



BROUGHT TO YOU BY THE DSOA

# STUDENT ATTRACTION **ACCELERATOR**

**5 days of Dance Studio  
Growth Training**

OCTOBER 21-27, 2025

# STUDENT ATTRACTION ACCELERATOR

## MEET YOUR HOST & ABOUT THE DSOA

### ABOUT THE DSOA

The Dance Studio Owners Association (DSOA) is the largest community of dance studio owners in the world. The DSOA has helped over 50,000 dance studio owners grow their business, impact their local communities and improve the lives of over 800,000 children through their programs and services. DSOA has been honored with countless awards for its achievements including the American Business Awards Gold Stevie Award for Online Training and Silver Stevie Award for Business-to-Business Services.

The DSOA's Inner Circle membership is the highest level, expert-coaching program exclusively for dance studio owners. Likened to a business school for dance studio owners (but way more fun), the Inner Circle educates, coaches and supports studio owners in the areas of marketing, finance, systems & operations, leadership and team resources – all positioned to help studio owners run profitable businesses, permanently reverse the cycle of burnout, and impact more kids' lives through the gift of dance!

### MEET YOUR HOST, OLIVIA MODE-CATER

Olivia Mode-Cater is an industry leader in dance entrepreneurship, having successfully scaled three of the largest international dance brands. She serves as the CEO of the Dance Studio Owners Association, the largest community of dance studio owners in the world.

Best known for her expertise in dance business profitability, world-class marketing, and high-performance team development, Olivia has trained thousands of dance studio owners and entrepreneurs worldwide. She has guided fellow Dance CEOs in generating millions of dollars in revenue and thousands of leads through paid and organic marketing channels, all while empowering their teams and reducing the stress and time spent on their business.

Her work has been featured in *Dance Teacher* magazine, *Dance Business Weekly*, *Dance Studio Life* magazine, *Business of Dance* podcast, and *Transform My Dance Studio* podcast. Olivia's mission is to deliver the world's best training, resources, and technology specifically crafted for dance educators, so they can transform their teaching, their businesses and their lives.





# STUDENT ATTRACTION **ACCELERATOR**



## YOUR STUDENT ATTRACTION ACCELERATOR SCHEDULE

JOIN US LIVE ON ZOOM

← Join us live on Zoom!

### DAY ONE

#### RAPID FIRE GROWTH

(ALLOW 90 MINUTES)

US PACIFIC - TUESDAY, OCTOBER 21 AT 9AM  
US MOUNTAIN - TUESDAY, OCTOBER 21 AT 10AM  
US CENTRAL - TUESDAY, OCTOBER 21 AT 11AM  
US EASTERN - TUESDAY, OCTOBER 21 AT 12PM  
UK - TUESDAY, OCTOBER 21 AT 5PM  
SOUTH AFRICA - TUESDAY, OCTOBER 21 AT 6PM  
PERTH - WEDNESDAY, OCTOBER 22 AT 12AM  
BRISBANE - WEDNESDAY, OCTOBER 22 AT 2AM  
SYDNEY - WEDNESDAY, OCTOBER 22 AT 3AM  
NEW ZEALAND - WEDNESDAY, OCTOBER 22 AT 5AM

### DAY TWO

#### ENROLLMENT BOOST SYSTEM

(ALLOW 90 MINUTES)

US PACIFIC - WEDNESDAY, OCTOBER 22 AT 9AM  
US MOUNTAIN - WEDNESDAY, OCTOBER 22 AT 10AM  
US CENTRAL - WEDNESDAY, OCTOBER 22 AT 11AM  
US EASTERN - WEDNESDAY, OCTOBER 22 AT 12PM  
UK - WEDNESDAY, OCTOBER 22 AT 5PM  
SOUTH AFRICA - WEDNESDAY, OCTOBER 22 AT 6PM  
PERTH - THURSDAY, OCTOBER 23 AT 12AM  
BRISBANE - THURSDAY, OCTOBER 23 AT 2AM  
SYDNEY - THURSDAY, OCTOBER 23 AT 3AM  
NEW ZEALAND - THURSDAY, OCTOBER 23 AT 5AM

### DAY THREE

#### NEW STUDENT SURGE

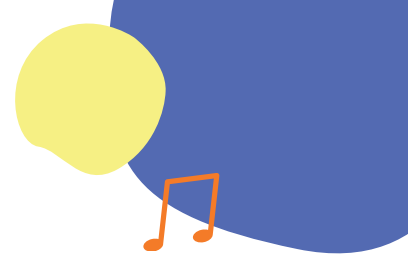
(ALLOW 90 MINUTES)

US PACIFIC - THURSDAY, OCTOBER 23 AT 9AM  
US MOUNTAIN - THURSDAY, OCTOBER 23 AT 10AM  
US CENTRAL - THURSDAY, OCTOBER 23 AT 11AM  
US EASTERN - THURSDAY, OCTOBER 23 AT 12PM  
UK - THURSDAY, OCTOBER 23 AT 5PM  
SOUTH AFRICA - THURSDAY, OCTOBER 23 AT 6PM  
PERTH - FRIDAY, OCTOBER 24 AT 12AM  
BRISBANE - FRIDAY, OCTOBER 24 AT 2AM  
SYDNEY - FRIDAY, OCTOBER 24 AT 3AM  
NEW ZEALAND - FRIDAY, OCTOBER 24 AT 5AM

JOIN THE ACCELERATOR FACEBOOK GROUP



# STUDENT ATTRACTION ACCELERATOR



JOIN US LIVE ON ZOOM

← Join us live on Zoom!

