system that you are using, I want to and you may be able to get a task sent to you. So if you're in an email marketing system, it's going to automatically send your week one email, your week two email. Then in week three, you want it to send your office manager, for instance or your message to say you need to call ... It's Sally's week three in the studio, and here are the details about that week.

Some of the systems do, do that. Are we using Infusionsoft. I know that we can set up task Infusionsoft to get a message like that. And so again, I would check with your provider. In saying that, we have studios that do this manually as well. It's just a little more time consuming. You can track everyone in this spreadsheet, send out the emails on there right weeks. I would prefer you to use something like a MailChimp, or Drip or an ActiveCampaign to put something like this together.

And so, the phone call in week number three is not to sell them anything but just to say, "Hey, I just wanted to give you a quick call today. It's Clint calling from Jenny's and Jasmine's Dance Academy. I just wanted to give you a quick call that little Sarah has been coming to us now for, this is the third week. I know Miss Jenny is loving having her in the class and I wanted to just check in, answer any questions that you have. And also, it's a great opportunity for you to share with me what we're doing really, really well that you're loving, and maybe some things that you think that we could be doing better. We're always

wanting to improve at least in this safe space. And we'd love to make your experience with us even better." As simple as that. That's the phone call.

These phone calls can take five to 10 minutes, and they are worth their weight in gold. Really, they really, really are. And I've given you a little bit of a scripted, but I like the one that I just gave you from lifting. I've done this so many times now. I've done a lot of calls at these myself when I had my dance studio, and so, I would encourage you to come up with your own little script that you and your office manager can have that is authentic. Not about selling, not about following up on invoices. It's just to let them know that you've seen their child or you've seen them if they're an adult, that they are valuable to you, hence why you're calling and that you just want to give them the best experience possible inside of the studio. That is the key. Really, really simple.

Week number four is to share the love email. So, this is just an email that we have here, share the love and this is really about talking. It's kind of good a two fold. There's two goals with this email. The first one is to highlight the benefits of dance around building friendships and relationships. And I think this is more true than it's ever been. When we are in a world where so many people are looking to technology, they're on iPads, kids are playing games, they're really not leaving the house. They're always kind of tied to devices. And so, I want you to talk about how dance is getting people out there and active, but bringing people together in a social environment. So, it's building confidence. It's building social skills. All of those great things that I feel like and we're seeing a little bit now.

And then, the second piece of that is the friendship that it builds, and then you can go into talking about your referral program. And it's really just like, "Hey, by the way, we love seeing the friendships that are created here day after day, week after week inside of the studio and it got me thinking, maybe Susie has a friend or two that she would love to introduce to dancing here at Jenny's and Jasmine's Dance Academy. We would love for you to share. If it feels right to you, we would love for you to share what we do here with some of Sarah's friends.

We do have a referral program, and here's like a line about it, "But we also appreciate you for sharing the love if you find, and which we hope you are, that Sarah is getting value from her experience here with us."



So, it's a very, very light, I don't want to say sell but it's an easy way to explain it. It's a really light sell into referral, but it just puts it top of mind. You're not going to get a bucket load of referrals from this. So, and I think you're going to press the bottom and all of a sudden you're getting a referral from other people. But this is top of mind.

So, when they're at a dinner party, or they're inside a Facebook group, or they're at a mom's group or they're dropping their kids off and dance comes up, which it comes up frequently, they'll think, yeah, yeah, yeah, Sarah's loving it over at Jenny's and Jasmine's Dance Academy. And so, that's to share the love email.

Week number five is an audio message. So, this is the only thing that you need to update monthly. So with the audio message, you are going to record a message, an audio message. You can do it on the memo on your phone or garage band, plenty of sound recording app. So, you can use all of them mostly just on your phone. We can just pull it out and do a quick recording. And so, you'll send the email but the link will change. So, the link to the audio message will change. You could even do it on boxer. Boxer gives you a link. It's super easy to use.

