



7 secrets to a more profitable & sustainable dance studio business

👉 Just one click could
change your life!

BY DANCEMARKETING.CA



7 DANCE STUDIO SECRETS: UNLOCKED

Before We Start

Unlocking the 7 secrets to a more profitable & sustainable dance studio business, requires a moment of self-reflection. Before delving into the secrets, consider the following four crucial questions:

1. Do I have a robust and profitable business model?
2. Do I possess well-defined standard business operating procedures?
3. Do I offer exceptional class content with highly skilled teachers?
4. Do I have what it takes to be an outstanding leader (CEO)?

These foundational elements create a strong base for a successful dance studio business.

No matter how extensive your marketing efforts may be, without addressing these fundamentals, achieving profitability and sustainability will be difficult to achieve.

If you are uncertain about the strength of your business model, the clarity of your procedures, or the excellence of your classes and instructors, we encourage you to take a proactive step.

Schedule a consultation with us at **audit.dancemarketing.ca** for a comprehensive business audit.

Our experts will provide valuable insights, feedback, and a tailored action plan to elevate your dance studio to new heights.

Book a call today and set the stage for a more profitable & sustainable dance studio business in your future.





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Key #1 - Find Students

To unlock the full potential of your dance studio, the first step is to consistently attract new parents and students. Use the 3-2-1 marketing strategy to bring in new students and turn them into paying customers.

Here's the simple breakdown: aim for six different ways to get leads every month. A lead is a potential customer—parents and students who see value in your dance classes and have the means to pay for the energy and expertise you provide in your classes. It's a win-win exchange where they invest in your classes, and you, in turn, offer them a fantastic dance experience.

Online Each Month (Choose 3):

- Google Paid Advertising
- Meta (Facebook & Instagram) Paid Advertising
- Your Website
- Local and National Business Directories
- Blogs, Articles, Podcasts
- YouTube Channel



Note: Spend 10% of monthly revenue on lead advertising

Example: Want to earn \$10,000 per month, plan to spend \$1,000 (10%)

Example: Want to earn \$30,000 per month, plan to spend \$3,000 (10%)

Offline Each Month (Choose 2):

- Outdoor Signage and Banners
- Lawn signs
- Door-to-door Flyers
- Community Booth at local events
- Teaching Dance Workshops in Schools
- Festival, Flash Mob, Parade Day

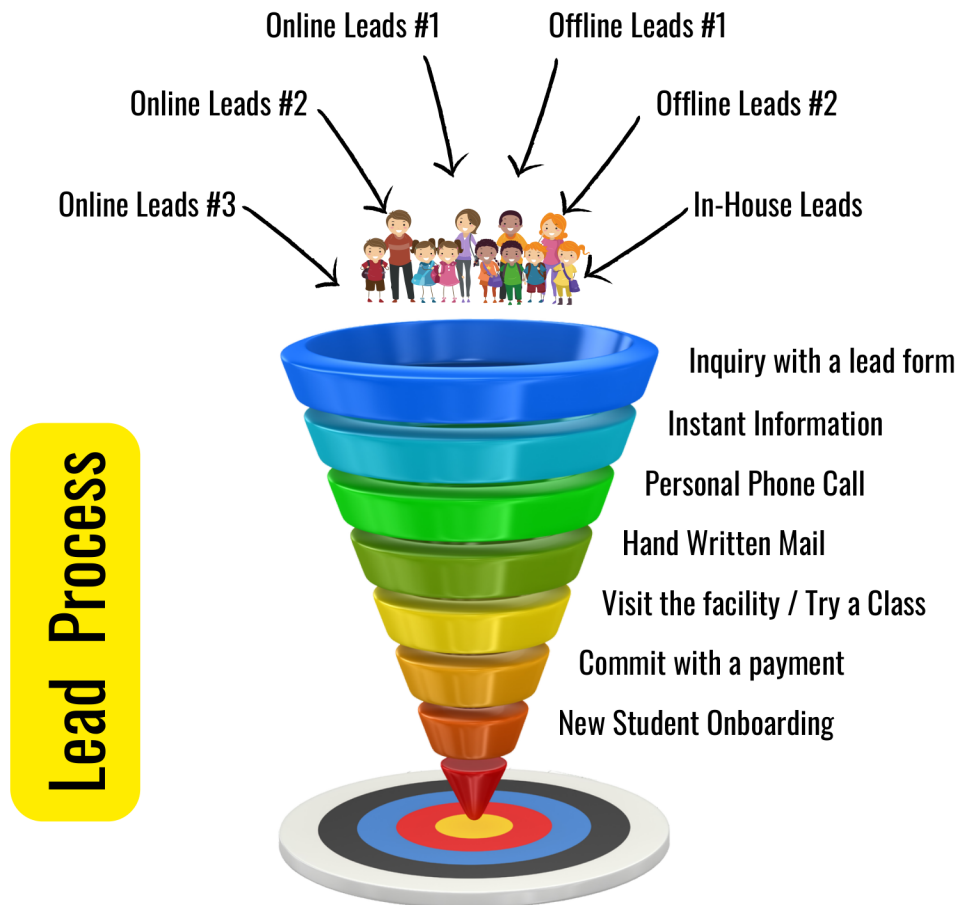
In-House Each Month (Choose 1):

