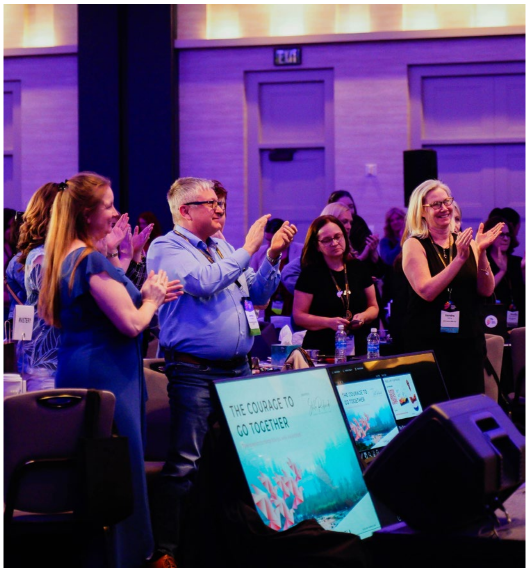
DANCE STUDIO OWNERS INNER CIRCLE

UNSHAKEABLE STUDIOS

KEEPING YOUR STUDIO A PRIORITY IN ANY ECONOMY

DEAR INNER CIRCLE MEMBERS,



We know economic uncertainty can feel overwhelming. When costs rise and financial headlines spread fear, it's natural to wonder—Will families cut back on dance? Will tuition payments slow? How do I keep my studio thriving when budgets tighten?

Here's the good news: **history proves that parents continue investing in their children's activities, even in difficult times.** For many, dance isn't just another extracurricular—it's a **source of confidence, discipline, and joy** that families prioritize, even when making financial adjustments elsewhere.

However, as we've always said in the Inner Circle, **hope is not a strategy**. As entrepreneurs and studio leaders, you must be **forward thinking, strategic, and adaptable.** Now is the time to **prepare, create contingency plans, and position your studio as a must-have in an evolving market.**

This guide will help you **navigate challenges with clarity, confidence, and strategy.** We'll show you exactly how to **reinforce your studio's value, protect your financial health, and keep students engaged**—so your business remains strong and unshakeable, no matter what the economy throws your way.

LET'S DIVE IN.

WHAT THE PAST HAS TAUGHT US

Economic uncertainty isn't new. Dance studios have weathered **recessions, global crises, and shifting consumer behaviors** before—and those who **adapt, focus, and evolve** are the ones who come out stronger.

In **2008**, parents cut back on discretionary spending but continued prioritizing **activities that contributed to their child's development,** like dance and sports.

During **COVID-19**, the industry **reinvented itself overnight**—studios that embraced virtual classes, flexible payments, and creative engagement **survived while others struggled**.

Periods of **inflation and financial strain** have consistently shown that consumers **seek value and long-term benefits** over impulse purchases, making retention and smart pricing more important than ever.

HOW WE MOVE FORWARD

No matter what comes our way we can **get through this**, as long as we are willing to **evolve how we do business.** Studios that **cling to the old way of operating** may struggle, while those who **refine, focus, and pivot** will find ways to sustain and grow.

- **Adapt to Shifting Priorities** – Parents will continue to invest in dance, but they may need more flexibility. Consider tiered pricing, commitment-based incentives, shorter commitment programming and multi-class packages rather than deep discounts.
- **Sharpen Your Business** – This is the time to evaluate what's working and eliminate what's not. Cut underperforming programs, refine your team structure, and double down on high-value offerings.
- **Strengthen Your Positioning** – More than ever, families need to see dance as a non-negotiable investment in their child's future. Your messaging should reflect the value of dance.
- **Stay Proactive, Not Reactive** – Studios that plan ahead, streamline operations, and lean into data-driven decisions will stay ahead of the curve.

THE BOTTOM LINE

Those who adapt and stay focused will keep their businesses going. We've done it before, and we will do it again. The key is to be strategic, not stagnant. Now is the time to make intentional changes that strengthen your studio's future.