And the audio message is just to give them a quick update on what is happening for their studio. So, I've given you some examples here if you need the email template. But it might be something like, "Hey there. It's Mr. Clint. I hope you are really well. Look, have you ever had such a fantastic month at Jenny's and Jasmine's Dance Academy? This is what's been going on." So, you will share with them this is what's been going on. "But I've got super exciting news, because next month is action packed at the studio. We have an open house going on on this date and this date, this is what's included. We'd love you to come along as one of our valued current customers of the studio. We are also running a coloring in competition." Talk about the coloring in competition.

"We are welcoming a brand new teacher, a Miss ... I'm trying to think of another name, Genevieve. Miss. Genevieve is going to be joining us. Now, Miss. Genevieve comes from X, Y, Z and blah, blah, blah." So what you're doing is, you're doing a quick recap of the month, but you're building excitement for the following month. So, you're building excitement and anticipation. What this does is, it helps them to stick around. Why they're

going to stick around longer in the studio because you're building anticipation for what is going on.

Building anticipation is great. You will see it or would've seen it in a lot of the marketing that we have taught you so far. And it's very very effective. And then, week number six week is a video message, and this video message is really just to congratulate them on their first six weeks inside of the studio.

Most importantly, you need to get them to reflect. You need to get them to reflect on what was the past and where they are now. I bet you remember walking in that first day into the studio maybe a little scared, maybe a little scared because you didn't know anyone, and you didn't know the teacher and you really had no idea what was going to happen when you walk through the doors at Jenny's and Jasmine's Dance Academy.

And now look at you, six weeks and you're certainly part of the furniture. You've made new friends and you're finding it easier to pick up the rhythm of the classes and the choreography from our teachers. You're making friends in the foyer, and you are really starting to feel like a part of our family, and that's because you have a great opportunity there to talk a little about about your core values again. This is kind of how we roll, and you don't want to make it sound like this is the end.

Because I just thought, there any six weeks. They're not going to get an email from you every week now, but just saying, "As you go into the next couple of weeks, never forget that my door or our door, whoever's doing this, is always open. We always appreciate your feedback. And our number one goal here is to provide you, not only the best training at our dance studio, but the best experience. We know that we have done our job when your child walks out and outdoors, and they're smiling ear to ear every time they come into our studio, every single day that they would ask and the first thing they'd say to you is, "Mommy or daddy, when are we going back to dance?" And we hope that we're doing that with you. Blah, blah, blah, blah, blah."

Yeah. And so, that's kind of what you want to do on the video screen. This is important that this one is video because it will passion that emotion. You'll be able to talk from your heart like I did. I just tapped back into me being a studio owner and like seeing those little kids. Although then, those little three and four-year-olds who did tap shoes that



I'll have to admit, they drive me a little crazy. But it was great to see them finish that class, and smiling, and giggling and that's what we want for our students. We want to provide them with like hope. This is why you're part of our family [inaudible 00:25:30] a way. But we want to provide them with amazing training and an amazing experience.

But at the end of the day, I just want these kids that you're serving to be happy, to be joyful, to feel accepted, to feel like they can be themselves in their studio space that they feel safe and welcome, and it's a non judgment environment. Like, really for me like that that's what an amazing dance studio does. And so, I want to make sure that you are speaking this and speaking your truth in these videos, because this will show them.

And you will see this onboarding process took us many, many months to put together because for me, I wanted to make sure that we had the different mediums. You can see here there's a written video, audio. They're all in here. So, whether someone is more visual learner or auditory learner, like you're getting everyone [inaudible 00:26:30] there's some touch points in there somewhere, and you're sharing you people by people.

And although you're not the person taking the money and teaching the class, giving them that costume as the CEO of the studio, or maybe you are still teaching some classes and maybe you're still doing a couple of office hours. All these things are okay. But this is how they can really get to know you.

Unfortunately, I can't impact the 1100 members we have in the DSAI on a personal level, but I still get to connect and speak with them and run trainings. But at the inner circle level, like that's where I get to make the most impact, because I know each of our members very, very well and that's why I spend 80% of my time. Like, it's the same with your studio.