- Bring-A-Buddy,
- Drop & Shop or Parents Night Out
- Ballerina Tea Party or Ballet Story Time
- Workshops, Clinics, Arts & Crafts





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Life-Long Student

Understanding the Progression

Buying "Classes" - 1st Year

Buying "Packages" - 2nd Year

Achieving 1st Milestone - After 2 Years

Achieving 2nd Milestone - After 4 Years

Achieving 3rd Milestone - After 6 Years

Achieving 4th Milestone - After 8 Years

Graduation - After 10 Years

Beyond the classroom - After 10+ Years



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Key #2 - Sell Your Value and Your Programs

The second key to achieving success lies in mastering the art of sales.

It's crucial to create both high value and high profits, and the most effective method involves selling your process. Instead of presenting a fixed price for a certain number of weeks, hours, sessions or seasons, we recommend a unique approach.

Begin by clearly articulating your goal, mission, vision, or philosophy along with your core values.

It takes this form:

- **Our goal** is to... (state your ambitious objective)
- **Our mission** is to... (outline the "how" in achieving your ambitious goal)
- **Our vision/philosophy** includes... (define the "what" you do & "who" you do it for)
- **Our core values** are... (ensure these are closely tied to your USPs - unique selling propositions)

By communicating these aspects, you not only offer a product or service but an entire philosophy and process, allowing potential clients to connect with your purpose and values, ultimately enhancing the perceived value of what you provide.

Next, clarify that while individual classes for beginners are available, the optimal way to embrace dance education is through structured programs.

It's essential for both the parent and student to grasp the analogy to a college or university program, where classes are bundled together, and timelines are established to guide the student toward graduation.

This approach ensures a comprehensive and progressive learning experience, mirroring the effectiveness of educational programs in higher institutions and the achievement of milestones.



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Key #2 - Example: Part #1 Communicating Values

OUR GOAL: is to give every child a chance to dance.

OUR MISSION: is to make dance education affordable for all families, as well as accessible to every child. It's about more than just dancing; it's about building character, and enhancing lives!

OUR PHILOSOPHIES: include taking special care with our newest dancers, insuring they get a happy and healthy introduction to the art. Our classes are structured for their success. We believe that a child's first years in dance are the most important in forming a healthy self image and strong appreciation for learning the arts.

Some other character building attributes your child will develop through dance include cooperation, attentiveness, an open mind, encouragement, respect, self discipline, commitment, confidence, friendship, and leadership.

Remember, dancing is fun. It is endorsed by the Government as an appropriate physical fitness activity for children. It improves posture, balance and flexibility. Dance builds character, confidence and teamwork. Dance is appreciated throughout the world and embraced by many cultures.

Our Core Values and Commitments to Our Families:

- **Parents Watch All Classes:** Parents are allowed in the dance room to watch.
- **Local & Convenient:** We can be found in local schools, daycares & community centers.
- **Detailed Curriculum:** Keeping parents, students and teachers on the page.
- **Progressive Program:** Opportunities for "milestones" and "graduation"
- **School Safe Music:** Never worry about suggestive or inappropriate music
- **No Costumes to Buy:** Rent + return keeping single use costumes out of the landfill.
- **Caring Community:** We create a "village" with like-minded families.