KEY FOCUS AREAS

YOUR WORKBOOK FOR STUDIO RESILIENCE

This guide will address how economic uncertainty affects each of the five **Inner Circle Pillars** and provide strategies to help you navigate these challenges effectively. For each pillar, we will outline key considerations, how they may impact your studio, and the smart strategies you can implement to stay resilient.

TAKE ACTION:

As you read, use the reflection questions provided to evaluate your studio's strengths and areas for improvement.

PILLAR ONE

FINANCE

DANCE STUDIO OWNERS INNER CIRCLE

FINANCE

Economic shifts impact consumer spending, and dance studios must be **proactive** in their financial strategy. While some families will continue investing in dance, others may need flexibility or reassess their budgets. The key to financial stability is **strategic pricing, smart cost management, and reinforcing the value of dance.**

THINGS TO BE MINDFUL OF:

- Household budgets are tightening—some families may need payment flexibility, while others will prioritize essential activities.
- Inflation is raising operational costs, including **rent, payroll, and supplies.**
- Tariffs on imported goods (dancewear, costumes, studio equipment) may **increase costs** for both studios and families.
- Discounting too aggressively **can harm long-term profitability and devalue services.**
- **Diversification is key**—studios relying solely on tuition revenue may face greater financial instability.
- Many studios **carry unnecessary administrative overhead** that drains resources without increasing revenue.

HOW IT COULD AFFECT STUDIO OWNERS:

- **Cash flow may become unpredictable** as families request payment plans or delay tuition.
- **Supply chain disruptions** could affect costume orders, props, or equipment availability.
- **Operational costs will continue rising** without an automatic increase in revenue.
- **Some students will leave, no matter what.** Instead of trying to retain everyone, focus on strengthening loyalty among committed families.
- **Many studios are carrying excess administrative costs**—cutting non-essential tasks and focusing on **what truly drives revenue** is key.

SMART FINANCIAL STRATEGIES FOR STABILITY & GROWTH

1. PRICING STRATEGY: BALANCING RETENTION AND PROFITABILITY

The natural reaction in tough economic times is to **drop prices** to keep students. While this may seem like a quick fix, discounting too much **creates long-term problems**. Instead, focus on **structured pricing strategies** that protect profitability while keeping enrollment strong.

The Case for Incentives & Tiered Pricing:

- **Encourage multi-class enrollment** by offering progressive discounts (e.g., small reductions on additional classes).
- **Commitment-based pricing** (e.g., seasonal packages, paid-in-full discounts) incentivizes long-term loyalty.
- **Loyalty incentives** for returning students strengthen retention without devaluing pricing for new enrollees.
- **Loyalty Tuition Guarantee**—students who commit to multiple classes **lock in their current pricing** and avoid tuition increases for a limited time.

The Caveats: What to Watch Out For:

- **If structured poorly, tiered pricing can reduce revenue.** Families willing to pay full price may opt for a discount instead.
- **Deep discounts can weaken brand perception.** If you discount too often, families will expect lower prices and hesitate to pay full tuition.
- **Price-sensitive families may still leave, even with discounts.** Instead of lowering prices across the board, offer **payment flexibility** without sacrificing profitability.

Alternative Pricing Strategies to Strengthen Revenue:

- **Bundle high-value experiences instead of discounting tuition.** Offer bonus workshops, private coaching, or backstage access as incentives.
- **Offer installment plans** instead of price reductions—help families manage costs while maintaining full tuition rates.
- **Reinforce the value of dance.** Parents need to see dance as an **investment in their child's future**, not just another expense.

REFLECTION

Am I lowering prices out of fear, or am I strategically creating pricing models that sustain my business?

Can I add more value rather than reducing tuition?

How can I incentivize multi-class enrollment without undercutting revenue?

