



# The Relationship Advantage

**The Studio Growth Strategy  
that Changes Everything**

**Business moves at the  
Speed of Relationships**

**88%**

**Respondents most trust  
recommendations from people they  
know**

Nielsen Consumer Advertising Study 2021

**Trust**  
**Recession**



**Relationship**

**Recession**

**The solution  
to the trust  
recession  
isn't strategy.**

**It's  
relationships.**









**In a world where AI is everywhere.....  
Human Connection  
becomes the Advantage**



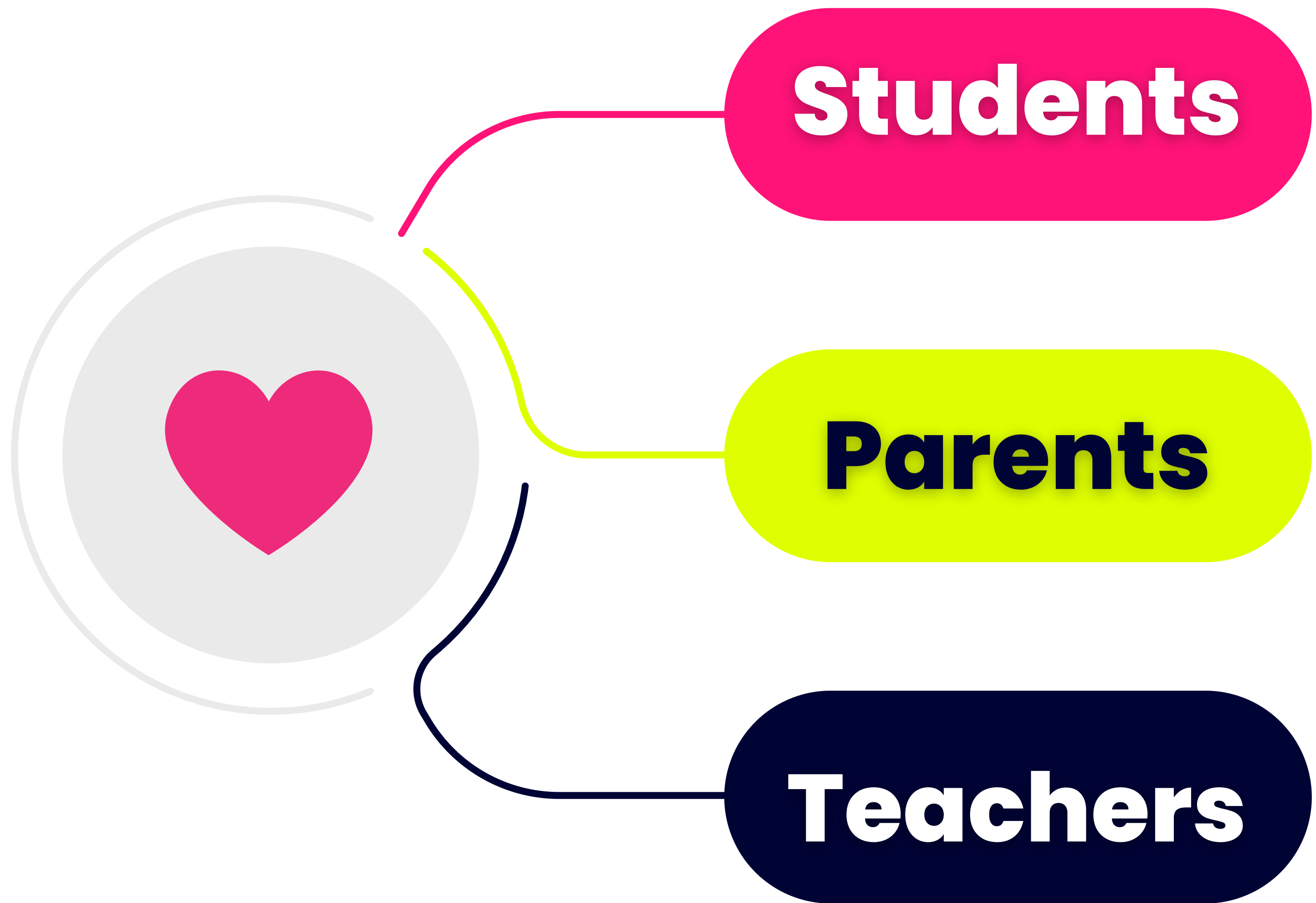
**Every Opportunity  
is Attached to a  
Relationship**

