

12-WEEK STUDENT ATTRACTION & RETENTION SPRINT

**KNOW YOUR NUMBERS.
LEAD LIKE A CEO.**



PHASE 1: CONVERSION (WEEKS 1-4)

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WELCOME TO THE STUDENT ATTRACTION & RETENTION SPRINT

Over the next 12 weeks, you will break down your studio's performance across three core areas:

- **Attraction (Conversion)** – How you bring students in
- **Engagement (Frequency)** – How deeply they participate
- **Retention** – How long they stay

This sprint is designed to help you move from guessing...
to **clear, data-driven decisions.**

By the end of these 12 weeks, you will not just understand your numbers — you will know exactly **where to focus your time, energy, and strategy to grow your studio.**

How This Workbook Works

This workbook is paired directly with your:

Student Attraction & Retention Dashboard Spreadsheet

Each week:

1. We will review specific dashboard tabs
2. You will input your studio data into the spreadsheet
3. You will reflect on what the data is telling you about your business
4. You will make one strategic decision
5. You will document that decision here

This is not just about collecting data. It's about deciphering what the data is telling you.

During these 12 weeks, you're going to learn how to **think like a CEO** — using your marketing and retention numbers to guide smarter, more confident decisions.

**STAY CONSISTENT. STAY HONEST. STAY FOCUSED.
THAT'S HOW THIS WORKS.**



KEY DEFINITIONS

WHAT IS CONVERSION?

Conversion answers: *"How well do we turn interest into enrollment?"*

LEAD → TRIAL → ENROLLMENT

Healthy studios don't just get leads. They convert them.

WHAT IS FREQUENCY?

Frequency answers: *"On average, how many classes do your students take per week?"*

Are you a one-class studio? Or a multi-class studio?

WHAT IS RETENTION?

Retention answers: *"How long do students stay?"*

Enrollment without retention is leaking revenue.

WHAT IS VALUE INDEX?

Value Index =

ENROLLMENT x FREQUENCY x RETENTION

This compares programs relative to each other.

It helps answer:

- What's a star program?
- What's draining energy?
- Where should we invest?



PHASE 1: CONVERSION (WEEKS 1-4)

WEEK 1: DATA FOUNDATION & PERFORMANCE OVERVIEW

"What numbers actually matter in my studio?"

Why this Matters

Before you can improve your studio's marketing and retention...
You need to understand what to measure.

MOST STUDIO OWNERS:

- Look at random numbers
- Rely on gut feeling
- Make decisions based on assumptions

This sprint is different.

Over the next 12 weeks, you will use **specific numbers** to guide every marketing and retention decision you make.

THIS WEEK IS ABOUT IDENTIFYING:

- Understanding which numbers matter
- Getting your data organized
- Getting your first glimpse of your studio's performance



PHASE 1: CONVERSION (WEEKS 1-4)

WEEK 1: DATA FOUNDATION & PERFORMANCE OVERVIEW

STEP 1

Your Initial Assumption

Before we go into the data...

What do you *think* your biggest opportunity is?

- ☐ Getting more students
- ☐ Converting more leads
- ☐ Getting students to take more classes
- ☐ Keeping students longer

Do you believe your biggest opportunity is in:

- ☐ A specific program
- ☐ A specific age group
- ☐ A specific dance style

Which one?



STEP 2

The Reality Check

You may be wrong. The purpose of this sprint is not to confirm what you think. It is to **let the data show you what's actually happening.**

REFLECTION:

Are you open to changing direction based on what the data shows versus what your gut tells you?

STEP 3

What You'll Be Tracking Moving Forward

Over the next 12 weeks, you will consistently track:

- ✓ Conversion (Weeks 2-4)
- ✓ Frequency (Weeks 5-6)
- ✓ Retention (Weeks 7-8)
- ✓ Program & Segment Performance (Weeks 9-10)

For each week, you will be assigned homework on which numbers to bring for the next training. Your experience for this sprint will go much more smoothly if you carve out 10 minutes per week to find these numbers.

STEP 4

CEO Mindset

This sprint requires:

- ☐ Consistency ☐ Honesty ☐ Willingness to change

Which one will be hardest for you?



STEP 5

CEO Commitment

Over the next 12 weeks, I commit to:



WEEK 1 HOMEWORK

(Prepare for Week 2)

Before next week, make sure:

- ☐ All months are fully entered in the Conversion Dashboard
- ☐ You have accurate data for:
 - Inquiries
 - Trials Booked
 - Trials Completed
 - Enrollments

Here is a quick tutorial on how to find this info inside of Studio Sync.

STEP 6

CEO Decision

The ONE thing I want clarity on most is:

DID I COMPLETE THIS MODULE? ☐ Yes ☐ No



PHASE 1: CONVERSION (WEEKS 1-4)

WEEK 2: OVERALL CONVERSION SNAPSHOT

"Where are we losing people in the enrollment process?"

Why this Matters

Your conversion numbers tell you **exactly where families are falling out of your enrollment process.**

Every stage of conversion represents a section in your **11-step enrollment process:**

- **Inquiry → Trial Booked**
- **Trial Booked → Trial Completed**
- **Trial Completed → Enrolled**

If one percentage is low, it is not random.

It is pointing to a **specific breakdown in your process.**

THIS WEEK IS ABOUT IDENTIFYING:

- Where you are losing people
- Why it's happening
- What needs to change

DASHBOARD TABS TO USE

- ☐ Conversion Dashboard (Overall)



PHASE 1: CONVERSION (WEEKS 1-4)

WEEK 2: OVERALL CONVERSION SNAPSHOT

STEP 1

Pull Your Numbers

Inside your Conversion Dashboard, enter the following numbers for each month this season:

- **Total Inquiries** – How many people raised their hand through any marketing channel?
- **Trials Booked** – How many people booked a trial?
- **Trials Completed** – How many people actually showed up?
- **New Enrollments** – How many people enrolled after their trial?

STEP 2

Calculate Your Conversion Percentages

Once your dashboard is filled out, record your overall percentages below:

Inquiry → Booked = _____%

Booked → Completed = _____%

Completed → Enrolled = _____%

Overall Conversion = _____%



INDUSTRY BENCHMARKS

METRIC	OFF-TRACK <	EXCEPTIONAL ≥
Inquiry > Booked %	30%	50%
Booked > Completed %	70%	85%
Completed > Enrolled %	60%	80%
Overall %	30%	80%

REFLECTION:

When comparing your numbers to the benchmarks:

What surprises you the most?

Is your conversion rate what you thought it was?



STEP 3

What Each Percentage is Telling You

Inquiry → Trial Booked

If this percentage is low, it means:

You are not successfully getting people to book.

MOST LIKELY ISSUE:

- ☐ Scripts are too aggressive (selling too hard)
- ☐ You're not building connection first
- ☐ You're talking too much, not asking questions
- ☐ You're not tailoring the conversation

WHAT TO FOCUS ON:

- ✓ Ask simple, natural questions
 - "What got you interested in dance?"*
 - "How old is your child?"*
- ✓ Use their answers to guide your response
- ✓ Respond with questions to keep the conversation going
- ✓ Make booking feel easy and low-pressure

Trials Booked → Trials Completed

If this percentage is low, it means:

People are booking... but not showing up.

MOST LIKELY ISSUE:

- ☐ Weak or inconsistent follow-up
- ☐ Missing key details (time, location, what to wear)
- ☐ Not enough reminders
- ☐ Too much friction to attend

WHAT TO FOCUS ON:

- ✓ Reminder systems (text + email)
- ✓ Clear instructions (only what they need to know)
- ✓ Reduce friction
- ✓ Build excitement before they arrive



Trial Completed → Enrolled Student

If this percentage is low, it means:

People are trying your studio... but not joining.

MOST LIKELY ISSUE:

- | | |
|---|---|
| ☐ Not asking for the sale directly | ☐ No urgency |
| ☐ Weak or unclear offer | ☐ Poor follow-up after trial |

WHAT TO FOCUS ON:

- ✓ Clear enrollment scripts
- ✓ Buy-now incentives or bonuses
- ✓ Same-day follow-up
- ✓ Strong close at the end of class

STEP 4

Diagnose Your Biggest Gap

Which stage is weakest?

- ☐ **Inquiry → Trial Booked**
- ☐ **Trial Booked → Trial Completed**
- ☐ **Trial Completed → Enrolled**

What is going wrong?

What is your hypothesis?



STEP 5

Choose Your Fix

Based on your weakest stage, choose your action:

If Inquiry → Trial Booked is weakest:

- ☐ Rewrite scripts to be more conversational
 - ☐ Focus on asking questions first
 - ☐ Remove pressure from booking
-

If Trials Booked → Trial Completed is weakest:

- ☐ Improve reminder system
 - ☐ Add confirmation + reminder texts
 - ☐ Clarify all details to reduce friction
-

If Trial Completed → Enrolled is weakest:

- ☐ Improve enrollment scripts
 - ☐ Add buy-now bonus or urgency
 - ☐ Improve follow-up after trial
-

If none are low (your system is strong):

- ☐ Increase lead volume (ads, partnerships, campaigns)



STEP 6

Monthly Breakdown

Now go deeper. Look at your data month-by-month and identify patterns.

TOP 3 PERFORMING MONTHS

1. _____
2. _____
3. _____

Why were these strong?

BOTTOM 3 PERFORMING MONTHS

1. _____
2. _____
3. _____

What went wrong?

PATTERN RECOGNITION

Where is the breakdown happening most often?

What needs to change?

What should stay the same?



STEP 7

CEO Decision

Based on everything you see:

The ONE thing we are fixing first is:



WEEK 2 HOMEWORK

(Prepare for Week 3)

Before next week, complete the following:

- ☐ Ensure your **By Offer Type** tab is fully filled out
- ☐ Break down your data by:
 - Free trial
 - Paid trial
 - Any other intro offers you do at your studio
- ☐ Make sure you have for each offer:
 - Inquiries
 - Trials Booked
 - Trials Completed
 - Enrollments

Here is a quick tutorial on how to find this info inside of Studio Sync.

DID I COMPLETE THIS MODULE? ☐ Yes ☐ No



PHASE 1: CONVERSION (WEEKS 1-4)

WEEK 3: CONVERSION BY OFFER

"Which offer is actually bringing in the right students?"

Why this Matters

Not all leads are created equal. And not all offers perform the same.

Some offers:

- Bring in **high-quality families who enroll easily**
- While others bring in **price shoppers who never convert**

If you don't break this down, you risk:

- Scaling the wrong offer
- Wasting marketing dollars
- Attracting the wrong students

This week is about understanding:

- Which offer actually works
- Which offer needs improvement
- Which offer should be removed

DASHBOARD TABS TO USE

☐ By Offer Type



PHASE 1: CONVERSION (WEEKS 1-4)

WEEK 3: CONVERSION BY OFFER

STEP 1

Pull Your Numbers

Inside your By Offer Type Dashboard, enter the following numbers for each offer this season:

- **Total Inquiries** – How many people raised their hand for this offer through any marketing channel?
- **Trials Booked** – How many people booked a trial from this offer?
- **Trials Completed** – How many people actually showed up to claim this offer?
- **New Enrollments** – How many people enrolled after claiming this offer?

STEP 2

Compare Performance

Now look at your offers side-by-side.

Highest Conversion Rate:

Lowest Conversion Rate:

Most Total Enrollments:

Lowest Quality Leads:



REFLECTION:

Which offer surprised you the most?

Which offer performs differently than you expected?

STEP 3

What This Is Telling You

High Conversion, Low Volume

If an offer converts well but doesn't bring in many people:

This is a **marketing problem, not an offer problem.**

WHAT IT MEANS

☐ The offer is strong ☐ Not enough people are seeing it

WHAT TO DO:

- ✓ Put more marketing behind it
- ✓ Increase visibility
- ✓ Use it as your primary offer

High Volume, Low Conversion

If an offer brings in a lot of people but doesn't convert:

This is a **quality problem.**

WHAT IT MEANS

☐ Attracting the wrong families ☐ Offer may be too broad or too "cheap-feeling"

WHAT TO DO:

- ✓ Refine your messaging
- ✓ Clarify who the offer is for
- ✓ Improve how it's positioned



Low Volume, Low Conversion

If an offer is low across the board:

This is a **weak offer**.

WHAT IT MEANS

- ☐ Not compelling ☐ Not clearly communicated ☐ Not solving a real problem

WHAT TO DO:

- ✓ Improve or remove it
- ✓ Replace with a stronger option

High Volume, High Conversion

If an offer performs well in both:

This is a **scalable offer**.

WHAT TO DO:

- ✓ Double down
- ✓ Use this as your main growth lever

STEP 4

Diagnose Each Offer

Go offer by offer.

Offer #1: _____

What is working?

What is not working?

Main Issue:

- | | |
|--|---|
| ☐ Not enough visibility | ☐ Weak messaging |
| ☐ Wrong audience | ☐ Weak offer |



Offer #2:

What is working?

What is not working?

Main Issue:

- | | |
|--|---|
| ☐ Not enough visibility | ☐ Weak messaging |
| ☐ Wrong audience | ☐ Weak offer |

Offer #3:

What is working?

What is not working?

