



COACHING CALL

transcript



STUDENT ATTRACTION
INTENSIVE

OUTSIDE THE BOX MARKETING

Week Eight

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OUTSIDE THE BOX MARKETING

Week Eight

Clint:

Hey everyone. It's Clint. Hope you're well. Welcome to today's Q and A call. It is Thursday, the 14th of March. I hope everyone is having a fantastic week. It was a couple of days ago since we had our coaching call this week where we were talking all about out of the box marketing ideas. Hope you've enjoyed this week's training.

As I mentioned in the training this week, our core focus is still executing the plan that I walked through with you in week number three and also for you to be implementing Tracy's Facebook ads campaign. I know a lot of you have been having a great time with her on her session. She had a session today, and also posting some really great questions in the group, so please make sure you are utilizing Tracy while you have access to her 'cause she only works with our inner circle members and I brought her in especially for the intensive, so I hope you're enjoying having her share with you. She is so incredible.

So, today I'm here. It is a Q and A call. I'm here to answer your questions. As always, if you do have a question for me, can you please let me know what your question is in the chat or just tell me that you have a question and I will answer you. I'll unmute you and then we can have a conversation and get you clear on whatever your question is.

Brittany has pre-submitted a question. I don't think she is with us. Brittany's question is, "Talking about out of the box marketing, I'm thinking about starting a studio ambassador program. Your thoughts on this? So far, I'm thinking it will go like

this. They get a free studio swag twice a week, an ambassador only retreat to a nearby town for a day, life skills and leadership training. They do. They post on social media once every two weeks based on what we tell them to do, be a new student chaperone, and help a new student feel welcome, help keep the studio space clean and organized. Any thoughts on this program? I appreciate it. Any other things I can give them to sweeten the deal?"

Brittany, I wish you were on the call, because I have a bunch of questions and you're not here for me to ask them. Firstly with this, I want to get clear on what is your objective. So, what are you trying to achieve by bringing in a studio ambassador role? Is this for your current teachers? I get the sense that it might be for the teachers because you're saying, "Come to a retreat, life skills and leadership training." It could be for your seniors maybe, but I'm not 100% sure on who it is for.

So, I know you're not here, so jump into the group when you listen to this recording, and if you could just shed a little more light on this, that would be great. My first big question is, what is the goal that you are trying to achieve by implementing an ambassador program, and then I can help you. I know a whole bunch of our members who have different types of ambassador programs, VIP programs, different scholarship programs, apprentice programs. So I want to make sure that I give you useful information and to be able to do that, I actually need to know what your goal is. So yeah, please post that. Let me know what your goal is. We'll jump one in.



Guys, there is like four of you here today. No one is here. I think everyone's at teaching. I know that it's 4PM. It's a late call and it's early if you're in Australia. But guys who we have on here, I can see Bonnie. What's up, Bonnie? Honey, Pam. Sarah Beth is here, as well. Good to see you guys here. If you guys have questions, I am here. Any question? I open this up. Any question that you have that you might want to ask me or run past me, now is your opportunity. Otherwise today is gonna be a very quick call. Pam, let me see if you can talk. Any suggestions on press release? Maybe you can't talk. I'm gonna need a little bit more than any suggestions.

Pam:
Hi.

Clint:
Hi. How are you?

Pam:
Good. How are you?

Clint:
Give me more information, please.

Pam:
Well, I was just thinking about in the booklet and when you talked about the press releases, I just wondered if you had any suggestions 'cause sometimes we'll submit them and they'll either do it or they'll put in the paper or they won't put it in the paper and are there any suggestions that you have or some way to make them, when you submit it to the newspaper, to make them really excited about it [crosstalk 00:05:36] jump on your story and make it newsworthy?

Clint:
Yeah. So, the key to this is consistency because not every story that you pitch is gonna get picked up. One of my friends, Selena, who works [inaudible 00:05:52] publicity, she says like 1 in 10 submissions might get picked up. So, it's definitely about the frequency that you're sending them.