**And every relationship you  
ignore... could be the  
opportunity you miss.**

**Relationships  
aren't just part of  
your business**

**They are your  
Business**

**Everyone who touches the  
family is in the Business of  
Relationships**





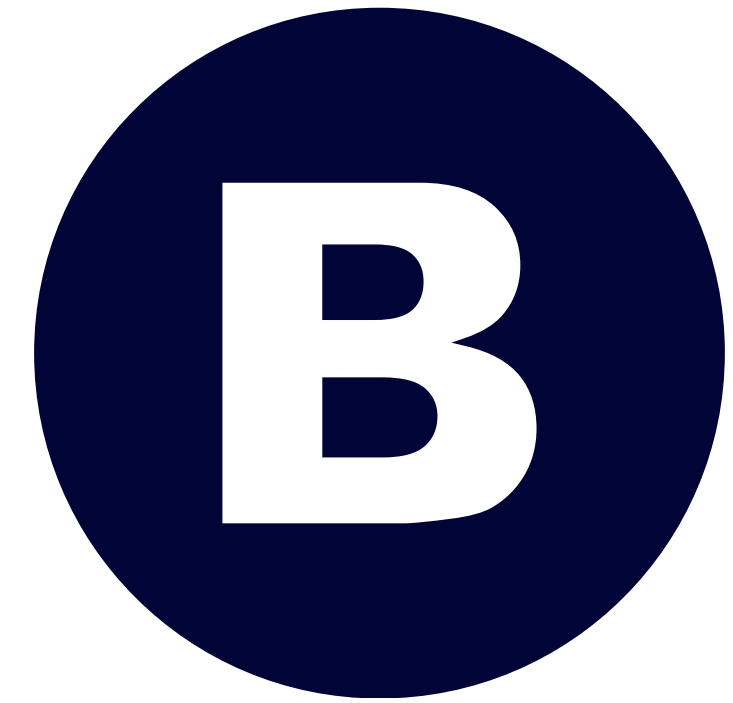


**Build the Relationships  
Before You Need Them**

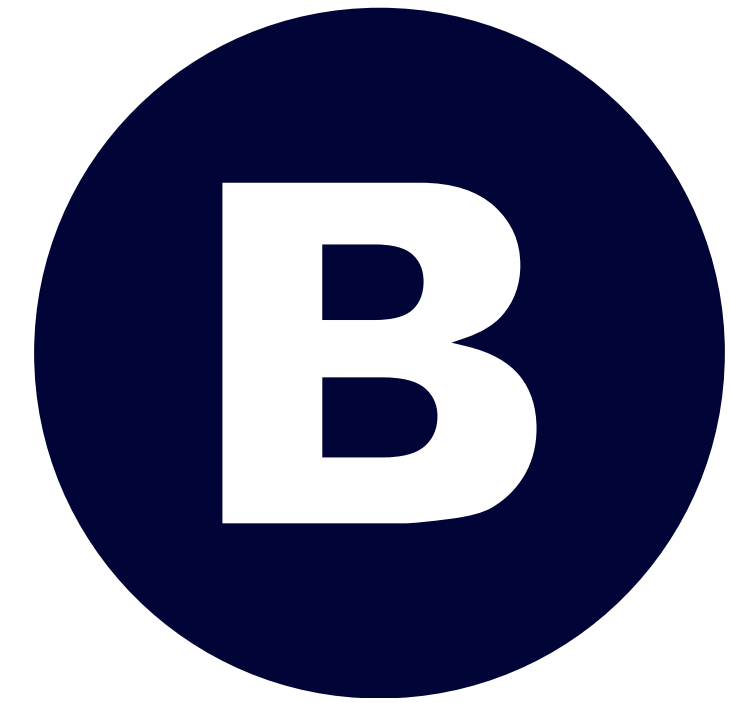