You might spend a lot of time maybe with your competitive kids or you're see me kids or maybe your opposite, and spend a lot of time with your preschoolers. But there are people within your studio that ain't getting your time and energy, which is totally okay. We can't be all things to all people. They're getting served by your team members, which is great. But you can still have a presence, should have a presence, still be the driver of the vision, and still be very visible and known.

And technology makes it very easy for us to be visible and known to people that we aren't impacting directly every single day in a person to person. So that's why I love this onboarding process. It's an absolute game changer when you implement this. I'm going to encourage you to please don't pick the bits and pieces that suit you or that you are comfortable with. I want to make that very clear.

If you're not comfortable getting on video, now is the perfect time to get comfortable. I really would love to encourage you, is when you've done that first video, your first draft and please post it in the group. And not for critique, but for a celebration of you to say congratulations. You did a video. Betsy [inaudible 00:28:39] like that I remember that first step. I was looking on my phone the other day, and when I first started doing video was, it was seven years ago where I really started to do video and I was like, I've got all of these videos on my phone and it was like bloopers. Like bad, bad bloopers.

And I just laughed and I was like, I laughed at that's we all have a starting point, and I watch those videos and I'm like, they were not amazing. But I put them out in the world because we've got to start somewhere. It's like dance. We don't expect our students to walk in and do a triple caraway. Like day one, four years old day one first class. And don't expect the same from you, because I think we're sometimes a little hard on ourselves, especially around the stuff that is foreign.

You're probably thinking onboarding, email sequences and now you've got me doing videos, and an audio and you might be a little overwhelmed at this point. I want to tell you, it's okay. And for me, it's necessary to feel a little overwhelmed. Because if we're not feeling a little overwhelmed, we're probably just doing things that are comfortable, things that aren't you and things that aren't innovative. And to run a successful dance studio, innovation has to be an absolute core value of your business. It's a huge one. And ours, we innovate and don't imitate. We are the leaders not the followers. Like, that is such a cool value for me that I'm driven by every day.

Because there's always people popping up in our space doing similar things, or seeming like they're doing similar things. But my team and I are huge on innovation, and we are always creating amazing trainings and resources for our members, and for people that aren't members.



And so, yeah, be innovative, feel uncomfortable, record your first video and please post it in the group. I would love to see it. Even if it is hideous, horrible, you say all the wrong words. Be brave. Do it and post it in the group and do it again, and do another one and do another one.

It takes a couple of times, but you will feel so rewarded. And what I can't wait is for when you set up the onboarding process, and give yourself a month to do it. I shouldn't take more than a month. Obviously I'm not working on it full time, by the way. Why you're also renting a studio. And the feedback you will get for your customers is going to just be incredible. And not only the feedback, they're going to feel more connected to the studio and they're also going to stay with you longer.

So the other thing we have here, it's just a couple, it's just a couple of ideas around different things that you can do with retention, and I'll talk about one of them in the guide. And you can read a lot of these, and we've talked about a couple of them as well. Pre enrollment consultation during the trial. We've talked about absentee follow up. I love this. If someone doesn't come to your class, ideally, you want to send them a text message the day that they're not turning out. Or if they haven't been there for two weeks, make sure there's a call. I do use letters, and clearly defined progression paths for each student.

Not so important when they're young. But as they get up to maybe around like that 11, and 12 and 13 mark where they discover a whole bunch of different things in life that can distract them from dance, it is important that they have a path to follow. So, I'm big on progression paths which kind of maps out the rest of their years until they're 18. So, you can start and we started at 12. And so, we did 12 to 18. And we would sit with the student, the students at that age group and their parents about 30 minutes. And we would kind of interview and ask them, where do they want to be? Where do they want to go?

We were so invested in those senior students, and we would map out kind of what the next couple of years would look like. And every year, we would just meet for 15 minutes just to check in. Just to check in. This was amazing for retention. People often asked, how do you have so many seniors? How do you keep them? And I do credit the progression path, I do credit the training. It was great. But the progression path that we put in place was really

helpful, because they had something to work towards. Why a lot of seniors drop out is they just think it's more of the same. I'm just doing more of the same in dance. I'm not going to be a dancer.

