

12-WEEK STUDENT ATTRACTION & RETENTION SPRINT

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



PHASE 5: STRATEGIC ACTION (WEEKS 11-12)

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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?



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WEEK 11: CHOOSE YOUR GROWTH LEVER

“What are we actually going to do with all of this?”

Why this Matters

YOU NOW HAVE CLARITY ON:

- Conversion
- Frequency
- Retention
- Programs
- Segments

Now you make a move.

This is not random. It must connect directly to your data.

MOST STUDIO OWNERS:

- Try to fix everything
- Stay stuck in analysis
- Never commit to one clear direction

THIS WEEK IS ABOUT:

- 👉 Choosing ONE focused growth strategy
- 👉 Building a clear plan
- 👉 Getting ready to execute



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WEEK 11: CHOOSE YOUR GROWTH LEVER

STEP 1

Identify Core Problem

Which is weakest overall?

- ☐ Conversion
- ☐ Frequency
- ☐ Retention

What does the data say?

STEP 2

Identify Target Segment

Age: _____

Program: _____

Dance Style: _____

Why this segment?



STEP 1

Choose ONE Growth Lever

- ☐ Partnership
- ☐ Community Event
- ☐ Targeted Referral Push

Why this lever solves the identified problem:

Strategic Lever Decision

OUR INITIATIVE:

LAUNCH MONTH:

✓ Strategic Lever Locked



BUILD THE PLAN

WE'RE BUILDING THIS LIKE A CAMPAIGN

STEP 1

Define the Target

Parent

Age: _____

Income Range: _____

Pain Point: _____

Dream for their child: _____

Student

Age: _____

Motivation: _____

Fear: _____

Competing Activity: _____

STEP 2

Define the Offer

Main Offer: _____

Secondary Offer: _____

Why is this compelling?



STEP 3

Define the Numbers

Enrollment Goal: _____

Required Leads: _____

Required Trials: _____

Target Conversion %: _____

STEP 4

Define the Timeline

Launch Date: _____

End Date: _____

Promotion Channels:

- ☐ Email
- ☐ Social
- ☐ Ads
- ☐ Partnerships
- ☐ Referral

Budget: _____

STEP 5

Define Ownership

Who owns:

Lead follow-up: _____

Trial experience: _____

Enrollment calls: _____



STEP 6

Success Metrics

Primary Metric: _____

Secondary Metric: _____

What would make this a win?

IMPLEMENTATION CHECKLIST

- ☐ Offer finalized
- ☐ Messaging written
- ☐ Launch date set
- ☐ Metrics defined
- ☐ Owner assigned

STEP 7

CEO Decision

The growth initiative we are launching is:

We are targeting:



We will measure success by:

✓ FULL STRATEGIC PLAN COMPLETE



WEEK 11 HOMEWORK

(Prepare for Week 12)

Before next week, complete the following:

☐ Finalize your growth initiative details

☐ Be clear on:

- Your target audience
- Your offer
- Your goal

☐ Come prepared to:

- 👉 Present your strategy
- 👉 Explain why you chose it
- 👉 Commit to execution

DID I COMPLETE THIS MODULE? ☐ Yes ☐ No



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WEEK 12: PRESENT & COMMIT

"What are we moving forward with?"

Why this Matters

This is where everything becomes real.

YOU ARE NO LONGER:

- Learning
- Analyzing
- Planning

YOU ARE NOW:

- 👉 Committing
- 👉 Executing
- 👉 Leading



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WEEK 12: PRESENT & COMMIT

STEP 1

Biggest Insight

Over the last 12 weeks:

What is the biggest thing you learned about your business?

STEP 2

Key Metrics

What are the 3 most important numbers you now understand?

1.

2.

3.



STEP 3

Your Strategic Initiative

What are you launching?

Who are you targeting?

What problem are you solving?

STEP 4

Your Plan

Start Date: _____

What are your first 3 action steps?

1.

2.

3.



STEP 5

Commitment

I am committed to executing this plan over the next:

- ☐ 30 days
- ☐ 60 days
- ☐ 90 days

What could get in the way?

How will you stay accountable?

STEP 6

CEO Statement

I am moving forward with:

Because:

✓ Strategic Initiative Launched

DID I COMPLETE THIS PROGRAM?

☐

Yes

☐

No