**B U I L D**

**Relationships**





**Be  
Authentically  
You**

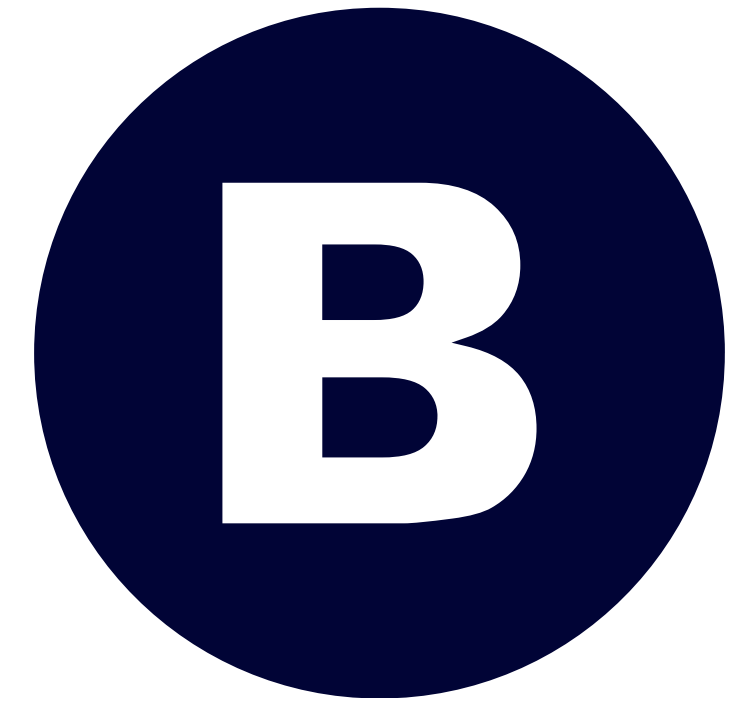


**Be  
Authentically  
You**



**Understand  
Them**

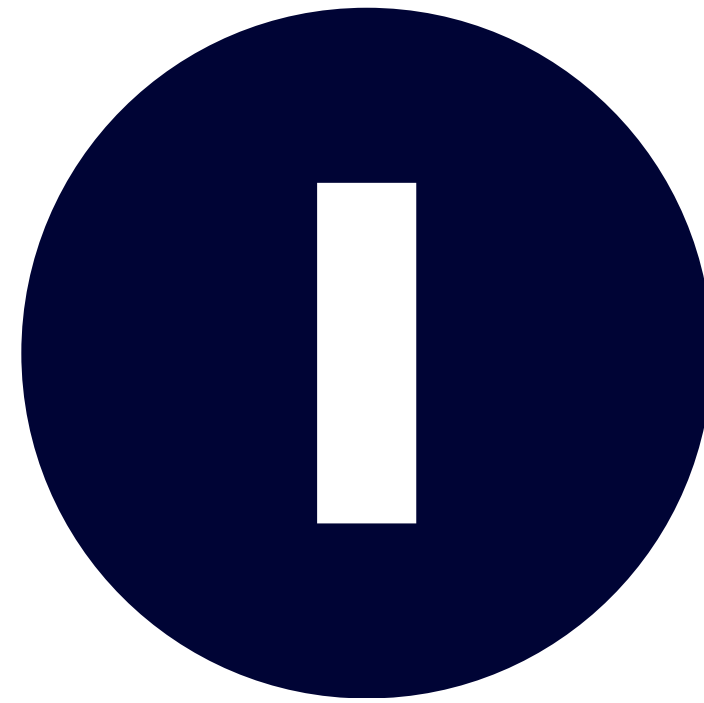




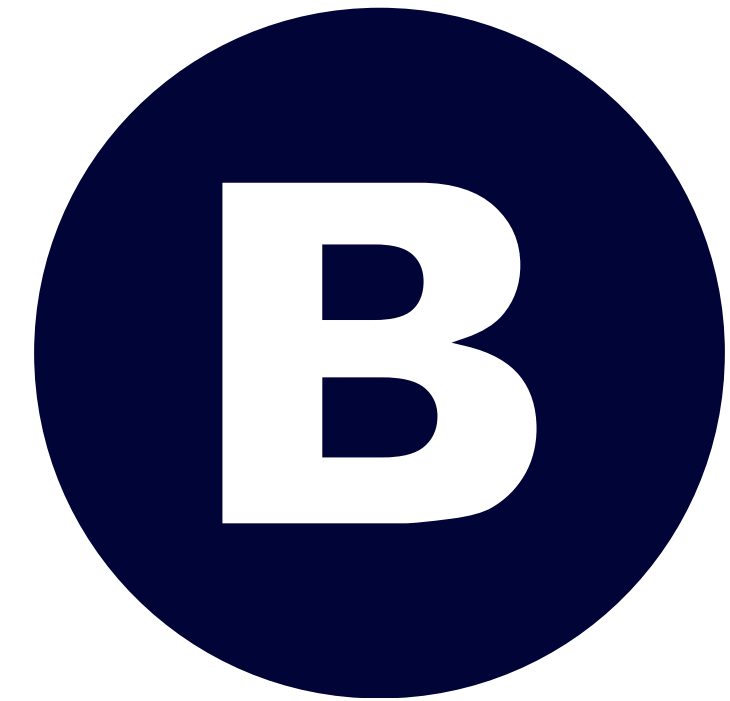
**Be  
Authentically  
You**



**Understand  
Them**



**Invest  
with  
Intention**



**Be  
Authentically  
You**



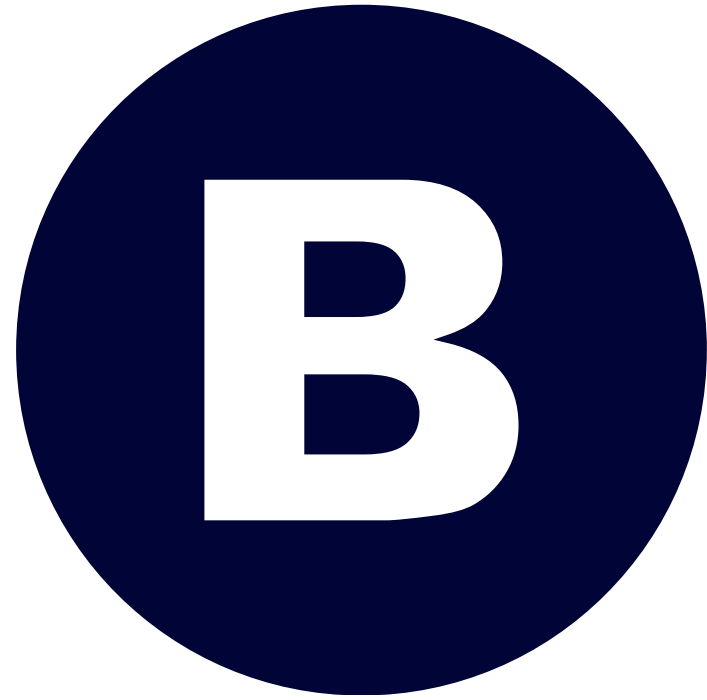
