



ROADMAP RALLY

2025

EMPIRE

DANCE
STUDIO
OWNERS
INNER
CIRCLE

GROWTH



FINANCIAL FAST TRACK

DAY ONE



NUMBERS YOU NEED

2024 REVENUE	
2024 PROFIT	
% OF REVENUE IS TUITION	
# OF WEEKS OPEN In Regular Season	
AVERAGE REVENUE PER SERVICE HOUR (How much do you get paid on average per child per class?)	
TOTAL NUMBER OF STUDENTS ENROLLED	
AVERAGE RETENTION RATE OF 2024	



LET'S DIVE IN

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FOR 2025 I'M COMMITTING TO:

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



NUMBERS YOU NEED

LIST OF TOP 3 REVENUE STREAMS (BESIDES GROUP CLASSES)	
REVENUE STREAM 1 REVENUE	
REVENUE STREAM 1 PROFIT	
REVENUE STREAM 2 REVENUE	
REVENUE STREAM 2 PROFIT	
REVENUE STREAM 3 REVENUE	
REVENUE STREAM 3 PROFIT	

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WHAT ARE YOUR TOP 3 REVENUE STREAMS AFTER GROUP LESSONS?

- | | |
|--|---|
| ☐ BIRTHDAY PARTIES | ☐ RECITAL/CONCERT |
| ☐ CAMPS | ☐ SHOP (SNACKS & DRINKS) |
| ☐ COSTUMES | ☐ STUDIO HIRE |
| ☐ GROUP LESSONS | ☐ UNIFORMS |
| ☐ LIMITED EDITION MERCHANDISE | ☐ VIP PROGRAM |
| ☐ PRIVATE LESSONS | ☐ WORKSHOPS |

HOW PROFITABLE ARE THEY?

REVENUE STREAM	REVENUE	PROFIT	PROFIT %



WHAT TO REMOVE?

WHAT TO FIX?

WHAT TO ADD?

FOR 2025, I AM COMMITTING TO



JOURNEY TO CONVERSION

DAY TWO



NUMBERS YOU NEED

# OF INQUIRIES IN 2024	
# OF TRIALS BOOKED IN 2024	
# OF TRIALS COMPLETED IN 2024	
# OF NEW ENROLLMENTS IN 2024	

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2024 CONVERSION RATE OVERVIEW

	INQUIRY TO TRIAL BOOKED CONVERSION RATE	TRIALS BOOKED TO TRIALS COMPLETED CONVERSION RATE	TRIALS COMPLETED TO NEW ENROLLMENT CONVERSION RATE	OVERALL CONVERSION RATE
YEARLY AVERAGE				

2025 KPIs

2025 STUDENT ATTRACTION GOAL	NUMBER OF INQUIRIES YOU NEED	NUMBER OF BOOKED TRIALS YOU NEED	NUMBER OF TRIALS COMPLETED YOU NEED



2025 STUDENT ATTRACTION ROADMAP

	Q1	Q2	Q3	Q4
INQUIRIES				
TRIALS BOOKED				
TRIALS COMPLETED				
NEW ENROLLMENTS				

Q1 STRATEGIES	Q2 STRATEGIES	Q3 STRATEGIES	Q4 STRATEGIES



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