## DAY FOUR

### LASER FOCUSED PROFITS

(ALLOW 90 MINUTES)

US PACIFIC - FRIDAY, OCTOBER 24 AT 9AM  
US MOUNTAIN - FRIDAY, OCTOBER 24 AT 10AM  
US CENTRAL - FRIDAY, OCTOBER 24 AT 11AM  
US EASTERN - FRIDAY, OCTOBER 24 AT 12PM  
UK - FRIDAY, OCTOBER 24 AT 5PM  
SOUTH AFRICA - FRIDAY, OCTOBER 24 AT 6PM  
PERTH - SATURDAY, OCTOBER 25 AT 12AM  
BRISBANE - SATURDAY, OCTOBER 25 AT 2AM  
SYDNEY - SATURDAY, OCTOBER 25 AT 3AM  
NEW ZEALAND - SATURDAY, OCTOBER 25 AT 5AM

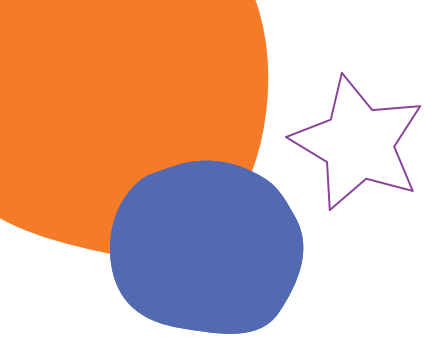
## DAY FIVE

### RETENTION ACTIVATOR

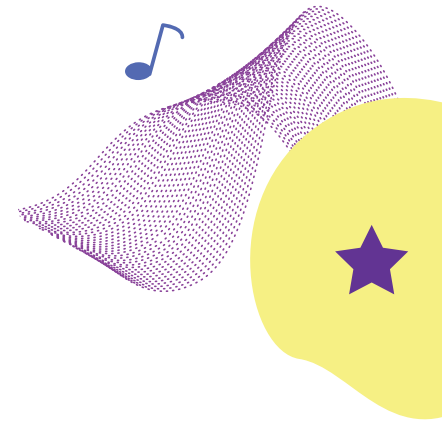
(ALLOW 90 MINUTES)

US PACIFIC - MONDAY, OCTOBER 27 AT 9AM  
US MOUNTAIN - MONDAY, OCTOBER 27 AT 10AM  
US CENTRAL - MONDAY, OCTOBER 27 AT 11AM  
US EASTERN - MONDAY, OCTOBER 27 AT 12PM  
UK - MONDAY, OCTOBER 27 AT 5PM  
SOUTH AFRICA - MONDAY, OCTOBER 27 AT 6PM  
PERTH - TUESDAY, OCTOBER 28 AT 12AM  
BRISBANE - TUESDAY, OCTOBER 28 AT 2AM  
SYDNEY - TUESDAY, OCTOBER 28 AT 3AM  
NEW ZEALAND - TUESDAY, OCTOBER 28 AT 5AM

ADD ALL OF THE EVENTS TO YOUR CALENDAR HERE



STUDENT ATTRACTION  
**ACCELERATOR**  
A-HA MOMENTS



|       |  |
|-------|--|
| DAY 1 |  |
| DAY 2 |  |
| DAY 3 |  |
| DAY 4 |  |
| DAY 5 |  |

DAY ONE - RAPID FIRE GROWTH

RAPID GROWTH PILLARS

1.  2.  3.

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/30  /30  /30

P  Y  G

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| 2. <input type="text"/> | 5. <input type="text"/> |
| 3. <input type="text"/> | 6. <input type="text"/> |

STUDENT ATTRACTION PLAN

|   | OCT                  | NOV                  | DEC                  |
|---|----------------------|----------------------|----------------------|
| L | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| T | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| E | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| R | <input type="text"/> | <input type="text"/> | <input type="text"/> |

|   | JAN                  | FEB                  | MAR                  |
|---|----------------------|----------------------|----------------------|
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| T | <input type="text"/> | <input type="text"/> | <input type="text"/> |
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| R | <input type="text"/> | <input type="text"/> | <input type="text"/> |

TOTALS

|                      |                      |                      |                      |
|----------------------|----------------------|----------------------|----------------------|
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LEVEL 1:  X  X  =

LEVEL 2:  X  X  =

LEVEL 3:  X  X  =

S  G  C  S



# STUDENT ATTRACTION **ACCELERATOR**



## NOTES

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DAY TWO - ENROLLMENT BOOST SYSTEM

MISSING

ESSENTIALS

1.

2.

3.