**Understand  
Them**



**Invest  
with  
Intention**



**Leverage  
Moments**



**Be  
Authentically  
You**

**Understand  
Them**

**Invest  
with  
Intention**

**Leverage  
Moments**

**Deliver  
Extraordinary  
Value**



**Be Authentically YOU**





**Don't build a studio everyone likes**

**Build a studio the right families  
never leave**



**Own what  
you are.....**

**Own what  
you are not**





# Authenticity

**Authenticity  
isn't about  
doing  
anything.**

**Authenticity  
is undoing  
everything  
that isn't  
you**

**Your studio isn't  
what you say.**

**It's what  
families feel.**



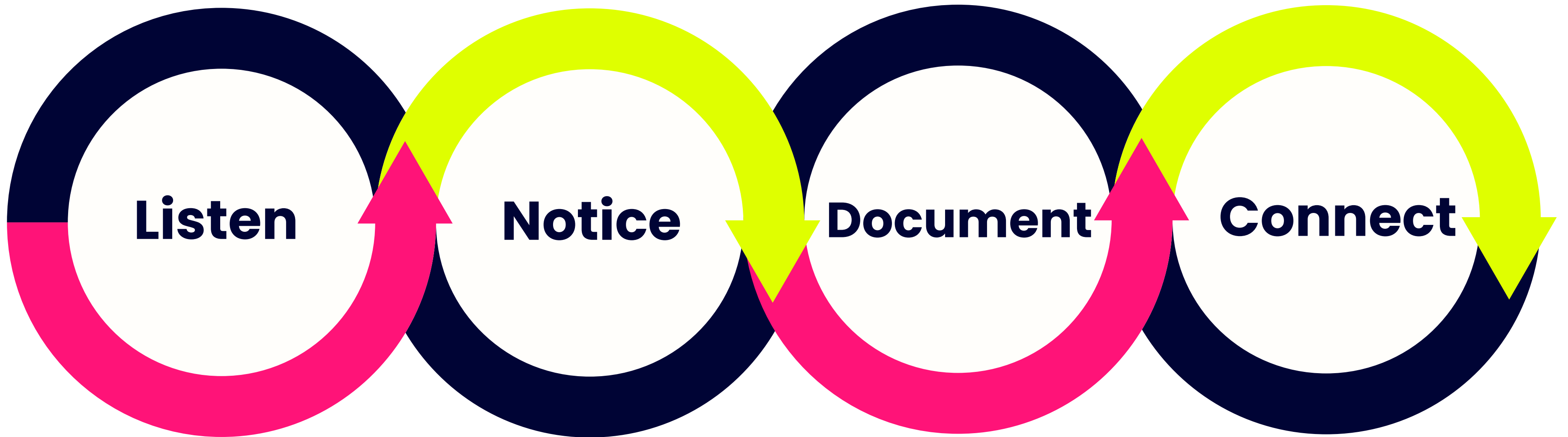


**Understand Them**

**It's not how  
many people  
you know.**

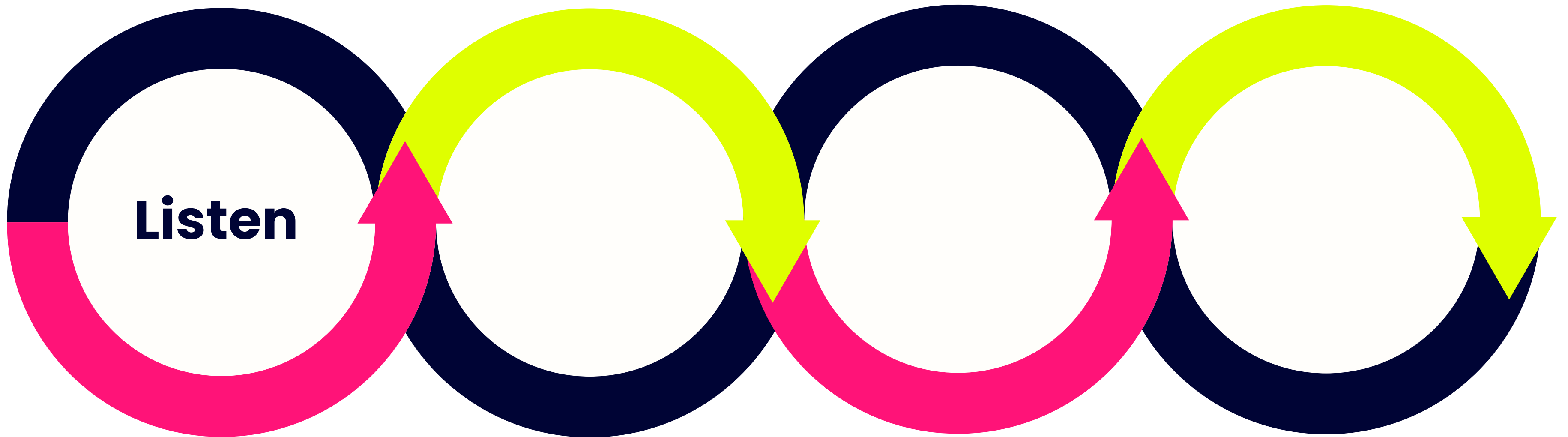
**It's how  
many  
people feel  
known by  
you.**