ACTION PLAN

A **pricing adjustment** I will implement this season: ______________________

A **high-value incentive** I can offer instead of a discount: ______________________

2. EXPANDING BEYOND CLASSES: DIVERSIFYING REVENUE STREAMS

Successful studios **don't rely solely on tuition.** On average, **30% of Inner Circle members' revenue** comes from **non-class sources.**

Alternative Revenue Streams:

- **Workshops & Intensives** – Short-term, high-impact programs attract students without requiring year-long commitments.
- **Studio-Branded Merchandise** – Selling branded gear creates an additional income source and strengthens studio identity.
- **Private Lessons** – Premium, one-on-one training offers a high-value, high-revenue opportunity.
- **Event-Based Revenue** – Shifting from multiple large productions to **smaller, themed performances** can maintain engagement while reducing costs.
- **Space Rentals –** Renting studio space to local instructors, homeschool groups, or corporate clients **can generate steady income.**

Actionable Steps to Monetize Space:

- **Use PeerSpace** – It's like Airbnb for event rentals. People are looking for spaces like yours for yoga classes, photography shoots, or workshops.
- **Target Homeschool Families** – They need daytime programs and enrichment activities, and your studio could be a perfect fit. Connect with homeschool groups on Facebook.
- **Leverage Local Community Groups** – Post about available rental space and be specific about who it's ideal for (fitness instructors, photographers, small business owners).

REFLECTION

What non-tuition revenue streams have worked well for me?

Where do I see room to expand?

Could I be maximizing recital revenue or seasonal offerings?

ACTION PLAN

A **seasonal camp, intensive, or workshop** I can plan: ____________

A **product or service** I want to test (e.g., merch, digital course): ____________

One step I can take this month to explore **new offerings**: ____________

3. MANAGING RISING COSTS: STAYING PROFITABLE AMID INFLATION

Operational expenses will **continue to rise**, but **smart financial management** can offset these challenges.

What You Can Do (from Our Partners at The Switch/Onnyt):

- **Source from domestic suppliers** to avoid tariff-related price increases.
- **Buy in bulk or plan purchases ahead** to prevent supply chain delays.
- **Monitor costs and adjust pricing accordingly**—don't absorb cost increases without assessing their impact.
- **Offer flexible payment plans** for parents instead of lowering tuition outright.

Trim the Fat: Reducing Excess Admin Costs:

- **Do a team audit.** Who is on your team? What value do they add? Are they directly contributing to revenue?
- **Eliminate busywork.** Many studios create unnecessary admin tasks just to justify staff hours. **Instead, streamline and automate where possible.**
- **Reassess class caps.** Raising class sizes slightly, with **proper teacher training,** can reduce the need for extra staffing **without compromising quality.**
- **Prioritize teacher excellence over admin overload.** A great teacher with strong class engagement will **retain students better than admin-driven retention strategies.**

REFLECTION

Where can I trim expenses without sacrificing quality?

Can I negotiate better rates with vendors or suppliers?

Am I holding on to any team members that aren't giving me an ROI?

ACTION PLAN

A **cost-saving measure** I will implement this season: ______________________

A **domestic supplier or bulk purchasing option** I will explore: ______________________

THE BOTTOM LINE

Studios that remain intentional with pricing, diversify revenue, and manage costs proactively **will stay financially strong**. Discounts should be calculated, not reactionary. **Pricing should reflect value, not desperation.** Operational costs should be strategically managed, not ignored.

Those who refine, focus, and adapt will sustain and grow—even in uncertain times.

FOR MORE IN-DEPTH FINANCIAL STRATEGIES, CHECK OUT THE SWITCH'S EXPERT RESOURCES

IC FEATURES TO HELP

LAUNCH MEMBERS:

- **Studio Growth Finance Curriculum Inside the LMS:** Learn foundational Finance principals and gain full financial control. Watch short videos, track your progress, and tackle at your own pace.
- **The CEO Edge with Olivia:** Watch the replay to Olivia's first CEO Edge call where she goes over key frameworks on how to make data driven decisions that drive your business forward.
- **Quarterly Retreats:** Offers deep-dive financial planning sessions to improve long-term stability.
- **Studio Sync:** Automates tuition collection and financial reporting to improve cash flow management.

PREMIER MEMBERS:

- **1:1 Finance Momentum Calls with Shannon:** Provides tailored financial guidance on budgeting, cash flow, and profitability.

MASTERY MEMBERS:

- **1:1 Finance Momentum Calls with Paige and Shannon:** Provides tailored financial guidance on budgeting, cash flow, and profitability.

