



Give yourself permission  
to unplug.



**DANCE  
STUDIO  
OWNERS  
INNER  
CIRCLE**

# **BACK TO DANCE PLANNING**

## **MARCH 2026**



## PRE-HOMEWORK

FOR MAXIMUM IMPACT, BRING THE  
FOLLOWING NUMBERS:

|                                                                                                          |  |
|----------------------------------------------------------------------------------------------------------|--|
| <b>TOTAL OF NEW STUDENTS<br/>YOU'VE BROUGHT IN BETWEEN<br/>THE END OF LAST SEASON<br/>UP UNTIL TODAY</b> |  |
| <b>% OF STUDENTS YOU'VE<br/>RETAINED FROM LAST SEASON<br/>TO THIS SEASON</b>                             |  |
| <b>CURRENT FREQUENCY</b>                                                                                 |  |
| <b>AVERAGE REVENUE PER<br/>SERVICE HOUR</b>                                                              |  |
| <b>TOTAL WEEKS YOU WILL BE<br/>OPEN IN YOUR MAIN SEASON</b>                                              |  |
| <b>TUITION REVENUE<br/>SEASON TO DATE</b>                                                                |  |
| <b>TOTAL REVENUE<br/>SEASON TO DATE</b>                                                                  |  |



# **2026-2027 GOAL SETTING**



## REFLECT ON 2025-2026

| HIGHLIGHTS |
|------------|
|            |

| CHALLENGES |
|------------|
|            |

| DAYS I WANT MORE OF |
|---------------------|
|                     |

| DAY I WANT LESS OF |
|--------------------|
|                    |





## REFLECT ON 2025-2026

WHAT WOULD NEED TO HAPPEN IN STUDENT ATTRACTION?

WHAT WOULD NEED TO HAPPEN IN RETENTION?

WHAT WOULD NEED TO HAPPEN IN FREQUENCY ?



**CLICK BELOW TO ACCESS YOUR  
APRIL RETREAT SPREADSHEET:**

**OPEN IN EXCEL**

**OPEN IN GOOGLE SHEETS**

**FOR 2026-2027, I AM  
COMMITTING TO:**

|                                                  |  |
|--------------------------------------------------|--|
| <b>STUDENT ATTRACTION GOAL</b>                   |  |
| <b>RETENTION GOAL</b>                            |  |
| <b>FREQUENCY GOAL</b>                            |  |
| <b>AVERAGE REVENUE PER<br/>SERVICE HOUR GOAL</b> |  |
| <b>WEEKS OPEN GOAL</b>                           |  |
| <b>TUITION REVENUE GOAL</b>                      |  |
| <b>TOTAL REVENUE GOAL</b>                        |  |



## DAY 1 HOMEWORK FOR WEEK 4

### GATHER VALUABLE INSIGHTS: SURVEY YOUR FAMILIES FOR NEXT SEASON'S SCHEDULE

Use the templates below to collect feedback on preferred class days and times, ensuring your schedule aligns with your families' needs.

We recommend sending this out as soon as possible so you can gather responses in time to make informed decisions and maximize enrollment. This will allow you to take strategic action during Week 4 of the Back to Dance Planning Bootcamp.

[CLICK HERE FOR  
SURVEY TEMPLATES](#)





# STUDENT ATTRACTION





## YOUR EPIC STUDENT ATTRACTION STRATEGY

START DATE

END DATE

NEW STUDENT GOAL FOR WHEN FALL SEASON STARTS

**CAN YOU BREAK THIS GOAL DOWN FURTHER BY:**

**AGE GROUP**

**DANCE STYLE**

**PROGRAM TYPE (RECREATIONAL, COMPETITIVE, PRESCHOOL, ETC.)**

**STUDENT AVATAR**

**PARENT AVATAR**



## KEY SELLING POINTS

| PARENT CONCERN                                                             | HOW TO SOLVE IT                                                                                                                           |
|----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <i>"Is my child too young for dance?"</i>                                  | Specialized <b>preschool dance curriculum</b> designed for young learners                                                                 |
| <i>"Will my child have fun and feel comfortable?"</i>                      | Engaging, <b>play-based learning</b> in a <b>nurturing, structured</b> environment                                                        |
| <i>"I don't want to waste money on a program my child won't continue."</i> | Seamless transition from preschool to <b>core dance programs</b>                                                                          |
| <i>"What if my child is shy or struggles in a group setting?"</i>          | Small class sizes and <b>caring instructors</b> help build confidence                                                                     |
| <i>"I need a class that fits my schedule."</i>                             | <b>Multiple class times</b> , convenient for busy parents                                                                                 |
| <i>"Will my child be safe and well cared for?"</i>                         | Classes are led by <b>experienced, backgroundchecked instructors</b> in a safe, supportive environment.                                   |
| <i>"What if my child doesn't like the class?"</i>                          | Free trial classes let kids <b>experience the fun before committing</b> . No strings attached!                                            |
| <i>"I don't want my child to struggle."</i>                                | Our classes are <b>structured to meet kids at their level</b> , ensuring steady progress and encouragement.                               |
| <i>"Will this help my child's confidence and social skills?"</i>           | Dance fosters self-expression, teamwork, and <b>personal growth</b> in a fun, engaging setting.                                           |
| <i>"I need a program that aligns with my family values."</i>               | We <b>emphasize respect</b> , teamwork, and personal development in every class. We also keep music and costumes <b>age-appropriate</b> . |
| <i>"How do I know this program is high quality?"</i>                       | Our studio has <b>experienced instructors</b> , a strong community reputation, and <b>a history of student success</b> .                  |
| <i>My teen has never danced before—will they feel out of place?</i>        | We offer beginner-friendly classes where <b>teens can start at any level, in a judgment-free, supportive environment</b> .                |



| PARENT CONCERN                                                                                                  | HOW TO SOLVE IT                                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>"Will my teen actually enjoy this, or will they think it's lame?"</i>                                        | Our classes are designed to be fun, engaging, and social, with music and choreography that teens love and <b>instructors teens admire</b> and look up to.                                                                                                                         |
| <i>"What if my child's schedule is already packed?"</i>                                                         | We offer <b>flexible class times</b> and make-up classes are offered to fit around school, sports, and other activities.                                                                                                                                                          |
| <i>"Will my child with special needs be supported?"</i>                                                         | We welcome all children and offer a nurturing, patient environment where <b>every dancer is encouraged to thrive at their own pace</b> . Our instructors are experienced in adapting movement and teaching styles to meet different needs.                                        |
| <i>"My child is self-conscious about their weight—will they feel comfortable?"</i>                              | <b>Our studio is a judgment-free zone</b> that focuses on joy, movement, and self-expression rather than body type. We celebrate every dancer and foster confidence in a supportive community.                                                                                    |
| <i>"My child is neurodivergent—will they be able to participate successfully?"</i>                              | We create structured, predictable classes with clear instructions and <b>sensory-friendly options to help neurodivergent dancers feel secure and engaged</b> . We can always have a child's aide attend class with them, and our caring instructors ensure a positive experience. |
| <i>"My child struggles with anxiety, confidence, or social challenges—will this help or make things worse?"</i> | <b>Dance is a powerful tool for self-expression and emotional growth</b> . Our supportive environment helps children build confidence, form friendships, and develop resilience at their own pace.                                                                                |
| <i>"Will my LGBTQ+ child feel welcome and safe?"</i>                                                            | Absolutely! Our studio is an inclusive space where <b>all students are respected, valued, and celebrated for who they are</b> . We foster a culture of kindness and acceptance so every dancer feels like they belong.                                                            |
| <i>"We are part of a minority racial or religious community—will my child feel included?"</i>                   | <b>We are a welcoming, inclusive space where diversity is celebrated</b> . We foster a culture of respect and belonging, ensuring that every child feels seen, valued, and supported in their artistic journey.                                                                   |