But that that's not what the the progression path is really about. It's about, what kind of human being do you want to be? What do you want to do when you leave school? And I had nothing to do with it. We had so many people not on their progression paths. They were with us dancing but it was more about looking about, yes, what they're doing at dance school, but what do they want out of life?

And you're seeing here as well. We did a lot of journaling, vision board exercises. We did a lot of personal development work with our seniors. Another reason why I think we kept them for such a long amount of time. So progression paths, office hours with parents. And so, you might want to have a certain dedicated hours every week that parents can either call up or come in and talk to someone in the office rather than it being a little open slider. That works really well.

I'm teaching parent calls, 10 minute blocks, these also work well. Our 90 days shooting goals outline with teachers placed in journal. So similar to the 90 day plans, we do it the SAI. You can do these with your kind of, it doesn't have to be senior. I mean, we've done goals when eight and nine year olds as well really basic ones, but they've worked. Our closed Facebook groups to have everything in place for your families, surprise guest teaches. I love this, where we would do and they won't have to pay extra for this because it's within our marketing budget.

So, aligning our marketing budget is our wealth fund. And our wealth fund is for retention. What comes out of the marketing budget, take some of your marketing budget that you have, put it into your wealth fund, and do activities that are going to get your customers excited.

So, we would do workshops where it would be, we'd have like a silhouette with a question mark in a, I guess who's coming to boom with it in two weeks time and we build a lot of hype around that class, or the classes. And generally, we've landed a couple of different classes for the different age groups with that teacher. That was really great for retention as well.

Send out feedback forms, yeah, twice a year, at



least. Sometimes quarterly is good. Have things for your feedback forms as well, be intentional with your feedback forms. Don't just send a feedback form to send it. It's fresh in my mind after every inner circle, we just ran the inner circle retreat in Sydney. So, we did Las Vegas in July and Sydney last week. I just got back actually this morning, and we send out an evaluation the day after the retreats, the three day retreat.

And because we are always trying to get these retreats better, and better, and better and better. And so, I think about seasonally what's going on inside of your studio. And can you ping two to four times where you could send out a survey that's not long and lengthy, but it's kind of themed and it's going to give you valuable, valuable feedback.

90 day calls to parents and students. Every 90 days, every customer should receive a call from you. I'm a big fan of this in dance studios. It's a very in person environment. These people are paying for an in person experience and so, it is important that you are giving them a quick call every 90 days. And if it goes to voicemail, you just check in. Similar to the call that we're doing week number three on the onboarding. It's just a check in call to see how things are going.

Birthday cards, parrot birthday cards, welcome letters sent by mail. A welcome call, you can do as well. These are some additional things you could throw into your onboarding process. Social events, sleep overs [inaudible 00:37:20] for parents, disco, a picnic and musical. Partner program with local businesses. We've talked about strategic partnerships, but these and you might be like, "Clint, how does that increase retention?" Well, you're providing a discount, additional services to your customers from local businesses. That's super cool.

Teacher training days, loyalty presents for your students to use, five-year, 10-year gifts. Social media competitions, get your current customers engaged. Offer free seminars and workshops, and you can bring in local businesses. I know a couple of our inner circle members who have relationships with nutritionists, sports physios, chiro's. And they had someone coming from in hairdressing, salon and like [inaudible 00:38:13] hair for recital. And so, you can bring in into maybe like free seminars at your studio, you promote them. The strategic partner promotes them as well. That works super, super well.

And re enrollment cards, re enrollment phone calls, re enrollment early bird offer. We're going to talk about re enrollment in a little second. So that is your onboarding process it is one of my favorite, favorite system that I created that I teach, and it is a really powerful one. The 11 step in terms of non negotiable systems, the 11 step enrollment process and the six week onboarding process. Two really, really crucial systems that I would say, if you maybe haven't implemented any call systems yet, that they are the first two that you implement. They are my favorite.