FINAL STEP: PRIORITIZATION

Look at your action plans above and **pick ONE area to focus on first.** What is the most impactful and doable change you can make in the next 30 days?

My top priority for this month: ______________________________

The IC resource/feature I will use to help me: ______________________________

By implementing these strategies step by step, you'll strengthen your studio's financial foundation and create more opportunities for growth—without overwhelm. Keep climbing!

PILLAR TWO

STUDENT ATTRACTION & RETENTION

DANCE STUDIO OWNERS INNER CIRCLE

STUDENT ATTRACTION & RETENTION

THINGS TO BE MINDFUL OF:

- Parents may delay enrolling their children in new activities.
- More families may look for lower-cost alternatives.
- Existing students may drop out due to financial strain.

HOW IT COULD AFFECT STUDIO OWNERS:

- Lower new student enrollment and increased mid-year dropouts.
- Parents opting for free online alternatives (e.g., YouTube dance tutorials) instead of formal training.
- Greater competition among extracurricular activities vying for family budgets.

SMART STRATEGIES TO COMBAT IT

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1. SHIFT THE NARRATIVE: INVESTMENT VS. EXPENSE

Strategy:

- **Emphasize the Long-Term Benefits of Dance** – Highlight discipline, confidence, friendships, community, and mental well-being.
- **Leverage Social Proof** – Share testimonials and success stories from parents and students.

REFLECTION

Do I currently position dance as an investment rather than an expense in my marketing?

Am I actively sharing parent and student testimonials? How can I collect more?

What success stories (scholarships, college, career opportunities) can I highlight?

ACTION PLAN

A specific benefit of dance I will highlight in my marketing this month:

A success story or testimonial I will share:

A way I can collect more testimonials or feedback from families:

2. CREATE A "CAN'T-MISS" STUDIO EXPERIENCE

Strategy:

- **Mentorship & Team Bonding** – Offer mentorship programs, social events, and activities that build deeper connections.
- **Exclusivity & Loyalty Perks** – Reward long-term families with VIP perks like priority registration and special events.
- **Retention-Focused Incentives** – Implement mid-year rewards and milestone awards to encourage continued enrollment.
- **Personalized Parent Touchpoints** – Provide regular progress updates and check-ins to reinforce student success.

REFLECTION

What unique experiences or community-building activities do I currently offer?

Do I reward long-term families? How can I add more exclusivity or VIP perks?

How often do I provide parents with updates on their child's progress?

ACTION PLAN

A team bonding activity or event I will introduce:

A loyalty perk or incentive I will offer for long-term families:

A new way I can provide personalized updates to parents:

3. STRENGTHEN SOCIAL PROOF & COMMUNITY ENGAGEMENT

Strategy:

- **Showcase Parent-Led Success Stories** – Encourage parents to share their child's growth on social media.
- **Highlight Alumni Achievements** – Demonstrate how dance has led to scholarships, college, or career opportunities in and outside of dance.

REFLECTION

Do I regularly showcase student success stories on social media?

How can I encourage parents to share their experiences?

What alumni achievements can I highlight to inspire current families?

ACTION PLAN

A parent or student success story I will feature:

A way I will encourage parents to share their experiences:

An alumni story I can highlight to showcase dance as a stepping stone:

4. INCREASE HYPER-LOCAL VISIBILITY

Strategy:

- **Be Present in the Community** – Attend local events, school fairs, and sponsor community programs.
- **Leverage Local Influencers & Ambassadors** – Partner with dance influencers or ambassadors to promote your studio.

REFLECTION

Do I have a presence at local events and school fairs?

Who in my community could serve as a dance ambassador for my studio?

What local partnerships could help increase brand awareness?

ACTION PLAN

A local event or fair I will participate in:

A potential ambassador or influencer I can collaborate with:

A community program or sponsorship opportunity I will explore:

5. IMPLEMENT TARGETED MARKETING & REACTIVATION STRATEGIES

Strategy:

- **Emotion-Driven Marketing** – Focus advertising and promotions on storytelling rather than just dance classes.
- **Reconnect with Former Students** – Reach out with personalized offers and highlight the mental & emotional benefits of dance.
- **Cross-Promote with Local Businesses** – Partner with complementary businesses for shared marketing efforts.