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Key #2 - Example: Part #2 Communicating Progressive Programs

Program Name	Grade at School	Years in the Level	Ballet	Tap	Acro	Hip Hop	Musical Theatre Jazz	Lyrical Contemp.	Teacher Training Program
PreSchool	Pre-K	1	YES	YES					
Kindergarten	JK/SK	2	YES	YES	YES				
Primary	1, 2, & 3	3	YES	YES	YES	YES			
Intermediate	4, 5, & 6	3	YES	YES	YES	YES	YES		
Senior	7 & 8	2	YES	YES	YES	YES	YES	YES	OPTIONAL
High School	9-12	4	YES	YES	YES	YES	YES	YES	





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Key #2 - Example: Part #3 Progressive Program Fees

It is suggested that you create a “**per minute**” price.
For the purposes of this example we suggest **\$2** per teaching minute per month.

30 min class is \$60/month • 45 min class is \$90/month • 60 min class is \$120/month

Parents will need to re-register for the next program after graduating the last program.
Their child is automatically enrolled until they graduate the program or withdraw.

Program Name	Grade at School	Years in the Level	Classes in each Program	Total Minutes Per Week	Regular Class Price	Complete Program Price
PreSchool	Pre-K	1	(30 mins) Ballet/Tap Combo	30 mins (0.50 hours)	\$60 per month	\$60 per month
Kinders	JK/SK	2	(30 mins) Ballet • (30 mins) Tap (30 mins) Acro	90 mins (1.50 hours)	\$180 per month	\$150 per month
Primary	1, 2, & 3	3	(30 mins) Ballet • (30 mins) Tap (30 mins) Acro • (30 mins) Hip Hop	120 mins (2.00 hours)	\$240 per month	\$200 per month
Inter.	4, 5, & 6	3	(45 mins) Ballet • (45 mins) Tap (45 mins) Acro • (45 mins) Hip Hop (45 mins) MT Jazz	225 mins (3.75 hours)	\$450 per month	\$300 per month
Senior	7 & 8	2	(45 mins) Ballet • (45 mins) Tap (45 mins) Acro • (45 mins) Hip Hop (45 mins) MT Jazz • (45 mins) Lyrical/Comtep.	270 mins (4.50 hours)	\$540 per month	\$400 per month
High School	9-12	4	(60 mins) Ballet • (60 mins) Tap (60 mins) Acro • (60mins) Hip Hop (60mins) MT Jazz • (60 mins) Lyrical/Comtep.	360 mins (6.00 hours)	\$720 per month	\$500 per month

Take Special Note: With this model, a studio only needs to re-enrol a student 6 times.
Currently, most studio owners need to re-enrol each year (15 times!).
We suggest you proactively end that archaic method.



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Key #3 - Student Success

Let's recap. Key one, find students. Key two, sell your value and your program. That leads us to the third key, student success.

In order to be able to grow a more profitable & sustainable dance studio business, you have to first be able to acquire leads and then sell them. But if you can't keep them as students, you're going to be stuck in the first two of the seven keys.

When it comes to guaranteeing the success of your students, your primary focus should be on tracking attendance and skill development. It is essential to demonstrate a commitment to their dance education that's even stronger than their own.

However, it's not enough to concentrate solely on their current progress. Your role extends to guiding them toward their next milestones. This is why we suggest steering clear of the "**choose your own adventure**" class style. Instead, adopt and adhere to a thoughtfully curated program for the best results.

If you're a dance studio owner and consider yourself an expert in dance education, consider this: Why entrust the shaping of the experience to the parent and child, who lack your expertise?

As the authority, your responsibility is to orchestrate the entire experience and oversee it, ensuring the success of the most accomplished graduates and then acquiring the most compelling alumni testimonials.

Each program should possess a specific goal and timeframe. As students advance, they transition to a new program with a fresh goal to pursue.