So the next thing that we're going to look at, and you can see down here is re enrollment and the re registration process. So, let's jump over to the re enrollment and engagement process. Another one of my favorite system, I do have a lot of favorite systems. But what I've given you in the intensive is the ones that are just like, how? They get right to the point. They're really, really effective and are definitely going to help you. And so, we enrollment, reregistration.

Generally we wait, let's say we have recital, we finished our season. And then, during the period of finishing our season to starting our new season, that's where we are in a scramble to get people re registered, re enrolled for the new season. And I've never understood this. I've never understood, why do we wait until that middle part where they're not dancing or maybe they're coming to some summer camps, or you've got a paired down version of your classes, why are we stressing and waiting till then to try and get people back?

So, I put in place this re enrollment process a couple of years ago that I've been teaching our inner circle members, and it has changed the game. Because what happens now is, recital finishes. They know who's coming back next season. So during the summer break, they are either focusing on or they're focusing on both things. They're focusing on filling their summer programming, but also, preparing their advertising for the new season to attract new students. So, they're not wasting time. It's not wasting, but we can avoid this wasting time following up people who were shooting and slicing them to see if they're coming back for this season. Never made sense to me.

So I'm giving you the re enrollment process right here. So when it comes to re enrollment reregistration, we call it different things. I'm just going to call it re enrollment, and for now you



hopefully know what I'm talking about. This is where we get people locked in, committed for next season before the recital has finished for the current season. Now, I do encourage some type of incentive, and I'm giving you a couple of incentives this week.

Maybe you have a registration fee or re enrollment fee every single year. Hopefully, you do have some type of fee. With some of our members it is similar to like an Amazon Prime, they call it a membership and they pay a membership fee every year. And the membership fee, my favorite is having two options for a membership fee, which is your basic membership fee which covers your insurances and your little bits and pieces. And then there is a VIP, or a premium membership fee, a gold status membership fee, a diamond membership fee. And that is like the VIP program that I teach, which gives them additional bonuses.

So for instance, you could have an enrollment fee, a regular membership fee is \$30 a year. \$30 a year per child. Then, you could maybe have a \$50 VIP membership fee, which also includes some bonuses like priority recital ticketing. They get first access to recitals. Maybe they get a discount off birthday parties, maybe they get access to a welcome back workshop when you start the season. My whole bunch of things would be including that, but I just wanted to expand on that.

So, there's a registration fee. I like to call it a membership fee, a basic premium. And that's a really good way to generate some more income before summer, because summer can sometimes be a little low on income. And so, maybe one of your enrollment incentive list might be a percentage of that enrollment fee. You could do locking pricing. So, looking current pricing for the following year, and exclusive workshop or the concert tickets, a percentage of dance wear, party customer service, a VIP party, and maybe they get a star to keep.

Now, every demographic is different, every area is different. If you know your customers and your parents on what they would like. So, I would do that. In saying that, you don't need an incentive to get people re registered for the new season, but it does help. Unless your classes are an absolute capacity, the only time I've seen it work really well where there has been no incentive is when all the parents know that the classes are full and there's waiting lists for all of the classes. And so, they have to get in, otherwise people on the wait list are going to get it.

But you can only use that scarcity if it's actually true. If the parent knows there's four kids in the class and you've got room for another 10, you can't use that. So, I am a fan of doing an incentive and I am a fan of following this process. Oh, I do have a bonus tip for you here, because we did get asked a lot, a lot about retaining preschoolers. And if you have many little girls in your preschoolers, you can do a fairy princess party. We've had superhero parties, we've had Prince and Princess parties. And this is, essentially just like a little information afternoon or all morning where there's like cupcakes, maybe some [inaudible 00:45:04] for your parents.

And what you can do is just educate them around the kids going to be in school plus still dancing, but still dancing. Because, there are a lot of objections around this. I found a live kind of informal Q&A with some fun stuff going on like, positioned as a party is a great way to get in to register for the next year.