REFLECTION

Does my marketing focus on emotional storytelling, or is it primarily about classes?

Do I have a strategy to re-engage past students and families?

What local businesses could I partner with for cross-promotion?

ACTION PLAN

A marketing message that focuses on emotional storytelling:

A personalized reactivation offer I will send to former students:

A business I will reach out to for a cross-promotion opportunity:

IC FEATURES TO HELP

LAUNCH MEMBERS:

- **Studio Growth Sprint on Student Attraction and Retention:** Kicking off April 2nd with Coach Annie! Set your marketing up to crush your enrollment goals.
- **New Member Learning Portal:** On-demand access to proven strategies for enrollment growth and student retention, where you can watch short videos, track your progress, and tackle at your own page.
- **New Season Automation Accelerator:** Join us for this 8-week sprint to get your new season marketing and retention efforts set up inside Studio Sync! Strategically designed to alternate between training weeks and implementation weeks, so you can stay on track with your Studio Sync set up during a busy time of year.

PREMIER MEMBERS:

- **1:1 Facebook Ads & Social Media Momentum Calls:** Provides personalized strategies to enhance online presence and optimize ad spend.

MASTERY MEMBERS:

- **Send your Team to the Studio Growth Sprint or the New Season Automation Accelerator:** Delegate the work to your marketing team! Let them engage in the program and set you up for success.

FINAL STEP: PRIORITIZATION

Look at your action plans above and **pick ONE area to focus on first.** What is the most impactful and doable change you can make in the next 30 days?

My top priority for this month: ______________________________

The IC resource/feature I will use to help me: ______________________________

By implementing these strategies step by step, you'll strengthen your studio's financial foundation and create more opportunities for growth—without overwhelm. Keep climbing!

PILLAR THREE

OPERATIONS & EXECUTION

DANCE STUDIO OWNERS INNER CIRCLE

OPERATIONS & EXECUTION

Before making any adjustments to pricing, discounts, or expenses, **studio owners must have a clear understanding of their operational costs.** Too many studios set class prices based solely on teacher pay, without fully factoring in overhead expenses—and it's a huge problem.

*Your pricing needs to cover **all** business costs, including:*

- **Rent & Utilities** – Monthly expenses like electricity, heating, and internet add up.
- **Insurance & Music Licensing** – Protection and legal compliance are non-negotiable.
- **Admin Costs** – Payroll for non-teaching staff, software subscriptions, and office supplies.
- **Software Fees** – Your studio management system, email marketing, and website hosting.
- **Equipment & Maintenance** – Dance flooring, mirrors, barres, sound systems, and cleaning supplies.

WARNING SIGN: If you're running classes with **less than five students**, it's time to reassess. No or very few classes should operate at a loss. If you are running classes with low enrollment with intentions of filling them as the season progresses, those classes must at least break even.

THINGS TO BE MINDFUL OF:

- Not fully understanding operational costs can lead to financial decisions that jeopardize your business.
- Not fully understanding operational costs can lead to underpricing and financial instability.
- Higher expenses on rent, staff wages, and materials may strain operational budgets.
- Inefficient processes can lead to unnecessary costs.
- Reduced administrative resources may slow response times for customer service.

HOW IT COULD AFFECT STUDIO OWNERS:

- In an unpredictable economy, neglecting to track operational costs can result in devastating financial missteps that not only threaten long-term stability but could have been entirely avoided with proper planning.
- Difficulty maintaining the same level of service with fewer resources.
- Time-consuming manual tasks pulling focus away from revenue-generating efforts.
- Frustration from families if communication and scheduling become disorganized.

SMART STRATEGIES TO COMBAT IT

1. KNOW YOUR OPERATIONAL COSTS:

Strategy:

- Conduct a full financial audit to calculate the actual cost of running each class, including all overhead expenses.
- Determine how those operational expenses are being covered. Is it all from tuition or other revenue streams?
- Adjust pricing strategies to ensure all operational costs are covered, not just teacher pay.