This approach guarantees a continuous nurturing of their growth and progress toward the next level. We like to refer to this as an ascension model for providing dance education to students.





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Key #4 - Facilitate a Transformation

Think about it, transformation is significant and yet, mostly, invisible. Adults (parents and educators) have important roles to play in supporting children's growth and transformation. We help them build their senses of identity, security and wellbeing.

In the selling process, we encourage you to: 1) sell your value and process 2) your programs and ascension model. Now we suggest you add a third layer, 3) transformation.

Consider this for your dance studio sales process.

In our **PreSchool Program**, your child will learn to dance **AND** learn how to be independent from mom or dad for 30 minutes.

In our **Kindergarten Program**, your child will learn to dance **AND** learn how to be listening until spoken to **AND** take turns with friends **AND** line up and wait quietly.

In our **Primary Program**, your child will learn to dance **AND** learn left from right **AND** how to use their memory **AND** put on shoes by themselves **AND** dance in front of an audience.

In our **Intermediate Program**, your child will learn to dance **AND** work together on a team **AND** use their critical thinking skills **AND** use their words and bodies to express themselves.

In our **Senior Program**, your child will learn to dance **AND** learn skills like agility, balance, strength, and flexibility **AND** develop a sense of pride in accomplishments.

In our **High School Program**, your child will learn to dance **AND** learn to recognize personal strengths and challenges **AND** hone their reasoning skills and learn to find solutions to problems **AND** can appreciate the positive things about themselves.

By incorporating this transformative narrative into your sales approach, you're not only offering dance classes; you're providing a comprehensive experience that shapes and enriches every aspect of a child's development and life.



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Key #5 - Leadership

Great job on the school's growth—it's really impressive! Now it's time for your own transformation from dance studio owner to dance studio CEO. That's where the fifth key, leadership, comes in.

Here are key aspects of leadership that you will need to develop and possess:

- **Effective Communication:** Strong communication skills are essential for conveying expectations, providing feedback, and maintaining open lines of communication with students, parents, and staff. Clear communication fosters a positive and productive studio environment.
- **Team Building:** Building and managing a team, including dance instructors and administrative staff, requires the ability to identify and nurture talent, delegate responsibilities, and foster a collaborative and supportive work environment.
- **Financial Acumen:** Running a dance studio involves managing budgets, handling revenue and expenses, and ensuring financial sustainability. A dance studio owner should have basic financial literacy to make informed decisions about pricing, expenses, and investments.
- **Organizational Skills:** Juggling multiple classes, schedules, events, and administrative tasks requires strong organizational skills. Being able to effectively plan and manage the logistical aspects of the studio contributes to its overall efficiency.
- **Problem-Solving Skills:** Challenges will inevitably arise, whether they involve scheduling conflicts, interpersonal issues, or unexpected events. Strong problem-solving skills help a dance studio owner address issues promptly and find effective solutions.

By combining these leadership qualities, a dance studio owner truly begins to transform into a CEO and can create a thriving and sustainable business while fostering a positive and enriching experience for students and staff alike.





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Key #6 - Get Analytical

Let's delve into the realm of analysis—a crucial step for the success and sustainability of your dance business. It's not just about the artistry; it's about understanding the numbers that drive your studio's performance. Every aspect, from revenue and conversion rates to program durations and cancellations, needs to be meticulously tracked.

This analytical approach empowers you to make informed decisions based on real data rather than relying solely on instincts. By compiling and analyzing these metrics, you gain valuable insights into the patterns and trends shaping your business.

Now, here's where the magic unfolds—data-driven decision-making. It's a transformative shift from making choices based on gut feelings or changing things on a whim. This method allows you to set aside emotional biases and make strategic decisions backed by concrete information.

With a treasure trove of data at your disposal, you can begin to make projections for the upcoming months and quarters. This forward-looking perspective is invaluable for planning and strategizing. No longer do you have to play guessing games or rely on trial and error. Instead, you can craft a solid strategy grounded in the hard data you've collected.

Consider it a form of reverse engineering your success. By understanding the cause-and-effect relationships within your business, you can identify what works and what needs adjustment. It's about honing in on the elements that contribute most significantly to your success and optimizing them for even better results.