J

M

1.

2.

3.

4.

5.

6.

7.

8.

9.

STUDENT RUSH FORMULA

A  B  C  D

STAND OUT

1.

2.

3.

4.

5.

6.



# STUDENT ATTRACTION **ACCELERATOR**



## NOTES

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DAY THREE - NEW STUDENT SURGE

STUDENT ATTRACTION METHOD

☐

☐

☐

☐

DEFINING

STUDIO EDGE MATRIX

1.

2.

3.

4.

5.

6.

7.

8.

9.

ATTENTION AMPLIFIER

1

2

3

4

5

6

CONVERSATION

A

B

C

D

E

TECH TOOLS

1.

2.

3.

4.

5.

6.



# STUDENT ATTRACTION **ACCELERATOR**



## NOTES

A large, empty rectangular box with a thin blue border, intended for handwritten notes.

DAY FOUR - LASER FOCUSED PROFITS

P  M

1.  2.  3.  4.

P  T  W

1.  2.  3.

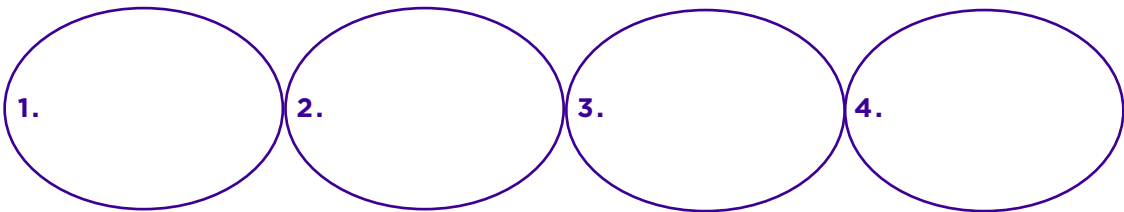
C  R  S

1.  2.  3.  4.   
5.  6.  7.  8.

T   P  D

1.  2.  3.   
4.  5.  6.

E  R  R



D  A  P



# STUDENT ATTRACTION **ACCELERATOR**



## NOTES

DAY FIVE - RETENTION ACTIVATOR

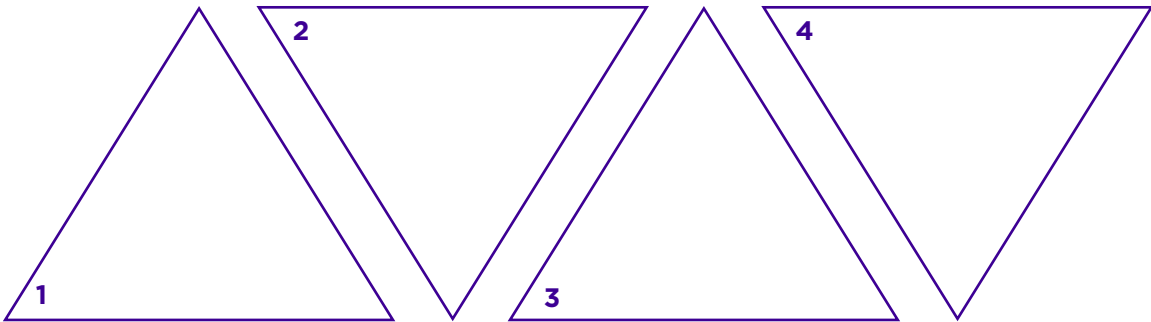
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| 5. | <input type="text"/> | 6. | <input type="text"/> | 7. | <input type="text"/> | 8. | <input type="text"/> |

E  Y  E

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| 3. | <input type="text"/> |
| 4. | <input type="text"/> |

E  M  M



S  T  S

|   |  |  |
|---|--|--|
|   |  |  |
| 1 |  |  |
| 2 |  |  |

G  T  B  P

| DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 |
|-------|-------|-------|-------|-------|
|       |       |       |       |       |



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## NOTES

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## ABOUT THE INNER CIRCLE

The Inner Circle is a year round, one-stop shop for studio owners who want to transform their studio from a 'hobby' to a bonafide business that runs smoothly and efficiently with or without their day-to-day involvement.

**APPLY TO THE INNER CIRCLE**

"Being in the Inner Circle has totally changed my life. I really feel like I was running my business pretty much alone for so many years, and now I have this **incredible family and support system** around me."

**-ALISA FINNY**



"Thanks to the IC, I have opened new revenue streams this season and saved that money, increased prices for my recital tickets, and had specific communication campaigns to get more people to purchase those services. I'm truly going into the Spring/Summer season feeling confident and not concerned!"

**- ERIKA HOLMS**

"Thank you IC for all of the help, ideas and wisdom. I've learned so much and doubled my revenue! Now summer is here, and I actually get to relax."

**- LEXI BURTON**



## THE INNER CIRCLE

The Inner Circle is the only comprehensive business coaching program for dance studio owners!

**Other programs focus on *parts* of owning a studio...**

Only the Inner Circle delivers the all-inclusive systems to increase enrollment, get control of finances and support YOU in achieving the career and freedom you deserve!