

How to get your leads to book a trial class!

(I booked 52 trial classes in 3 days)

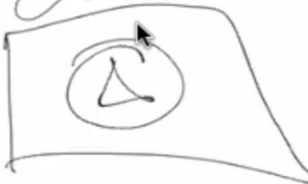
Why did this work?

1. Scarcity - We only have 40 passes and this offer expires in 3 days. Each email counted down the number of available passes.
2. Consistency over 4 days - they were blasted with emails and reminders about the offer, as well as some added value. (92 of 611 people unsubscribed - and they were just dead weight on my lead list).
3. The Trial Class System that Parents use to book in is nicer looking than our traditional studio software programs, and doesn't require them to sign intimidating terms and conditions before signing up for a trial, and everything is automated from the moment they sign up.

Broken Down:

1. Set up an email campaign using the schedule and emails included in this presentation, with a link in each email to your landing page to book a trial
2. Have a way for parents to book in for a trial with your admin either manually (phone/email), or using the Trial Class System
3. Add a checkout page at the end of the Trial Class System if you'd like to charge for the trial before they come in

[illegible]

0	1	2	3 OFFER
Something is coming tomorrow	come. our New Season Gift - Labor Day. <u>7 DAYS</u> : 700	9 am  VIDEO.	5 am. 6 am.
	3 WeN ordered the 1st laptop the gift. 60 will get the 2nd of the 52. P.S.		76 am. (last chance.)
(PDF.)	that is -> bank entire doc.	Transferable.	11:50 am

An easier to read version...

Day 0 Email	Day 1 Emails	Day 2 Emails	Day 3 Emails
Email #1 Shhh.... something's coming tomorrow (gift image)	Email #2 10am Here's your gift (Ultimate Class Pass...aka 5 free trial classes)	Email #4 9am Why? (Video)	Email #5 6am Watch these dance styles (Video)
	Email #3 6:15pm All I can say is wow!		Email #6 12pm Time's almost up
			Email #7 6pm Last Chance

Email Schedule & Subject Lines in Drip 'Campaign'

	Opens	Clicks	Unsubscribes	Status	Delay Between Emails [Ⓢ]
Shhh... something's coming	46.3%	0.0%	2.1%	Published ▼	Immediately <a>Edit ▼
Here's your gift	49.9%	9.5%	1.2%	Published ▼	Wait 1 day then send on any Monday, Tuesday, Wednesday, Thursday, Friday, Saturday at 10:00 am <a>Edit ▼
All I can say is 'WOW'	46.2%	4.1%	3.2%	Published ▼	Wait 0 days then send on any Monday, Tuesday, Wednesday, Thursday, Friday, Saturday at 6:15 pm <a>Edit ▼
Why?	33.1%	4.5%	1.8%	Published ▼	Wait 1 day then send on any Monday, Tuesday, Wednesday, Thursday, Friday, Saturday at 9:00 am <a>Edit ▼
Watch these dance styles	31.2%	5.7%	3.9%	Published ▼	Wait 1 day then send on any Monday, Tuesday, Wednesday, Thursday, Friday, Saturday at 6:00 am <a>Edit ▼
Time's almost up	31.3%	4.0%	1.9%	Published ▼	Wait 0 days then send on any Monday, Tuesday, Wednesday, Thursday, Friday, Saturday at 12:00 pm <a>Edit ▼
Last chance	31.3%	4.8%	2.4%	Published ▼	Wait 0 days then send on any Monday, Tuesday, Wednesday, Thursday, Friday, Saturday at 7:00 pm <a>Edit ▼

Email #1 Shhh... something's coming

Hi {{ subscriber.parentfirstname | default: "there" }},

We've got something special coming your way...
Check your inbox tomorrow at 10:00am :-)

46.3% Open Rate
2.1% Unsubscribe



{{ snippets.signature }}

Email #2 Here's your gift

49.9% Open Rate
9.5% Clicked Link
1.2% Unsubscribe

Hey {{ subscriber.parentfirstname | default: "there" }}

Firstly, I'd like to thank you so much for your interest in Collingwood School of Dance. To say thanks, we have a special gift for you...

The **Ultimate Dance Pass** allows your child to come to our studio and try out up to 5 different dance styles that they might be interested in joining. Please note: we only offer 1-2 dance styles for ages 0-4.

We only have 40 Ultimate Dance Passes available on a first come first served basis, and this offer closes in 3 days. If you receive an error message when you click on the link below, that means that either our passes are gone, or the offer has expired.

We also have a new and super easy way to book in for the Ultimate Dance Pass.

