

[The Checklist]

Princess Ballerinas Formula For Success

20 Strategies To Maximize Enrollments & Profits

- Strategy 1:** FOCUS on your Princess Ballerinas classes (at least 30 days).
- Strategy 2:** COMMIT to this plan for at least 30 days.
- Strategy 3:** Schedule IMPLEMENTATION time once a week (at least for the first 30 days).
- Strategy 4:** TRACK your progress (see tracking sheet).
- Strategy 5:** Check on your class days/times.
- Strategy 6:** Nice, neat, CLEAN studio spaces (lobby, restrooms, dance room).
- Strategy 7:** YEAR-ROUND enrollment for Princess Ballerinas classes.
- Strategy 8:** Clear & SPECIFIC trial & enrollment process.
- Strategy 9:** Maximize the MESSAGE.
- Strategy 10:** YEAR-ROUND PROMOTION + consistent promotion.
- Strategy 11:** Keep it fun and fresh with lots of variety.
- Strategy 12:** The element of anticipation.
- Strategy 13:** Build connections.
- Strategy 14:** Give the feeling of progress.
- Strategy 15:** An organized retention plan (see Retention Plan worksheet).
- Strategy 16:** Consistent communication (See communication worksheet included with the retention plan worksheet).
- Strategy 17:** Basic staff systems.
- Strategy 18:** Passionate teachers.
- Strategy 19:** Self-care.
- Strategy 20:** Have fun and enjoy the process.