



SOLD OUT SUMMER CAMPS

DECEMBER LEARNING LOUNGE

Goal: Create summer programming that sells out — with irresistible themes, smart marketing, and staff who bring the energy.

Round 1: Studio Reality Check

Get clear on where you're starting from. **Which areas describe your current summer setup?**

- ☐ Preschool Camps (ages 3-5) ☐ Elementary Skill-Based Camps (ages 6-9) ☐ Company Intensive Training
☐ Haven't Launched Summer Programs Yet ☐ "Fun-for-all" Community Programs

PROMPT	YOUR NOTES
What's worked well — and what hasn't — in past summers?	
What do parents in your area value most? (☐ Fun ☐ Flexibility ☐ Childcare ☐ Skill-Building ☐ Other)	
Biggest challenge right now: ☐ Programming ☐ Marketing ☐ Staffing	

CHATGPT PROMPT: "Act as a dance-studio marketing strategist. Based on my studio's size, location, and goals, what summer-camp formats would likely sell out fastest and why?"

Round 2: Theme Quest Design Your Blockbuster Camp

Create three can't-miss camps that parents will race to book.

	CAMP NAME	AGE GROUP	FOCUS / SKILL	WHY IT WOULD SELL
☐				
☐				
☐				

Bonus Challenge: Use a trend or pop-culture hook (for example, "Taylor Swift Dance Party," "Cartwheel Clinic," "TikTok Tricks Camp").

CHATGPT PROMPT: "Give me 10 creative, marketable dance-camp ideas for ages (X-Y) that would attract new families in my area."



Round 3: Market Match Find Your People

Identify who your ideal summer camp families are and how you'll reach them.

WHO ARE YOU MARKETING TO?	WHERE WILL YOU REACH THEM?	HOOK / MESSAGE
Parents of...	(Facebook Groups, Preschools, Local Shops, Community Boards)	("Unplugged Fun for Busy Kids!" / "Confidence Through Cartwheels!")

CHATGPT PROMPT: "Write three playful but persuasive marketing messages for my summer camp that appeal to parents outside my current client base, giving who it'll reach, where it'll reach them, and a hook/message."

Round 4: Breakout Challenge Choose Your Adventure

Join the room that best fits what you want to explore deeper.

BREAKOUT ROOM	FOCUS	MISSION
Mini Movers (Ages 3-5)	Preschool programs	Build a half-day camp that's structured yet whimsical.
Skill Builders (Ages 6-9)	Single-skill or theme camps	Design 'wow' camps that attract new families.
Elite Intensives (Company/Comp Teams)	Training & intensives	Create mandatory yet motivating summer intensives.
Community Connect (All Ages)	All-ages or bring-a-friend programs	Design programs that grow reach and visibility.

BREAKOUT PROMPTS:

1. What's one standout camp your group could launch this summer?

2. How will you market it beyond your current families?

3. What would make staff excited to run it?

Each group will share their top theme, marketing hook, and staff insight.

Final Reflection

Choose your next move while you're inspired.

- ☐ Ready to Launch my 2026 Camp Lineup
- ☐ Need to Test Pricing or Structure First
- ☐ Still Researching my Market

ONE ACTION I'LL TAKE THIS WEEK: