



BACK TO DANCE PLANNING MARCH 2025



PRE-HOMEWORK

FOR MAXIMUM IMPACT, BRING THE
FOLLOWING NUMBERS:

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



2025-2026 GOAL SETTING



REFLECT ON 2024-2025

HIGHLIGHTS

CHALLENGES

DAYS I WANT MORE OF

DAY I WANT LESS OF



REFLECT ON 2024-2025

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 2025-2026, I AM
COMMITTING TO:**

STUDENT ATTRACTION GOAL	
RETENTION GOAL	
FREQUENCY GOAL	
AVERAGE REVENUE PER SERVICE HOUR GOAL	
WEEKS OPEN GOAL	
TUITION REVENUE GOAL	
TOTAL REVENUE GOAL	



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



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 instructors teens admire and look up to.
<i>"What if my child's schedule is already packed?"</i>	We offer flexible class times 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 every dancer is encouraged to thrive at their own pace . 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>	Our studio is a judgment-free zone 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 sensory-friendly options to help neurodivergent dancers feel secure and engaged . 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>	Dance is a powerful tool for self-expression and emotional growth . 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 all students are respected, valued, and celebrated for who they are . 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>	We are a welcoming, inclusive space where diversity is celebrated . 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:



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RETENTION



PLAN YOUR OWN RE-ENROLLMENT EVENT

STEP 1: PLAN THE EVENT

DATES:

TO

STEP 2: CREATE INCENTIVES AND OFFERS

INCENTIVES:

OFFERS:



STEP 3: MAKE IT A VIP EXPERIENCE

EMBRACE THE THEME:

CREATE SPECIAL MOMENTS:

STEP 4: CREATE A BUDGET

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

TOTAL: _____



STEP 5: CREATE MARKETING MATERIALS

COPY AND PASTE THE FOLLOWING INTO CHATGPT:

I have completed my Re-Enrollment Event Planning workbook with the following details:

- Event Dates: [Insert start and end date]
- Incentives: [List the incentives you are offering]
- Offers: [List any special offers for re-enrollment]
- Theme: [Describe the event theme]
- Special Moments: [Describe how you will make the event special]
- Budget: [Include estimated expenses]

Based on this information, please generate a complete set of marketing materials for my re-enrollment event, including:

1. Event Announcement Email: A compelling email to notify current families about the event.
2. Social Media Posts: Captions and content ideas for Facebook, Instagram, and Stories.
3. Flyer Copy: Text for a printed or digital flyer.
4. SMS/Text Message Campaign: Short, engaging text messages to drive action.
5. Website or Landing Page Copy: A concise, high-converting page to explain the event and encourage re-enrollment.
6. In-Studio Signage and Talking Points: Key phrases and messaging for staff to use when discussing the event with families.
7. Follow-Up Email Sequence: A series of 2-3 emails reminding families to take advantage of the re-enrollment offer before the deadline.

Please ensure that all copy includes urgency, excitement, and a clear call to action to maximize conversions.



DROP CHATGPT CONTENT BELOW:



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DROP CHATGPT CONTENT BELOW:



STEP 6: INCENTIVIZE YOUR STAFF

MOTIVATE YOUR TEAM:



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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?



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