**CIRCLE/CHECK THE OFFER YOU WOULD LIKE TO TRY WITH NEW CUSTOMERS:**

- ☐ Free Trial
- ☐ Paid Trial
- ☐ Seven-Day Unlimited Class Pass
- ☐ Bundle Offer

**WHICH MARKETING CHANNELS ARE YOU GOING TO USE TO ATTRACT NEW STUDENTS?**

**SUMMER TRIAL PLAN:**

How are you going to ensure that leads can take you up on your offer during the summer months?



**COPY AND PASTE THE FOLLOWING INTO CHATGPT:**

**I have filled out a Back to Dance Planning workbook with key details about my student attraction strategy for my dance studio. Below is the information I have provided:**

- Enrollment Goals: [Insert your new student goal, including age group, dance style, and program type breakdown]
- Ideal Student & Parent Avatar: [Describe your ideal student and their parents]
- Student Attraction Offer: [Specify your chosen offer: Free Trial, Paid Trial, Seven-Day Unlimited Class Pass, or Bundle Offer]
- Marketing Channels: [List the marketing channels you plan to use, such as social media, email marketing, partnerships, etc.]

**Based on this information, please generate a comprehensive Student Attraction Plan that includes:**

1. A strategic breakdown of how to execute my student attraction plan effectively
2. Suggested marketing messaging and content ideas for my chosen channels
3. A timeline and implementation schedule to maximize student enrollments
4. Additional ideas to optimize my offer and make it more compelling
5. Copy for all of the marketing channels that will drive conversion



**DROP CHATGPT CONTENT BELOW:**





**DROP CHATGPT CONTENT BELOW:**



**DROP CHATGPT CONTENT BELOW:**



## NOTES



## NOTES



## NOTES



# RETENTION



# PART 1

## THE RE-ENROLLMENT ARC

### (THE BIG PICTURE)

#### PHASE 1: BUILD ANTICIPATION

##### ***Weeks before registration opens:***

- Prime families emotionally for another year
- Reinforce progress, belonging, and future potential
- Normalize the idea that “of course we’re coming back”

##### ***Common Tools:***

- Sneak peeks of next season
- Teacher excitement and verbal mentions in class
- Early hints about VIP perks or priority access

#### REFLECTION:

WHEN DOES ANTICIPATION CURRENTLY BEGIN AT YOUR STUDIO?

WHAT DO FAMILIES *FEEL* DURING THIS PHASE?



## PHASE 2: LEVERAGE THE RECITAL AS A RETENTION EVENT

The recital is not just a performance—it's a re-enrollment catalyst.

### ***Key Goals:***

- Celebrate growth and wins
- Visually reinforce the payoff of staying enrolled
- Tie pride and emotion directly to "next year"

### ***Common Tools:***

- Recital week hype
- Verbal teacher recommendations
- On-site or near-recital re-enrollment messaging

### REFLECTION:

**HOW DOES YOUR RECITAL CURRENTLY SUPPORT RETENTION?**

**WHAT MOMENTS COULD BE MORE INTENTIONALLY TIED TO NEXT SEASON?**

**HOW COULD YOU USE THE FEELINGS OF BELONGING, CONNECTION AND TRANSFORMATION TO ENCOURAGE PEOPLE TO COME BACK?**





**PHASE 3: CULMINATION & COMMITMENT**

This is where re-enrollment becomes official.

**Common Formats:**

- VIP Re-Enrollment Week
- Priority Registration Window
- Re-Enrollment Event (online or in-studio)

**Goals:**

- Lock in returning students
- Increase class load per student
- Reward decisive families first

| NOTES |
|-------|
|       |



## PART 2

# RE-ENROLLMENT GOALS

Keep this simple, clear, and time-bound.