In essence, this analytical approach transforms your dance business from a business guided by intuition to one steered by precision. It's a journey toward more efficient operations, better-informed decisions, and ultimately, sustained success.

So, let the numbers guide you, and watch as your dance studio thrives with a strategy firmly rooted in the power of data.





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Key #7 - Leave a Legacy

The ultimate key to achieving lasting success lies in cultivating a well-defined long-term legacy vision.

Forward-thinking is not just beneficial; it's indispensable. Crafting a comprehensive plan for your success—whether it unfolds over three years, five years, a decade, or even a quarter-century into the future—is a pivotal aspect of this vision.

This forward-focused approach allows you to employ reverse engineering in shaping your path to success. Beginning with the destination you aspire to reach, you can methodically work backward, constructing a detailed and strategic plan that maps your journey.

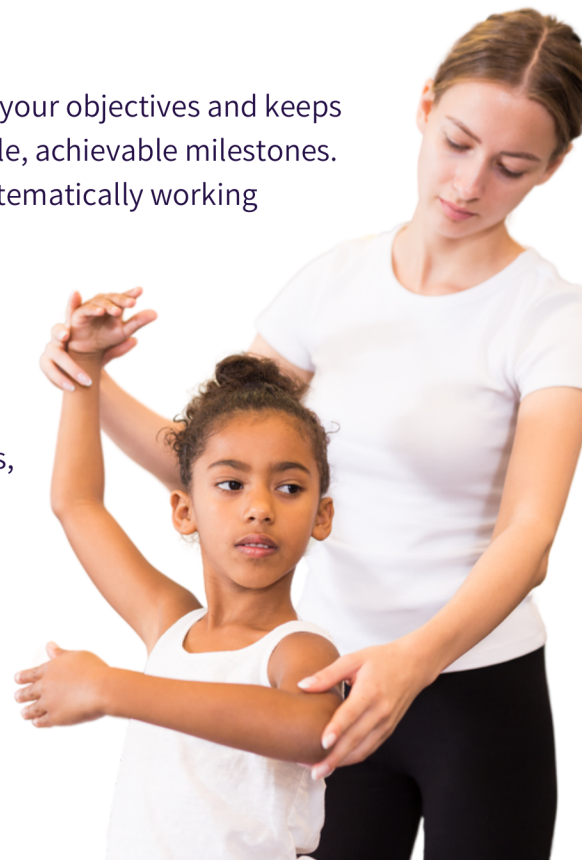
Without a clear vision, staying on course and pursuing your goals becomes an difficult task.

In contrary, a well-crafted vision serves as your guiding compass, providing a roadmap to follow. It empowers you to bring your dreams to fruition over time, step by step.

In essence, a clear vision is the cornerstone that ensures alignment with your objectives and keeps you on the right trajectory. It transforms abstract aspirations into tangible, achievable milestones. With a well-defined vision, you're not merely chasing success; you're systematically working towards a legacy that goes beyond your own lifetime.

Leaving a legacy matters because it is a way for individuals, communities, and organizations to transcend a temporary existence and make enduring contributions to the world. It reflects a desire to leave the world a better place and to be remembered for positive actions, achievements, and values.

So, embark on the pursuit of that visionary goal. Craft a legacy that stands the test of time, leaving an incredible mark that extends far beyond the present. By doing so, you not only achieve success but also create a lasting impact that resonates through generations.





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What's Next?

Whatever is important to you, one thing is for sure. More often than not, you will need someone to help you sort things out, formulate a plan and support you in reaching your business goals.

Welcome to Dance Marketing, we are certified master marketers, certified empowerment coaches and certified online business managers. We work with dance studio owners who desire to build a dance studio business that has both soul and purpose. You want to serve the world and create transformation in your students, but you want to do it in a way that feels completely authentic for you.

Everything you want for your business is possible. Together we dive into your business, and figure out what is standing in the way of you getting from where you are now to where you want to be.

We listen deeply to what's important to you, what's challenging you, and what you've tried so far in your business.

Intuitive by nature and coupled with our 25+ years of business growth experience, we help you uncover the answers that will help you move forward, strategically and confidently.