I know when I had my dance studio, we would send four a month, but they would be together. So, between the first and the second week of the month, 'cause newspapers were all the rage, and we had a lot of local mom magazines and stuff that got printed as well, so we would send four ideas in one email where it would be a headline, which was very hooky, with just a paragraph of the

really meaty guts piece of the story. It could've been about something seasonal like Valentines Day. It could have been about our dancers were dancing at a local event. It could've been one about graduates off at university, what they're achieving. So we would always have a mix. One of our teachers got married overseas. We would do anything, but we would always make sure that we were consistent in just giving them four ideas. Some months nothing would get picked up, right? But then there's months where they might like, "Hey, I'll run this and I might run that next month."

So, the consistency, because really what it's about is building relationships. Yes, the story has to be good or what you're presenting them has to be good and interesting, and a good way to filter that is who is their audience, because the writer, a journalist is always thinking about, "How can I get my work read by more people?" So they're always thinking about who is that customer, who is that audience member that is gonna be reading this, and what's gonna get them excited to share it on social but share it with their friends or have a conversation around it over a dinner or a lunch or a drink?

Pam:
Okay. That's helpful. And then as far as you were saying about all the different themes and things like that, if you're doing like four a month, do you think that it's also important to be consistent with how you present the press release to have basically the same format each time?

Clint:
Yeah, definitely.

Pam:
[crosstalk 00:08:13] changing it out will make them notice it more?

Clint:
No, you definitely don't want to change the format of the press release 'cause a press release is a press release. The form of it doesn't change. So you want to send them out the same way. To get their attention, though, you could do things like if you find out their birthday, send them a birthday gift or a note in the mail. If they do your first story or they publish a story for you, send them some cupcakes to the office and say, "Thank you so much for sharing our story. It's been up in our studio. Our parents are really proud." Make sure that it's a give and take relationship, not just you submitting stories and giving them the story.



Pam:

Sure. I appreciate that. Okay. That's great. Thank you so much.

Clint:

You're welcome. Good to talk to you. Okay, cool, so that is Pam. Bonnie, "I'm driving so I can't talk [inaudible 00:09:12]. Is there a worksheet to submit?" No, Bonnie. I mentioned that to you in the comments section the other day. There is no worksheet. It's just a guide this week. The next couple of weeks I think are guides because I'm giving you all of the information, so there's no worksheet for you this week. We have just laid out for you all of the marketing strategies that you can do, so there is no worksheet. Not every week has a worksheet.

Guys, what other questions? What other questions do you have? "Great, I'm catching up." Awesome. You're so welcome. Safe driving, please. Don't text and drive. What else is up? I'm on a roll. You're my 18th call for today. Can you believe it? 18th call. I opened up my calendar for our inner circle members today. I had a free day, and so I did a whole bunch of one-on-one calls with our inner circle members today, which was super cool. So I'm on fire in terms of having calls. I've been on calls since 8AM. It's 4PM. I woke up at 4:30 this morning, but I am here for you guys.

So guys, if you have questions. If not ... "Any more suggestions on open houses?" Yeah, I'm happy to talk about open houses. So, a successful open house. Let's firstly start with the fact that a lot of open houses, open days if you're in Australia or New Zealand, a lot of the time they bomb. The reason that they bomb is because 80% of the time and energy goes into actually putting all of the bells and whistles on for the open day aside from where you should be focusing that 80%, which is on marketing the open house.

You guys are creative planners. You know what to do in an open house, right? Have a panel. I've got it all in the guide, right, so you can do a panel, guest classes, face painting, movement, music, singing, get out your little karaoke machines. There's so much cool stuff that you can do at open days. Cupcakes, food, wine, cheese, maybe, if that's legal wherever you are. The wine piece, I'm talking about.

But the time and energy needs to be spent on marketing the actual open house. And so, the marketing plan that I gave you in week number

three, you can follow that exact same plan for an open house. That six week plan applies to everything that you do. And so with that plan, you can execute it. When you are marketing your open house, I do like people to register. So, what Tracy's been going through with you in terms of having an ad that goes to a landing page or a specific page on your website that is advertising your open house and it has all the great things that are gonna happen and who's it for and all of that cool stuff, and then they register by giving you five core details, their name, name of child, age of child, phone number and email address, the five things that I always love getting first. Sometimes you may just get first name parent, first name child, email address. That's okay too, but ideally, I would like you to get all five of those details. That gives them a registration.