### OVERALL RE-ENROLLMENT GOAL

Total students eligible to re-enroll:

Target re-enrollment rate:

%

### MONTHLY CHECKPOINTS

| DATE           | TARGET #<br>RE-ENROLLED | ACTUAL # | NOTES |
|----------------|-------------------------|----------|-------|
| <i>Month 1</i> |                         |          |       |
| <i>Month 2</i> |                         |          |       |
| <i>Month 3</i> |                         |          |       |



## PART 3

### YOUR RE-ENROLLMENT TIMELINE

*Use this section to map all key dates so your campaign feels cohesive - not reactive*

#### KEY DATES PLANNER

| ELEMENT                                                                   | DATE(S) |
|---------------------------------------------------------------------------|---------|
| <i>Anticipation Begins</i>                                                |         |
| <i>Teacher Request to Submit Progress Reports</i>                         |         |
| <i>Teacher Recommendations Completed</i>                                  |         |
| <i>Progress Reports Sent Recital<br/>Anticipation Begins Recital Week</i> |         |
| <i>VIP Re-Enrollment Opens</i>                                            |         |
| <i>VIP Re-Enrollment Closes</i>                                           |         |
| <i>Secondary Offer Window</i>                                             |         |
| <i>Final Follow-Up Deadline</i>                                           |         |



## PART 4

# PROGRESS REPORTS & CLASS RECOMMENDATIONS

Progress reports are one of the highest-leverage tools in re-enrollment.

### ***Purpose:***

- Personalize the experience at scale
- Position recommendations as professional guidance
- Increase both retention and frequency

### ***Planning Questions:***

- Will reports be emailed, mailed, or both?
- Will teachers recommend:
  - Same number of classes?
  - Increased class load?
  - New styles or programs?

### **NOTES ON EXECUTION:**

- Use mail merge or CRM tools
- Keep tone encouraging, clear, and confident
- Pair recommendations with an easy next step (re-enroll now)

### NOTES



## PART 5

# IDEAL CUSTOMER AVATAR (RE-ENROLLMENT EDITION)

This is not about attracting strangers - it's about speaking to *your existing families*.

### PARENT AVATAR

Biggest reason they stay enrolled:

Biggest hesitation about next season:

What makes them delay decisions:

### STUDENT AVATAR

What they love most about dance:

What excites them about leveling up:

What would make them disappointed to leave:



## PART 6

# RE-ENROLLMENT OFFERS

Your best offer should come first.

### PRIMARY (VIP) OFFER

*Used during your earliest window*

**Examples:**

- % off studio swag or merchandise
- Priority class placement
- Waived registration fee
- Exclusive VIP perk (gift, photo, bonus class)

**YOUR PRIMARY OFFER:**

### SECONDARY OFFER

*Used only if needed to increase numbers*

**Examples:**

- Limited-time bonus
- Smaller incentive
- Deadline-driven perk

**YOUR SECONDARY OFFER:**



## PART 7

# USING CHATGPT TO BUILD YOUR MESSAGING

### PROMPT: BUILD MY RE-ENROLLMENT AVATAR

“Create a re-enrollment customer avatar for our dance studio based on everything you know about our families and the things I’ve outlined below. These families are current students deciding whether to return next season. Include motivations, fears, emotional triggers, and decision-making patterns.”

**Paste the results below:**

### PROMPT: RE-ENROLLMENT EMAIL SERIES

“Using the re-enrollment avatar you created above, now create a re-enrollment email campaign for our dance studio with a VIP registration week, teacher recommendations, and a primary offer. Include subject lines and CTAs. Make them highly converting and speaking directly to our customer. Use the timeline of events I’ve copied and pasted below to select dates.”

**Paste the results below:**

### PROMPT: RE-ENROLLMENT TEXT MESSAGES

“Write short, friendly re-enrollment text messages for the re-enrollment customer avatar. Tone should be warm, confident, and personal. Make them highly converting and speaking directly to our customer. Use the timeline of events I’ve copied and pasted below to select dates.”