REFLECTION

Have I calculated my true operational costs, including rent, insurance, admin expenses, etc.?

Do I know the minimum number of students needed per class to be profitable?

Are there any unnecessary costs I could cut or optimize?

ACTION PLAN

One step I will take this month to track and analyze my operating costs:

A pricing adjustment I will implement based on actual expenses:

A financial expert or tool I will consult to help assess my pricing model:

2. AUTOMATE REPETITIVE TASKS

Strategy:

- **Use CRMs and Software –** Automate key marketing processes, payment processing, email reminders, and student progress tracking to reduce manual work.

REFLECTION

What administrative tasks am I or my team spending too much time on?

Do I have a system in place for automating marketing, payments, reminders, and student tracking?

Where do manual errors or inefficiencies occur most often in my daily operations?

ACTION PLAN

One administrative task I will automate this month:

A software feature I will start using (or explore if I don't have software yet):

A process I will review to reduce manual work and errors:

3. OPTIMIZE STUDIO SCHEDULING & SPACE USAGE

Strategy:

- **Reduce Wasted Class Time** – Adjust scheduling to maximize class efficiency and minimize gaps.
- **Increase Studio Capacity** – Optimize class times and room assignments to get the most out of available space.

REFLECTION

Do I have unused or underutilized time slots that could be filled?

Are there any scheduling inefficiencies that cause stress for staff, students, or parents?

How can I make better use of my studio space to increase profitability?

ACTION PLAN

A schedule adjustment I will make to maximize studio usage:

A class or program I will move, combine, or adjust for better efficiency:

One step I will take this month to improve studio space utilization:

IC FEATURES TO HELP

LAUNCH MEMBERS:

- **Studio Growth Sprint on Operations and Execution:** Kicking off July 2nd! Build rock-solid systems that guarantee a smooth, successful season.
- **New Member Learning Portal:** Starting on July 2nd get on-demand access to proven strategies for smooth systems and operations, where you can watch short videos, track your progress, and tackle at your own page.
- **Tech Tools & Trends (Week 4 Calls):** Catch the replays and stay tuned for our upcoming Tech Tools & Trends calls where we share key insights on tools like Asana, AI, project management systems, and more!

PREMIER MEMBERS:

- **1:1 Momentum Calls with Studio Growth Coaches:** Personalized support for operational challenges and efficiency.
- **Monthly Squad Calls:** Engage with other studio CEOs and gain fresh insights.

MASTERY MEMBERS:

- **Send your Team to the Studio Growth Sprint:** Delegate the work to your operations team! Let them engage in the program and set you up for success.

FINAL STEP: PRIORITIZATION

Look at your action plans above and **pick ONE area to focus on first.** What is the most impactful and doable change you can make in the next 30 days?

My top priority for this month: ______________________________

The IC resource/feature I will use to help me: ______________________________

By implementing these strategies step by step, you'll strengthen your studio's financial foundation and create more opportunities for growth—without overwhelm. Keep climbing!

PILLAR FOUR

YOU & YOUR TEAM

DANCE STUDIO OWNERS INNER CIRCLE

YOU & YOUR TEAM

THINGS TO BE MINDFUL OF:

- Economic uncertainty can create stress and job insecurity among staff.
- Studio owners may feel pressure to take on more responsibilities, leading to burnout.
- Retaining quality instructors may become challenging if pay cannot be increased.

HOW IT COULD AFFECT STUDIO OWNERS:

- Staff turnover may rise if employees seek more stable opportunities.
- Increased workload on studio owners may lead to exhaustion and reduced leadership effectiveness.
- Team morale could decline if financial constraints impact bonuses or incentives.

SMART STRATEGIES TO COMBAT IT

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1. STRENGTHEN TEAM CULTURE

Strategy:

- **Foster a Positive Work Environment** – Implement team bonding activities and recognition programs to create a culture of support and appreciation.

REFLECTION

Do I currently have a system in place for recognizing and celebrating my team's contributions?

What team bonding activities could help strengthen relationships and morale?

How do I show appreciation to my staff beyond just financial compensation?