Simply click on the link below, select your child's age and the class they want to try. Choose a day over the next week or two that works for you, and book in - it's that easy!

No payment or credit card information required! We'll send you a confirmation email with all the info you'll need before coming in.

[==> Click here to book in for classes with your Ultimate Dance Pass](#)

If you have any questions, we're happy to help! Just reply to this email, give us a call, or stop in Monday to Friday 11am to 3pm, or Monday, Tuesday or Thursday 4:00-6:30pm.

Hope to see you at the studio!

{{ snippets.signature }}

P.S. If {{ subscriber.childname | default: "your child" }} doesn't want the Ultimate Dance Pass, you can pass this gift onto a friend by forwarding this email to them.

Note: Drip now has “expiring links” so you really can make it so they can't book the trial after the 3 days

Email #3 All I can say is 'WOW'

46.2% Open Rate
4.1% Clicked Link
3.2% Unsubscribe

Hi {{ subscriber.parentfirstname | default: "there" }}

I love having 'wow' moments! This afternoon I had one of those moments.

I logged in to see how many students have booked in for the Ultimate Dance Pass and two things shocked me!

Thing 1: Almost half the passes have already been used to book in for trial classes!!

Thing 2: I see a few students signed up that inquired about classes over 2 years ago, but never came in! - So excited to finally meet you in person :-)

When we switched over to this new trial booking system, I knew parents would love it, because it's so simple to use, and can be done right on your phone.

Just click on the link below, select your child's age and the class they want to try. Choose a day over the next week or two that works for you, and book in - it's that easy!

No payment or credit card information required! We'll send you a confirmation email with all the info you'll need before coming in.

If your child wants to come and try dancing, we still have 23 Ultimate Dance Passes left.

[==> Click here to book in for classes with your Ultimate Dance Pass](#)

I also wanted to pass along a PDF of our **Vision and Values at CSD**. [Click here](#) to learn more about them now.

Do you have any questions? Simply reply to this email, give us a call, or stop in Monday to Friday 11am to 3pm, or Monday, Tuesday or Thursday 4:00-6:30pm, and we'd be happy to help!

Hope to see you at the studio!

{{ snippets.signature }}

P.S. If {{ subscriber.childname | default: "your child" }} doesn't want the Ultimate Dance Pass, you can pass this gift onto a friend by forwarding this email to them.

Email #4 Why?

33.1% Open Rate
4.5% Clicked Link
1.8% Unsubscribe

Hey {{ subscriber.parentfirstname | default: "there" }}

My vision and focus for our students at CSD is very different from other dance studios. If you'd like to hear more about it, click the video below:



We've only got **16 Ultimate Dance Passes** left, and tomorrow is the last day you can use one to book in for up to 5 free trial classes at CSD.

To book in for classes using your Ultimate Dance Pass just:

1. Click on the link below
2. Select your child's age and the class they want to try
3. Choose a day over the next week or two that works for you, and book in - it's that easy!

No payment or credit card information required! We'll send you a confirmation email with all the info you'll need before coming in.

[==> Click here to book in for classes with your Ultimate Dance Pass](#)

If you have any questions, we're happy to help! Just reply to this email, give us a call, or stop in Monday to Friday 11am to 3pm, or Monday, Tuesday or Thursday 4:00-6:30pm.

Hope to see you at the studio!

{{ snippets.signature }}

P.S. If {{ subscriber.childname | default: "your child" }} doesn't want to use the Ultimate Dance Pass, you can forward this email to a friend so they can use it.

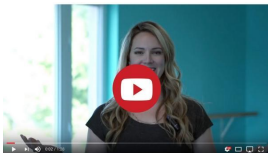
Email #5 Watch these dance styles

31.2% Open Rate
5.7% Clicked Link
3.9% Unsubscribe

Hi {{ subscriber.parentfirstname | default: "there" }}

Today is the *LAST* day to book in for trial classes using your **Ultimate Dance Pass**!

Click the video below to see a preview of all the different dance styles we offer for each age group at CSD:



To book in for the **Ultimate Dance Pass** click on the link below, select your child's age and the class they want to try. Choose a day over the next week or two that works for your family, and book in - it's that easy!

No payment or credit card information required! We'll send you a confirmation email with all the details you'll need before coming in.

[==> Click here to book in for classes with your Ultimate Dance Pass](#)

Have a question? Simply reply to this email, give us a call, or stop in Monday to Friday 11am to 3pm, or Monday, Tuesday or Thursday 4:00-6:30pm, and we'd be happy to help!

Hope to see you at the studio!