Okay, cool. So, you can fill the same. Fill in that below. We finished out that season on X, Y, Z whenever the date is, six weeks before the end of the season is. So again, this is a six-week process. You'll notice that a lot of my stuff is all six-week focus, six-week focus. So, six-weeks from the close of the season you want to make sure you've finalized your schedule for the next season, and some of your softwares will do. I've put the manual version of this in here so that anyone can do it. Your software may be able to help you. Well, it will be able to help you with some of this as well so it's not so manual. But if you don't have software, that's okay, as well, because you can just follow this process.

Finalize your schedule. Really, really important. And you might say, "But Clint, I don't know, my teachers. Blah, blah, blah, blah, blah, procrastination." Just get it done. That's all I can say to you. We have helped so many people get this done really early so that they can change and get their re enrollment process done before the end of the season. And it has really changed their life. I know that scheduling can be tricky, I know it was one of my most hated jobs running my studio. But when I sat down and did it, and dedicated many, many hours to it and got it done, and then got out our re enrollment process. Like, it made the pain very, very worthwhile.

So, I want to encourage you. If you're someone that procrastinates in the schedule. You've got to get it



out early. Like, it has to go out early. Finalize your schedule, create a master sheet with all student classes for next season along with options for them to take. Again, your software could do this. But the idea around this is that, you have a list of all your current students, all the classes they currently take, and then all the classes they could be taking.

My goal around this re enrollment process is not just to get them re enrolled into the same classes, but to get them re enrolled into more classes. How you can lift your profitability instantly in your studio is have more students doing more classes. Simple, simple, really easy to actually execute on and provide a ton of value to your customers, because they're getting more value from you by taking more classes.

Create the schedule designed to be sent out in the mail to parents, fold out welcome letter, schedule and fee structure and enrollment form, or give online enrollment link. Get materials printed. Okay, let me share something about this, because you're, "Clint, hang on a second. You're saying like printing and mail stuff out."

I'm going to give you the option. You can definitely send out an email with this information pack. You can send out the email, which is a PDF. It's nicely designed, don't do it in word. If you are good at canvas or something, fine. You can do it. But you know that I'm a fan of getting a graphic designer to put something together like we've got these guides put together for you. I certainly haven't done these out. Design agency has.

And so design something really lovely. You can PDF it, you can send it out in an email. But in the email, it's tailored. And ideally, the PDF is also tailored so that you can highlight their current classes, and then in another color, highlight the classes that you think would be really great for them to do.

So, yes, you can email it out. I have found it effective to send a piece in the mail. It's letter size. It's chunky mail. We never get chunky mail anymore and so, I would encourage you to do a chunky mail piece. But you don't have to, if you're like, "Oh my goodness, I've got 1200 students. Mail for all of them. That's a nightmare." You can start with the email. You've just got to be really proactive on the follow up sequence that I'm going to share with you on what to include in the letter, the welcome letter. So, wrap up for the year excitement about the concert or recital. Remind customers when they come to your studio what's included in

the pack. The officer [inaudible 00:49:56] and deadlines on what they can look forward to in the new year, in that new season that's coming up.

And deadlines are important. So if this is a six-week process, so you want to make sure that whatever incentive you offer is only for the six weeks. Now, you could go a step further. And you don't have to do this, but we've done this recently because we're preparing at the moment in the inner circle to offer reregistration for our members who are in the US, UK and Canada. And so, you can do a one week like fast action bonus. So, you have your incentive which might be 50% off your re enrollment or registration fee, membership fee. And then for a week, if you register for a week, you're going to get a golden ticket to this workshop with X, Y, Z when we return for the season.

Anything golden ticket is like really, really effective in getting that rush of people during that first week re registering. Because then, you're getting close to the concert and to your recital. We want people registering early in the six weeks, so you're not too close to the end of the dead season. And so, get the materials printed. Week number five, mail the re enrollment packs. Or you can send them an email. So, I've got you week number four, send an email with the re enrollment pack. So if you're not going to mail it, you can send it as an email week number five, then you can re email it week number four and ask if they've got any questions.