ACTION PLAN:

A recognition program or appreciation effort I will introduce:

A team bonding activity I will organize this season:

One step I will take to improve staff morale:

2. OFFER NON-MONETARY PERKS

Strategy:

- **Flexible Scheduling & Growth Opportunities** – Provide mentorship, leadership development, and work-life balance perks to show staff they are valued.

REFLECTION

Do I offer opportunities for my staff to grow and develop within my studio?

Are there simple, non-monetary perks I can introduce to improve job satisfaction?

How can I better support my team's work-life balance?

ACTION PLAN

A leadership or mentorship opportunity I will introduce:

A non-monetary perk I will offer (e.g., flexible scheduling, additional training):

One step I will take to create a better work-life balance for my team:

3. IMPROVE INTERNAL COMMUNICATION

Strategy:

- **Regular Check-ins & Transparent Updates** – Maintain open communication with staff to build trust, engagement, and clarity.

REFLECTION

How often do I check in with my team, and is it effective?

Do my staff feel informed and aligned with studio goals?

What is one area where communication could be improved?

ACTION PLAN

A communication update or system I will implement (e.g., weekly team meetings, feedback forms):

A way I will ensure my team feels heard and valued:

One step I will take to create a more open and transparent work environment:

4. INCENTIVIZE RETENTION

Strategy:

- **Performance-Based Incentives & Creative Compensation** – Offer rewards such as tuition discounts for staff children, bonuses, or career growth opportunities to encourage long-term commitment.

REFLECTION

Do I have an incentive or retention program for my staff?

How can I creatively compensate my team without increasing financial strain?

What motivates my team to stay engaged and committed?

ACTION PLAN

A retention incentive or performance-based reward I will introduce:

A creative compensation option I will explore (e.g., tuition discounts, extra PTO, bonuses):

One step I will take this month to improve staff retention:

IC FEATURES TO HELP

LAUNCH MEMBERS:

- **Studio Growth Sprint on You and Your Team:** Kicking off Oct 1st! Cultivate a winning team culture and confidently tackle any challenges that arise.
- **New Member Learning Portal:** Starting on Oct 1st get on-demand access to proven strategies for a great team culture, where you can watch short videos, track your progress, and tackle at your own page.

PREMIER MEMBERS:

- **Team Retreat-in-a-Box System:** Use our ready-made, flexible team retreat system for skill-building and team engagement (available to launch members for purchase).

MASTERY MEMBERS:

- **Send your Team to the Studio Growth Sprint:** Invest in your studio's leadership team! Let them engage in the program and set you up for success.
- **Deep Dive Coaching with Barrett Brooks:** High-level leadership coaching to enhance studio owner confidence and delegation.

FINAL STEP: PRIORITIZATION

Look at your action plans above and **pick ONE area to focus on first.** What is the most impactful and doable change you can make in the next 30 days?

My top priority for this month: ______________________________

The IC resource/feature I will use to help me: ______________________________

By implementing these strategies step by step, you'll strengthen your studio's financial foundation and create more opportunities for growth—without overwhelm. Keep climbing!

PILLAR FIVE

PROGRAMS & CURRICULUM

DANCE STUDIO OWNERS INNER CIRCLE

PROGRAMS & CURRICULUM

THINGS TO BE MINDFUL OF:

- Parents may prioritize activities that provide clear, long-term benefits.
- Short-term, high-commitment programs may see decreased enrollment.
- Families may opt for lower-cost or digital alternatives.

HOW IT COULD AFFECT STUDIO OWNERS:

- More demand for flexible, short-term commitment programs.
- Increased need for marketing efforts to demonstrate the value of dance education.
- Potential difficulty filling high-ticket programs like competition teams or intensives.

SMART STRATEGIES TO COMBAT IT

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1. EXPAND PROGRAM OFFERINGS

Strategy:

- **Introduce Shorter Session-Based Programs** – Offer flexible options like 6-8 week sessions alongside full-year commitments to attract more students.
- **Create Specialized Classes** – Add niche programs (e.g., parent & me, adult dance, dance fitness) to cater to a wider audience.

REFLECTION

Do I currently offer short-term or flexible programs? If not, what options could I introduce?