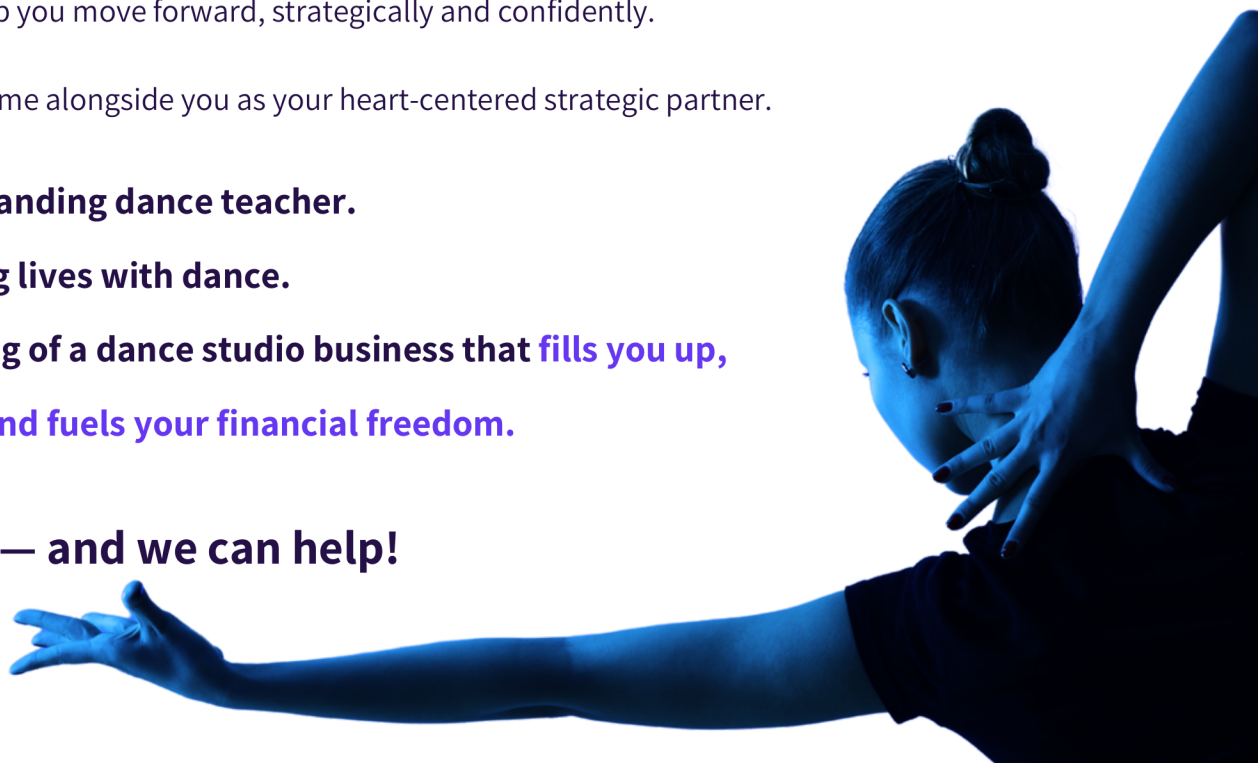
Please allow us to come alongside you as your heart-centered strategic partner.

YOU are an outstanding dance teacher.

YOU are changing lives with dance.

**YOU are deserving of a dance studio business that fills you up,
feeds your soul and fuels your financial freedom.**

You can do it — and we can help!





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Our Services

Say Hello to Dance Marketing Done Right!

All you need is a little ✨ magic with email campaigns, digital advertising and a consistent social presence.

💪 You can do it, and we can help!

It's time to find out how →

Services that change your life!

Dance Marketing is an agency offering three dedicated services



Fuel the Funnel

Creates laser focused ads for filling your classes on autopilot

➤ Google & Meta Ads 🧐



Social Media Sensation

Creates social content posted daily so you are always "active" online

➤ Social Media Management 🧐



Studio Megaphone

Creates one high converting email campaign per month

➤ Email Marketing 🧐



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looking to grow your studio and simplify your life?

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