Then, you can do a couple of things. Firstly, you can follow up with them via email and text message to ensure that they turn up, 'cause here's the other thing. If someone is registering for free for an open house, maybe 30% of those people will turn up, maybe. That's on a good day. Maybe 30% of people will turn up. People just opt in for free stuff. So maybe they might turn up.

So, what I want you to focus on is your followup campaign once you've got their details, email, text message. You can also give them a phone call. I would definitely, someone to call them as quickly as they opt in. "Hey there. Is this Jennifer?" "Yes it is." "Hey Jennifer. It's Clint calling from Jenny's Dance Academy. How are you?" "Oh, good." "Look, I just noticed that you registered to bring along little Suzie to our open house. We're really excited to see you. I just wanted to confirm the details with you. Blah, blah, blah. Do you know where we are?" "Oh no, I don't." "Well, you know, we're near the McDonald's," or whatever it is. "Okay, fantastic." "Also, I've got a couple of extra tickets. Is there anyone else you would like to bring along? Does Suzie have any friends that she might want to bring along?" Okay, so asking referrals. Yes, no. Follow the journey. "Hey, no problem. Well, we really look forward to seeing you and little Suzie there. I'll make sure I send you a confirmation email and a text message the day before. If you have any questions whatsoever, you can catch me on this number or you can shoot me through an email. We'll see you there. Bye." That's the conversation. They will be so impressed that someone has



called them, and the thing is, is that a lot of dance studios have a bad reputation for being chaotic and not getting back to people. So, I really, really, really want to make sure that you are getting back to people. How is this for a customer experience? I've just opted in for a free event and you've called me, shown interest, spoken to me, you've followed up with me. Your show up rate is going to increase from like 30% up to about like 50, 60%. Huge improvement on a free event, so you definitely want to do that.

The other thing that you can do is when someone has registered, so if you take them to a landing page, they give you their details, and then they register, you can then retarget them, right? You can still retarget those customers right through your Facebook ads. You can say, "Hey, we can't wait to see you on Saturday," blah blah blah. You can do a video following up with them, like, "We can't wait to see you. The ponies are gonna be there. We're gonna be doing face painting," blah blah blah.

Pam is saying, "We called local studios as secret shoppers and one still hasn't called after four weeks." Pam, that does not surprise me. They better not be one of our members. I'm sure they're not, but that does not surprise me. It's so crazy. People say to me all the time, "I need more students. I need more students." I'm like, "Pick up your phone. Pick up your phone." Yeah, it's crazy that people don't respond to emails and they don't pick up the phone and then they're scrambling for how to grow and run their business. Crazy. Crazy.

Anyway, Pam, is that helpful? Do you have any other questions around that? Hopefully it was

helpful. Does anyone else have any other questions on the call? "It was helpful. Thank you." You are welcome. You are welcome. Any other questions, guys? I'm here. I'm all yours. There's four of you. I'll stretch. My neck is a little tight from today from sitting down all day. Doesn't look like we have any questions. I'm just here to hear my voice.

Okay, guys. Well, if you don't have any questions, I'm going to love you and leave you. "Sounds like we should all take the afternoon off." Yeah. This is late for me. I kind of like wrapping up my day around 3, 'cause I'm at 4:30 and I kind of start working around 6, so I'm definitely done for the day. But if you guys have questions, I'm here for you, right? Here to support you, here to help you any way that I can. That's fine. I still feel the love if you don't have any questions for me. Jump into the group.

Oh, I also want to mention, I have given you a bonus this week. I've given you a bonus training. I'm not sure if you saw it, but I've given you, very sneakily, I've given you access to one of our speakers from our inner circle retreat, Amanda Brachs, who is talking all about out of the box marketing. So I thought that was a nice little gift to give you this week, an additional video training. It will blow your mind. Amanda is amazing. So jump on into the Facebook group and check that out. You're gonna love her. You're gonna love her.

Cool, guys. That is it from me. Thanks for joining us today. I look forward to seeing you next week, another amazing week planned. Have a fantastic weekend. As always, if you've got any questions, jump in the group. We're there for you. Cool, guys. Take care. Bye for now.