# Connection Loop

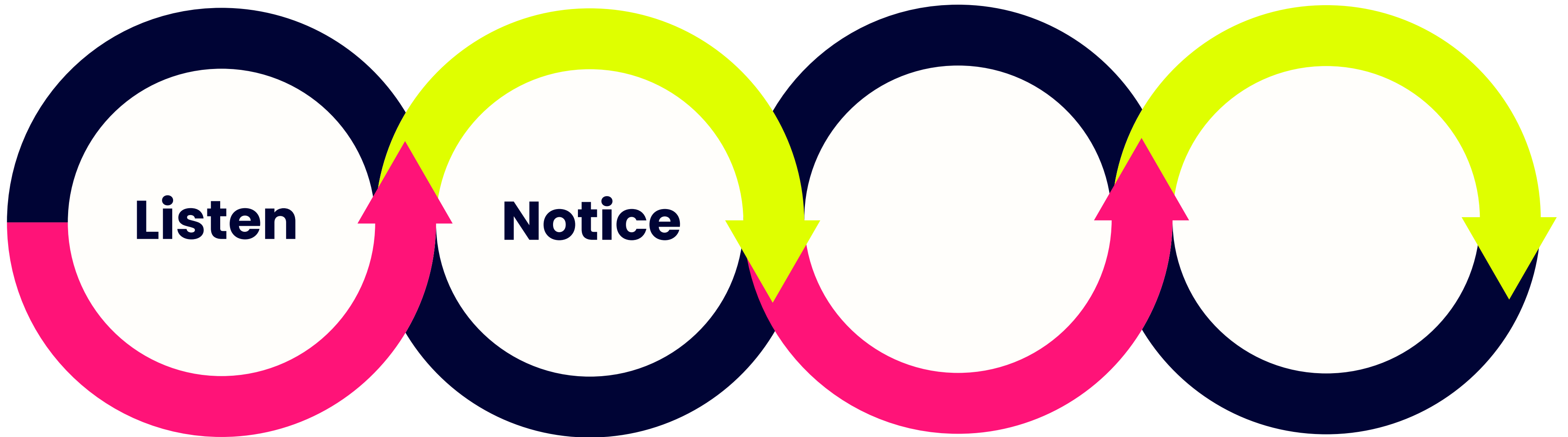




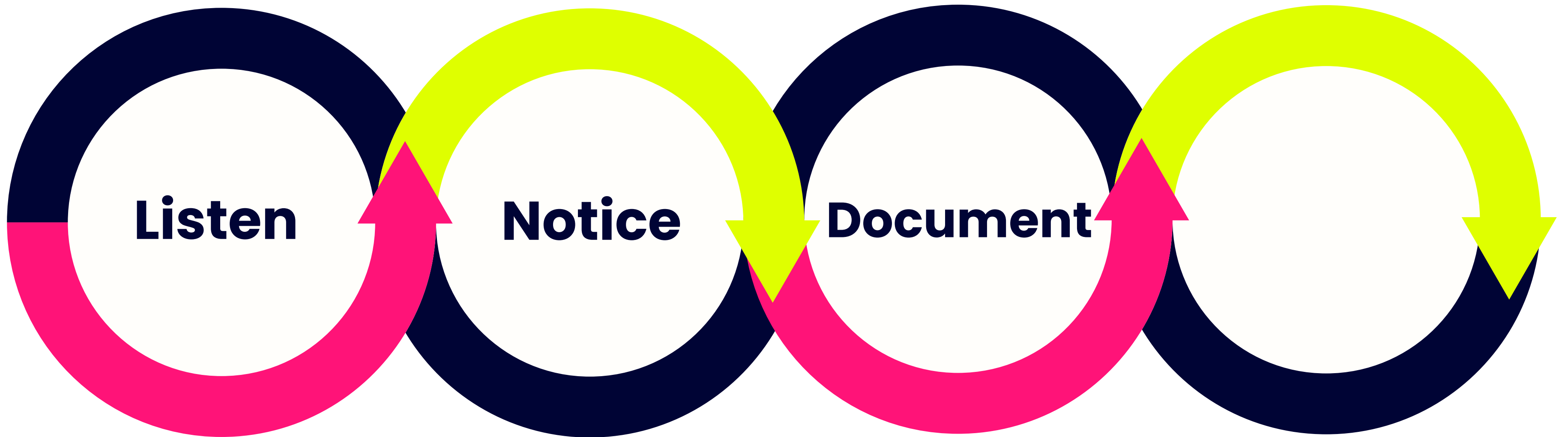
# Connection Loop



# Connection Loop

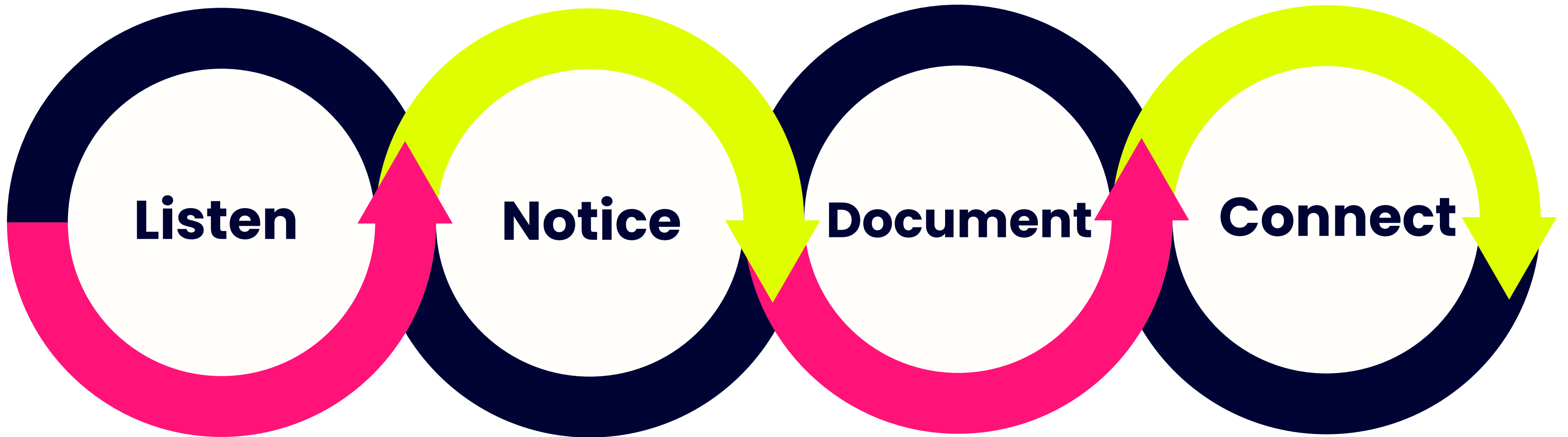


# Connection Loop





# Connection Loop



**Invest with Intention**

**Great  
Relationships  
aren't built in  
a day**

**Great  
Relationships  
are built daily**





# **Ranking System**



# **Frequency Formula**



# Relationship Ranking System

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**Advocates**



**Champions**



**Connections**



**Acquaintances**



**Contacts**



# Relationship Ranking System

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**Advocates**

**All – In  
Families**



**Champions**

**Loyal  
Families**



**Connections**

**New + Growing  
Families**



**Acquaintances**

**At Risk/Drifting  
Families**



**Contacts**

**Future  
Families**