At week number three, and this is leading up to the end of the season, three weeks out. You're going to do a video message email from you with FAQs. So, any questions that are upcoming around the new season, anything that people are asking you from the pack that you've sent out. You want to really build new excitement, repeat the incentive and just talk about the amazing year that you've had.

Okay, two weeks out, you want to call everyone who hasn't enrolled. Did they receive the pack. Do they have any questions? Are they coming back? You want to get really, really clear on that. And sometimes you can't. You want to be able to talk to everyone because people don't answer the phone. And guys, when I say you remember, I'm talking about you, office manager, admin staff, your sister that you bring in just for a couple of weeks. So, this whoever it might be that is helping you.

So two weeks from closing season ask them if they received the pack. If they have any questions,



are they coming back? And that's a super simple question of, we would love to secure any spot in class. Have you decided are you coming back the next season? One week from closing season, seven day left, SMS. Three days out, last chance email. One day out, 24 hours left to enroll, SMS. So, that is your follow up to get them to take action.

Again, this can be set up in your email software, which is super cool. But you can track all of this in a spreadsheet or in your dance studio software as well. This process if you follow it to a tee, and I've laid it out very simply for you. If you follow this, you will get a huge increase on your re registrations.

In terms of what they pay, I'm sure this question will come up. In terms of what they pay up to secure their place, that they're obviously paying their membership fee, but you could also maybe get them to pay the first month and the last month, the last month and tuition. It's up to you. Whatever you feel comfortable with. My experience and what I have seen is that, if they're giving you some money, that's a good enough commitment. So, it might be just the registration fee or it might be, I do like the membership fee plus amounts. I think that really gets skinny in the game, because you don't want them obviously pulling out afterwards. Which doesn't happen with this process because you then want to follow them up. Okay.

The engagement process for those who re enroll. So, this is another mistake. They re enroll, and let's say your recital is early June, they don't hear from you until the end of all this when you're about to start in September. Also a mistake. So, you want to make sure that you are doing some follow up during the time that they are off during summer.

So you can see here, I've got a postcard after Christmas to your under 10 age group. But for you, Christmas if you're in Australia or New Zealand. If you're in the US, UK or Canada, I would do something during the summer break where it could be your mascot, or like your preschool program or something like at the beach saying like, "Wish you were here. I can't wait to see you back at dancing." Like a cool postcard, the kids will love that. I love that too. I think it's great. And then before dancing start, send them a video or a message, a couple of video messages, getting them prepared and excited for the new season.

Those that haven't really involved. If they didn't really re register or they didn't re enroll with you, so the deadline finish, maybe you've followed up for a week or two after recital just to get those stragglers in and you still haven't heard from them. Do the postcard. Three weeks before they get back, give them a phone call. See if they're coming back. Two weeks, send them a video. One week, send them a video.

When you look at this, there is not a lot of components to this process. If you sat down for a couple of hours, you could get this process done very quickly. But I just want to share with you just think for a second, you've done your recital and you have 80% of your students re enrolled for next year. How different would that summer period be the for you?

Maybe they're like, they'll be stressed during your break, hopefully so that you are focusing on your new student attraction system for the new season, which is the stuff that we've done together in the intensive. So you can really map out, okay, we're going to do this marketing and this marketing instead of, "Oh my goodness, we have to follow up all of these people. We have no idea if any of our students are coming back next season."

It's a little more work up front, but just believe me. This is going to change your life totally. So they are our main processes for this week. I want to make sure that you spend some time this week going through some of the additional ideas that I have pulled in our guide this week. There is so much great information here when it comes to retention. So, I want to make sure that you go through them. And then if you have any questions, let us know in the group, and I look forward to talking to you all really soon.

I hope today was a valuable lesson. I hope I got across to you the importance of retention. And I really just shared with you two core system today, but they are our two most impactful systems that come under this retention umbrella, which is our onboarding, our six week onboarding process, and our six week re enrollment process.

Enjoy happy implementing. Remember, jump in to the group, share your video and post any questions you have, and I look forward to seeing you in there. Take care, and bye for now.