**Paste the results below:**



## PART 8

## CONTINGENCY & FOLLOW-UP PLANS

If families haven't re-enrolled, this is not failure - it's a signal to follow up.

## QUICK WIN TEXTS

### Nine-Word Text:

“Hi {{First Name}}, are you still interested in dance classes next year?”

I will send this text on this date if we have not reached our re-enrollment goal: \_\_\_\_\_

### Easy Yes Text:

“We know summer is busy! Reply ‘I’m in’ and we’ll re-register you for the classes your teachers recommended.”

I will send this text on this date if we have not reached our re-enrollment goal: \_\_\_\_\_





## PART 9

# FIVE-DAY WIN BACK CAMPAIGN (FALL)

Last-ditch effort before the season is fully closed.

### Day 1 - Personal Text

"Hi {{First Name}}, this is {{First Name}} from {{Studio Name}}. We miss you! Check your email tomorrow—I have a gift for you."

### Day 2 - Email with Gift

"Hi {{First Name}}, this is {{First Name}} from {{Studio Name}}. We miss you! Our gift to you is {{Offer}}. You can claim your gift by {{Date}}. Let us know if you have any questions!"

#### ***Offer Ideas:***

- Free trial class
- One-week class pass
- Special welcome-back incentive

### Day 3 - Follow-Up Text

"Did you see the gift I sent yesterday? Let me know if you have questions!"

### Day 4 - Social Proof

"Hi {{First Name}}! We've been having so much fun in dance class and it made us think of you. We'd love for you to join in on another year of dance! Here's what some of our other dancers have been saying since being back:

- Testimonials
- Student success stories

Friendly reminder that tomorrow is the last day to claim your gift!"

### Day 5 - Final Call

"Today's the last day to claim your gift—are you in?"

## FINAL NOTES

### **A great re-enrollment campaign feels:**

- Intentional, not rushed
- Personal, not pushy
- Emotional and organized

When done well, re-enrollment becomes one of the most predictable, profitable systems in your studio.



## NOTES



## NOTES



## NOTES



# FREQUENCY



## **BUILD YOUR SCHEDULE FOR FREQUENCY**

### **STEP 1: ANALYZE SURVEY FEEDBACK**

**WHAT FEEDBACK DID YOU GET FROM YOUR FAMILIES? WHAT INSIGHTS DID YOU GAIN THAT CAN SUPPORT NEXT YEAR'S SCHEDULE?**

### **STEP 2: AUDIT CURRENT SCHEDULE**

- ☐ Identify students who are paying lower fees
- ☐ Schedule their classes during off-peak hours to allow for higher paying students during peak times.
- ☐ Identify classes with similar age groups and skill levels.
- ☐ Group these classes together to allow dancers to take multiple classes consecutively.
- ☐ Consider if you can accomodate siblings coming on the same nights.

**WHAT STEPS DO I NEED TO TAKE TO ACTION THE ADVICE ABOVE?**



### STEP 3: PRIORITIZING PROFITABILITY OVER TEACHERS' AVAILABILITY

- ☐ Ask for teachers' preferences, but don't allow it to dictate your whole schedule.
- ☐ Create your schedule based on your findings in step one and step two.
- ☐ Find teachers who fit into that profitable schedule.

**WHAT STEPS DO I NEED TO TAKE TO ACTION THE ADVICE ABOVE?**

### STEP 4: CONSIDER ADDING DAYTIME REVENUE

- ☐ Evaluate opportunities to offer daytime classes for different age groups, such as preschoolers, homeschoolers or adults.
- ☐ Utilize daytime hours for specialized classes, workshops or private lessons.
- ☐ Promote daytime classes through targeted marketing campaigns and partnerships with local organizations.

**WHAT STEPS DO I NEED TO TAKE TO ACTION THE ADVICE ABOVE?**



## NOTES





## NOTES



## NOTES