How can I make my programs feel essential and valuable to parents and students?

Are there gaps in my programming that I could fill with new class types?

ACTION PLAN:

A short-term or session-based program I will introduce:

A niche program I will test this season:

A way I will communicate the value of my programs to families:

2. HOST CAMPS, INTENSIVES & WORKSHOPS

Strategy:

- **Utilize Slow Months for Special Programs** – Run seasonal camps, intensives, and workshops to keep revenue flowing year-round.

REFLECTION

When are my slowest months, and what programming could I introduce to boost enrollment?

What types of workshops or intensives would appeal to my current students?

Are there community needs (e.g., summer activities for kids, pre-season training) that my studio could meet?

ACTION PLAN

A seasonal camp or intensive I will plan:

A targeted student group I will create a workshop for:

One step I will take this month to start planning special programs:

3. CREATE A WOW EXPERIENCE

With the rise of digital learning, in-person experiences need to feel exciting and immersive to compete. Shortened attention spans mean engagement strategies must be intentional and dynamic. Sensory experiences and themed classes can increase retention and differentiate your studio from alternatives.

Strategy:

- Use lighting, props, and music to create an engaging environment.
- Incorporate small, easy-to-implement sensory experiences (e.g., a disco ball, mood lighting, essential oils, or theme weeks like “Nighttime Sky Stretch Class”).
- Use props, dance games, and interactive exercises to increase engagement and excitement.
- Create in-class experiences that students can’t replicate at home (e.g., partner activities, scavenger hunts, glow-in-the-dark dance sessions).

REFLECTION

How can I make my studio feel more special and immersive for students?

What small environmental changes, props, or activities could heighten students’ engagement without breaking the bank?

Are my classes structured in a way that encourages full participation and excitement?

ACTION PLAN

A small upgrade to my studio’s atmosphere I will make this month:

A new game or prop I will introduce this month:

A way I can ensure my classes are engaging and exciting:

A way I will encourage students to share their excitement with parents:

BY CREATING A WOW EXPERIENCE, YOUR STUDIO WILL FEEL LIKE A CAN'T-MISS DESTINATION—ONE THAT STUDENTS AND PARENTS WILL RAVE ABOUT AND RETURN TO.

IC FEATURES TO HELP

LAUNCH MEMBERS:

- **Studio Growth Sprint on Programs & Curriculum:** Kicking off in June! Fine tune your programming just in time for the new season!
- **New Member Learning Portal:** Starting on June 1st get on-demand access to proven strategies for strong programming, where you can watch short videos, track your progress, and tackle at your own page.

PREMIER MEMBERS:

- **1:1 Momentum Calls with Studio Growth Coaches:** Personalized support for operational challenges and efficiency.
- **Monthly Squad Calls:** Engage with other studio CEOs and gain fresh insights.

MASTERY MEMBERS:

- **Send your Team to the Studio Growth Sprint:** Invest in your studio's programming team! Let them engage in the program and set you up for success.

FINAL STEP: PRIORITIZATION

Look at your action plans above and **pick ONE area to focus on first.** What is the most impactful and doable change you can make in the next 30 days?

My top priority for this month: ______________________________

The IC resource/feature I will use to help me: ______________________________

By implementing these strategies step by step, you'll strengthen your studio's financial foundation and create more opportunities for growth—without overwhelm. Keep climbing!

FINAL THOUGHTS

THE STUDIO THAT STANDS STRONG

Economic uncertainty will come and go—but the strength of your studio is in your hands. While others may react with fear, you are equipped with **the knowledge, the strategy, and the support to not just endure, but to thrive.**

The key is to **take action**—one smart move at a time. Look back at your reflections and action steps, and **choose one thing to implement this month.** Small, intentional steps create momentum, and momentum leads to growth, resilience, and long-term success.

You are not alone in this. **The Inner Circle is here to support you every step of the way.** Lean into the resources, connect with your fellow studio owners, and remember—your studio is not just a business. It's a **beacon for your community**, **a home for your students, and a legacy that will stand strong in any economy.**

DANCE STUDIO OWNERS INNER CIRCLE

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