Main Issue:

- | | |
|--|---|
| ☐ Not enough visibility | ☐ Weak messaging |
| ☐ Wrong audience | ☐ Weak offer |



Offer #4:

What is working?

What is not working?

Main Issue:

- | | |
|--|---|
| ☐ Not enough visibility | ☐ Weak messaging |
| ☐ Wrong audience | ☐ Weak offer |

Offer #5:

What is working?

What is not working?

Main Issue:

- | | |
|--|---|
| ☐ Not enough visibility | ☐ Weak messaging |
| ☐ Wrong audience | ☐ Weak offer |



STEP 5

Make Your Decisions

Now you must decide. No “maybe.”

KEEP (WORKING WELL):

IMPROVE (HAS POTENTIAL BUT NEEDS WORK):

REPLACE (NOT WORKING):

STEP 6

Define What Needs to Change

For the offer(s) you are improving:

What specifically needs to change?

- ☐ Messaging
- ☐ Target audience
- ☐ Offer structure
- ☐ Pricing
- ☐ Follow-up

What will you test next?



STEP 7

CEO Decision

Based on everything you see:

The ONE offer we are focusing on moving forward is:

Why?



WEEK 3 HOMEWORK

(Prepare for Week 4)

No homework! Lucky ducks! :)

DID I COMPLETE THIS MODULE? ☐ Yes ☐ No



PHASE 1: CONVERSION (WEEKS 1-4)

WEEK 4: CONVERSION STRATEGY DECISION

"What are we committing to moving forward?"

Why this Matters

Weeks 2 and 3 gave you clarity. Now you decide.

WITHOUT A CLEAR STRATEGY, MOST STUDIOS:

- Keep too many offers
- Change direction constantly
- Never improve their numbers

THIS WEEK IS ABOUT:

- Choosing what stays
- Choosing what goes
- Defining what success looks like

This is where you stop reacting...
and start leading.

DASHBOARD TABS TO USE

- ☐ Conversion Dashboard (Overall)
- ☐ By Offer Type



PHASE 1: CONVERSION (WEEKS 1-4)

WEEK 4: CONVERSION STRATEGY DECISION

STEP 1

Review Your Findings

Before making decisions, look back at your work from:

- Week 2 (Overall Conversion)
- Week 3 (Offer Performance)

What did you learn about your conversion?

What did you learn about your offers?

What is your biggest conversion problem?

- ☐ Not enough leads
- ☐ Poor Inquiry → Trial Booked
- ☐ Poor Trial Booked → Trial Completed
- ☐ Poor Trial Completed → Conversion



STEP 2

Choose Your Offer Strategy

Now you must decide what your studio is doing moving forward.

Our Primary Offer (main focus):

Secondary Offer (if applicable):

Offers We Are Eliminating:

Why this is the right direction:

STEP 3

Define Your Target Conversion Rates

Now we set the standard.

What are you aiming for this next season?

Inquiry → Trial Booked Target = _____%

Trials Booked → Trials Completed Target = _____%

Trials Completed → Enrolled Target = _____%

Overall Conversion Target = _____%



REALITY CHECK

Are these targets:

- ☐ Based on current data (realistic improvement)
- ☐ Too safe
- ☐ Too aggressive

What needs to happen to hit these?

STEP 4

Identify What Must Change

To hit your new targets, what must improve?

SCRIPTS (INQUIRY STAGE)

What needs to change?

FOLLOW-UP (TRIAL SHOW RATE)

What needs to change?

CLOSING PROCESS (ENROLLMENT STAGE)

What needs to change?



STEP 5

Define Your Focus

You cannot fix everything at once. So choose ONE area.

The stage we are focusing on improving first:

- ☐ **Inquiry → Trial Booked**
- ☐ **Trial Booked → Trial Completed**
- ☐ **Trial Completed → Enrolled**

Why this is the priority:

STEP 6

Define Your Action Plan

What is the ONE change you are implementing immediately?

When will this be implemented?

How will you measure success?



STEP 7

CEO Decision

This is your commitment.

Our conversion strategy moving forward is:

We will measure success by:

We will revisit this in:

- ☐ 30 days
- ☐ 60 days
- ☐ 90 days



WEEK 4 HOMEWORK

(Prepare for Week 5)

Before next week, complete the following:

- ☐ Fill in your **Overall Frequency tab** for each month this season
- ☐ Make sure you have accurate data for:
 - Active Students
 - Class Spots Taken

Here is a tutorial on how to find the number of enrollments and class spots taken in your current season inside Studio Pro.

DID I COMPLETE THIS MODULE? ☐ Yes ☐ No