# Frequency Formula

**30 Days**



**Advocates**

**60 Days**



**Champions**

**90 Days**



**Connections**

**120 Days**



**Acquaintances**

**Mailing List**



**Contacts**



**THE #1 HABIT THAT  
CHANGED MY LIFE**

**Make Someone's Day**  
**Mindset**

**Make Someone's Day Mindset**

# **5 x 5 Method**

**Five thoughtful messages a day.**

**Five People you care about.**

**No ask. No agenda.**

# Leverage Moments



**Every Moment Counts,  
Make them Meaningful**

**Because the moments that matter  
won't raise their hands**

# Joshie Moments





THE RITZ-CARLTON<sup>®</sup>  
AMELIA ISLAND

**Joshie Hurn**  
Loss Prevention 03/25/2012

**Every studio has “Joshie”  
moments.....**

**Are you noticing yours?**



**Deliver**

**Extraordinary Value**

**Studios Grow  
through  
Relationships**

**Trust + Value  
embedded in  
the Relationship  
is what drives  
retention.**

# Where can you deliver **MORE** Value?

**Recital  
Week  
Stress**

**Costume  
Deadlines**

**Schedule  
Overwhelm**

**Placement  
Disappointment**

**"I feel lost"  
"I don't know  
anyone"  
New Parent  
Energy**

**Comparison  
+ Drama**

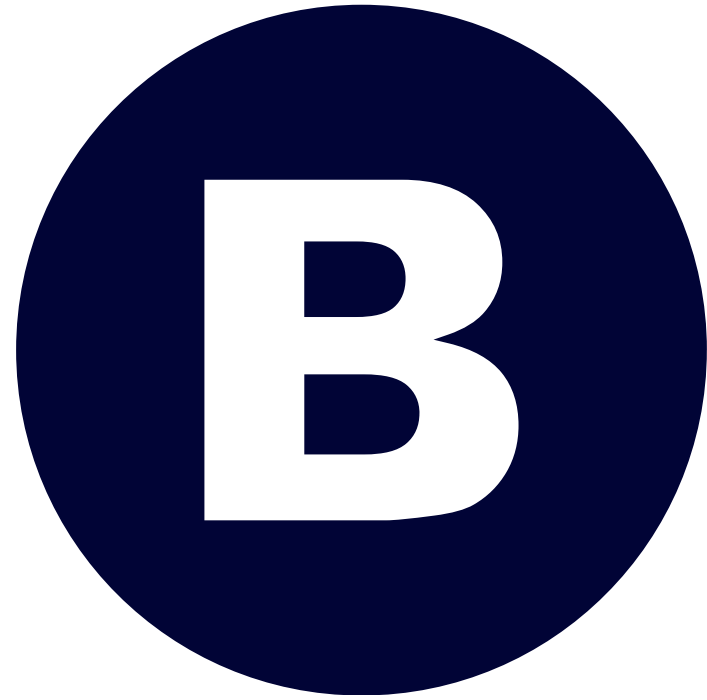
**Competition  
Season  
Stress**

**Teacher Turnover  
+ Changes**



**If you deliver an experience they  
can't describe, they'll market  
you for free.**





**Be  
Authentically  
You**

**Understand  
Them**

**Invest  
with  
Intention**

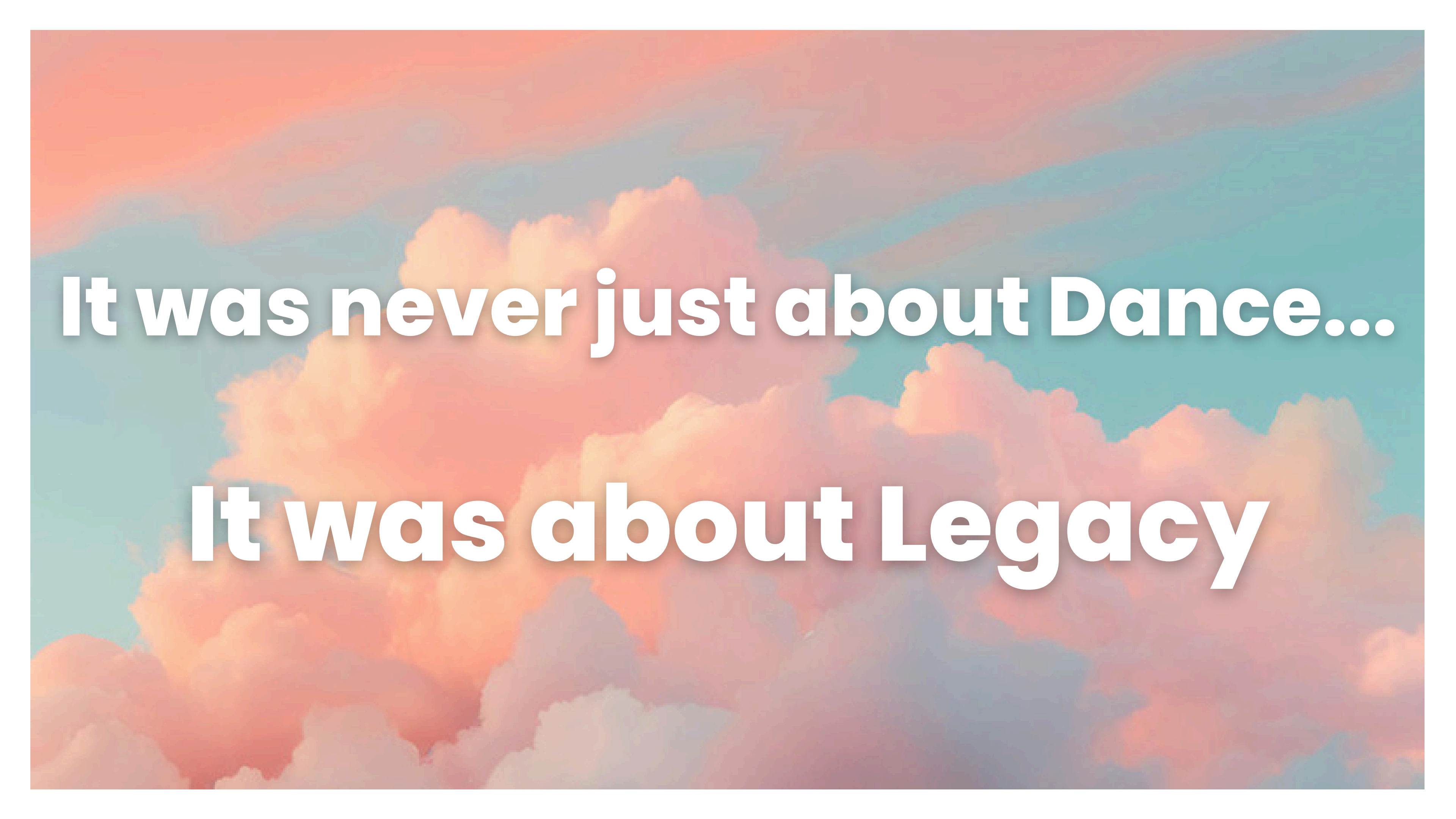
**Leverage  
Networks**

**Deliver  
Extraordinary  
Value**

# Relationship Operating System (ROS)







**It was never just about Dance...**

**It was about Legacy**

**Make them feel like they just  
found a home**





**Business (*and Life*)  
moves at the Speed of  
Relationships**