{{ snippets.signature }}

P.S. If {{ subscriber.childname | default: "your child" }} doesn't want to use the Ultimate Dance Pass, you can pass this gift onto a friend by forwarding this email to them.

Email #6 Time's almost up

31.3% Open Rate
4% Clicked Link
1.9% Unsubscribe

Hey {{ subscriber.parentfirstname | default: "there" }}

Less than 12 hours to go until the **Ultimate Dance Pass** expires.

Our regular trial fee is \$20 per class... so you can save up to \$100 by using your **Ultimate Dance Pass** to book in for up to 5 trial classes.

To book in for classes using your Ultimate Dance Pass just:

1. Click on the link below
2. Select your child's age and the class they want to try
3. Choose a day over the next week or two that works for you, and book in - it's that easy!

No payment or credit card information required! We'll send you a confirmation email with all the info you'll need before coming in.

[==> Click here to book in for classes with your Ultimate Dance Pass](#)

If you have any questions, we're happy to help! Just reply to this email, give us a call, or stop in Monday to Friday 11am to 3pm, or Monday, Tuesday or Thursday 4:00-6:30pm.

Hope to see you at the studio!

{{ snippets.signature }}

P.S. If {{ subscriber.childname | default: "your child" }} doesn't want to use the Ultimate Dance Pass, you can pass this gift onto a friend by forwarding this email to them.

Email #7 Last chance

31.3% Open Rate
4.8% Clicked Link
2.4% Unsubscribe

Hi {{ subscriber.parentfirstname | default: "there" }}

Are you interested in an **Ultimate Dance Pass** so {{ subscriber.childname | default: "your child" }} can try us out?

I haven't seen {{ subscriber.childname | default: "your child" }}'s name on the list yet and today is the last day to get the **Ultimate Dance Pass**.
This gift expires tonight at midnight.

To book in for classes using your Ultimate Dance Pass just:

1. Click on this link: [==> Click here to book in for classes with your Ultimate Dance Pass](#)
2. Select your child's age and the class they want to try
3. Choose a day over the next week or two that works for you, and book in - it's that easy!

No payment or credit card information required! We'll send you a confirmation email with all the info you'll need before coming in.

Is {{ subscriber.childname | default: "your child" }} no longer interested in dance? Feel free to forward this email onto a friend that might be interested instead :-)

Hope to see you at the studio!

{{ snippets.signature }}

P.S. [Click here to book in for classes with your Ultimate Dance Pass](#)

From Email Link to Trial Class Booking Page



Schedule a Trial Class

Answer the questions below to get started, then click on the name of the class you want to book to learn more. 😊

How old is your child?



Which class?



16
TUE

TUESDAY, JAN 16, 2018

Tap (ages 13-17)

🕒 4:00pm

TUESDAY, JAN 16, 2018

Tap (ages 13-17)

🕒 4:00pm

TUESDAY, JAN 16, 2018

Ballet Tuesday (ages 7-9)

🕒 4:15pm

Use the filters to make your selections



Schedule a Trial Class

Answer the questions below to get started, then click on the name of the class you want to book to learn more. 😊



03 Years Old ▼



Prima Star Ballet ▼

17
WED

WEDNESDAY, JAN 17, 2018

Prima Star 1 Wednesday (age 3-4)

🕒 11:00am

20
SAT

SATURDAY, JAN 20, 2018

Prima Star 1 and 2 Saturday (age 3 and 4)

🕒 10:15am

22
MON

MONDAY, JAN 22, 2018

Prima Star 1 Monday (age 3)

🕒 5:30pm

Learn more/Enter in your details/# of Spots Left

Prima Star 1 Monday (age 3)

Prima Star Ballet

Try this class for only \$7 (regularly \$20)

Simply enter your details to book in 😊

From the moment your child steps into the studio they'll be transported to a magical and imaginative world of dancing, princesses, fairies, pirates, galloping ponies, marching soldiers, bouncing bunnies and so much more. Our Prima Star Dance program is designed to engage your child's senses and imagination so they experience all the fun of dancing without even realizing how much they are actually taking in and learning!

Your child's class will include dancing on their own and dancing in partners and groups with friends. We will engage your child's interest with rhymes, stories and props like scarves, maracas, ribbons, teddy bears and so much more. Our unique theme-based classes will keep your child excited for dance class week after week.

Each child is limited to one trial class booking per class.



📅 Mon, January 22nd

🕒 05 30 pm - 06 00 pm • 30'

Trial Class Registration

Hurry up! Only 4 spots left!

