



DANCE
STUDIO
OWNERS
INNER
CIRCLE

CEO EDGE CALL

YOUR PERSONAL BRAND = YOUR STUDIO'S SUPERPOWER



MINI WORKSHOP #1:

CHOOSE YOUR CORE WORD

Purpose: Brainstorm one to three words that describe how they want people to feel when they interact with them or their studio.



WHEN PEOPLE THINK OF ME, I WANT THEM TO THINK OF...

**FREEDOM • CONFIDENCE • JOY • CALM • EXCELLENCE • GROWTH • EMPOWERMENT • CREATIVITY
CONNECTION • STRENGTH • LEGACY • LIGHTNESS • COMMUNITY**

Prompt:

Open ChatGPT and paste:

“I’m developing my personal brand for social media. When people think of me, what 3 words do you think they think of?”

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CHOOSE YOUR CORE WORD



Purpose: Brainstorm one to three words that describe how they want people to feel when they interact with them or their studio.

My Core Word(s): _____

Area	How My Brand Word Shows Up
Business	
Lifestyle	
Leadership	
Visuals/Content	

MINI WORKSHOP #2:

BUILD YOUR BIO BLUEPRINT

Purpose: Create a simple, professional bio that aligns with your studio brand and leadership identity.

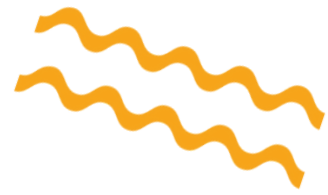
Prompt:

Open ChatGPT and paste:

“Write me a professional bio in 2–3 sentences that introduces me as a dance studio owner and community leader. Include my studio name, what makes my studio unique, and how I serve my dancers/families.”

MINI WORKSHOP #3:

CAPTURE + COMMIT SYSTEM



Don't create more content — just capture what you're already doing.

What are 3 recurring activities you can record? (Teaching, coaching, rehearsals, etc.)

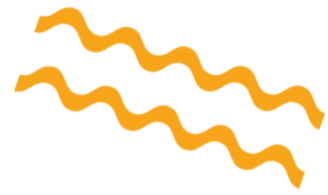
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Who can help you capture? (Assistant, teen student, front desk)

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MINI WORKSHOP #3:

CAPTURE + COMMIT SYSTEM



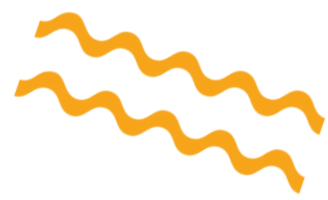
Don't create more content — just capture what you're already doing.

What's your ritual? (Example: "Coffee + clips" every morning.)

Will you delegate posting or do it yourself?

MINI WORKSHOP #4:

CHOOSE YOUR VISIBILITY CHANNEL



Activity: Choose 1-2 consistent visibility platforms.

Visibility Option	Type of Content	Frequency	Commitment Plan
Instagram Stories	Behind-the-scenes, teaching moments	3x/week	I'll film 1-2 clips per class
Facebook Posts	Studio highlights, personal reflections	1x/week	Sunday night scheduling
TikTok	Candid, short-form clips	2x/week	Auto-post from Reels
Email Newsletter	CEO Notes or weekly reflections	1x/month	Studio Updates section

What feels easiest and most natural for you to do right now? Start there.



Challenge

OVER THE NEXT 30 DAYS:

1.

Post once a week
as you, not your
studio

2.

Share something
that shows your
leadership,
passion, or
behind-the-scenes
world

3.

Tag
@dancestudioowners
or use #StudioCEO
to inspire others in
the IC