First Name

Last Name

Phone Number

Email

Child Name and Birthdate

YYYY ▾

MM ▾

DD ▾

+ Add Child

Register

Redirected Page (Jan 2018 is a check-out page)



This is where I put my Facebook Lead Pixel for tracking conversions

Billing Information

Email

Credit Card



Exp. Date

CVC

Zip Code

Order Summary

Trial Dance Class

CA\$7.00

Sign up now for CA\$7.00

By clicking the button above, I acknowledge that I've read and agree with the [Terms of Service](#) and am ready to get started!

Order Summary

Trial Dance Class - ~~\$20.00~~ \$7.00

Order Total:

~~\$20.00~~ \$7.00

Complete your payment online to hold your spot in the class. Then check your inbox for an email with everything you need to know before coming to the trial. A receipt will be emailed to you.

*Offer ends January 31, 2018 . New students only.

Drip Rule: To tag those that have paid for the class

< Paid \$7 Trial Class Purchase Active

Actions

1

What should trigger this rule?

Which event should trigger this automation?

Drip

Performed a custom event

Which custom event?

Charge succeeded

Define Filters

description

equals

Trial Dance Class

+ Add a filter

This trigger applies to everyone. Change...

2

What actions should we perform?

What action should we perform?

Drip

Apply a tag

What tag should we apply?

Paid: \$7 Trial Class

+ Add another action...

Set up a Stripe Account & create a Trial Class 'Product'

[Products](#) [Orders](#)



Trial Dance Class

prod_BujMTLNwclGwia

[Edit Product](#)

Details

ID: prod_BujMTLNwclGwia

Status: Active ✓

Created: 2017/12/08 17:00

Shippable: No

Name: Trial Dance Class

Caption: Try A Class

Description: Trial Dance Class

URL: No URL

Metadata

[Edit](#)

Go into Drip & find your first paid subscriber, look through their 'Activity'

1. Find:

Jan 12, 2018
5:48 pm



Charge succeeded

☰ Toggle properties

2. Click on "Toggle Properties to open this up:

Charge succeeded

☰ Toggle properties

Jan 12, 2018
5:48 pm



amount	700
currency	cad
description	Trial Dance Class
status	succeeded
value	700
source	stripe

Add the details into your rule:

< Paid \$7 Trial Class Purchase Active

Actions

1

What should trigger this rule?

Which event should trigger this automation?

Drip Performed a custom event

Which custom event?

Charge succeeded

Define Filters

description equals Trial Dance Class

+ Add a filter

This trigger applies to everyone. Change...

2

What actions should we perform?

What action should we perform?

Drip Apply a tag

What tag should we apply?

Paid: \$7 Trial Class

+ Add another action...

Subscribers > Choose a filter > Tags > include > 'Paid: \$7 Trial Class' > click 'refresh' > click 'Save Segment'

Subscribers

+ New Subscriber

List

Saved Segments

Tags

Custom Fields

Imports/Bulk Ops

Pruning Operations

Filter **Active** Subscribers by the following criteria

Tags

include

Paid: \$7 Trial Class

+ Add a condition

OR

+ Add another set of conditions...

Refresh

Clear

View Saved Segment

Showing **12 Subscribers** sorted by **Most Recent**

⚡ Perform an action

	childage	childname	parentfirstname	phonenumber	
crystalnapasneycroft@gmail.com	5	Elsa	Crystal		Activity
Added 01/12/18 5:47 PM					Live On-Site Support

If using the Trial Class System once booked for the Trial Class

- They get removed from the email campaign that is promoting the offer
- They get a confirmation email with their class name, date, time, what to expect before coming in and when you arrive, and the option to pay their \$7 trial class if they have not already.
- They get an email reminder of their trial class 3 days before and 1 day before
- Within the reminder emails they also have the opportunity to cancel their trial class by clicking a link in the email, which triggers a “Need to reschedule” email allowing them to book in again for different date or time
- Staff also get a notification email for each booking to make a personal reminder phone call

Admin:

Then each day your admin can easily pull up a list of 'Trial Class Bookings' in the Trial Class System, and a list of "paid" trial class bookings in Drip to know who still needs to pay when they arrive by going to:

Drip > Subscribers > Saved Segments > Paid: \$7 Trial Class

To try the Trial Class System yourself go to:

<http://trial.studioownersacademy.com/>

(Don't sign up on my website, because you'll mess up my conversion tracking lol)

To Implement This You'll Need:

1. Drip <https://drip.com>
2. Leadpages (Plan: 'Pro' with 'Checkouts') <https://my.leadpages.net/>
3. Stripe <https://stripe.com>
4. The Trial Class System <http://studioownersacademy.com/>