

12-WEEK STUDENT ATTRACTION & RETENTION SPRINT

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



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STUDIO
OWNERS
INNER
CIRCLE

PHASE 2: FREQUENCY (WEEKS 5-6)

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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 2: FREQUENCY (WEEKS 5-6)

WEEK 5: OVERALL FREQUENCY SNAPSHOT

"Are we a one-class studio?"

Why this Matters

Enrollment gets students in the door.

Frequency determines the average number of classes a student takes per week.

Most studios focus on getting more students... but ignore how powerful it is to get your current students to take more.

IF YOUR FREQUENCY IS LOW:

- Students are less engaged
- Retention becomes harder
- Revenue stays capped

IF YOUR FREQUENCY IS HIGH:

- Students are more committed
- They stay longer
- Your revenue grows without adding more students

THIS WEEK IS ABOUT UNDERSTANDING:

- How deeply your students are engaging
- What that means for your revenue
- Where your biggest opportunity is

DASHBOARD TABS TO USE

☐ Overall Frequency



PHASE 2: FREQUENCY (WEEKS 5-6)

WEEK 5: OVERALL FREQUENCY SNAPSHOT

STEP 1

Pull Your Numbers

Inside your **Overall Frequency Dashboard**, enter the following numbers for each month this season:

- **Active Students** – How many students were enrolled that month?
- **Class Spots Taken** – How many total class spots were filled across all classes?

Based on your numbers, what is your overall frequency?

STEP 2

Reality Check

Based on your numbers:

We are currently a:

- ☐ One-class studio
- ☐ Mostly one-class with some multi-class
- ☐ Strong multi-class studio



REFLECTION:

Does this match what you thought your studio looked like?

What surprises you the most?

STEP 3

What This Is Telling You

Low Frequency (1-2 classes per student)

If your average is low, it means:

Students are not deeply engaged.

WHAT THIS LEADS TO:

- Lower retention
- Lower lifetime value
- More pressure to constantly find new students

MOST LIKELY ISSUE:

- ☐ You're not offering a clear pathway for growth
- ☐ You're not positioning multiple classes as valuable
- ☐ Your programs are structured in isolation

Mid Frequency (2-3 classes per student)

This is where most studios sit.

WHAT THIS MEANS:

- There is opportunity to grow
- Some students are engaged, but many are not

MOST LIKELY ISSUE:

- ☐ Inconsistent messaging around multi-class enrollment
- ☐ No intentional upsell strategy
- ☐ Schedule isn't optimized for multiple classes back-to-back



High Frequency (3+ classes per student)

This is a strong position.

WHAT THIS MEANS:

- Students are highly engaged
- Stronger retention
- Higher revenue per student

OPPORTUNITY:

- ✓ Maintain this
- ✓ Build systems to support it
- ✓ Identify what's working and replicate it

STEP 4

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 do you consistently see stronger frequency?

Where do you consistently see weaker frequency?

STEP 5

Diagnose the Gap

Why are students NOT taking more classes?

- ☐ They don't know what to take next
- ☐ No clear pathway or progression
- ☐ Pricing discourages adding classes
- ☐ Staff are not trained to recommend additional classes
- ☐ Parents don't see the value
- ☐ Scheduling conflicts

Which is MOST true for your studio?

STEP 6

Choose Your First Move

You are not fixing everything. You are choosing ONE lever.

The ONE thing we are going to focus on:



What will you change?

When will this be implemented?

STEP 7

CEO Decision

Based on everything you see:

Our biggest opportunity to grow frequency right now is:

We will focus on increasing frequency by:



WEEK 5 HOMEWORK

(Prepare for Week 6)

Before next week, complete the following:

- ☐ Fill in your **By Age Group**, **By Program**, and **By Dance Style** tabs
- ☐ Make sure you have accurate data for each segment:
 - Active Students
 - Class Spots Taken

Here is a tutorial on how to find enrollment and class spots by age group, by program, and by dance style inside Studio Pro.

DID I COMPLETE THIS MODULE? ☐ Yes ☐ No



PHASE 2: FREQUENCY (WEEKS 5-6)

WEEK 6: FREQUENCY BY SEGMENT

"Where is the easiest place to increase frequency?"

Why this Matters

Not all students behave the same.

SOME:

- Naturally take multiple classes
- Stay longer
- Spend more

OTHERS:

- Stay at one class
- Churn faster
- Require more effort to grow

If you try to increase frequency across your entire studio... You will struggle.

If you focus on the **right segment**... You will grow faster with less effort.

THIS WEEK IS ABOUT IDENTIFYING:

- Where frequency is already working
- Where it's stuck
- Where your biggest opportunity is

DASHBOARD TABS TO USE



By Age Group



By Program



By Dance Style



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PHASE 2: FREQUENCY (WEEKS 5-6)

WEEK 6: FREQUENCY BY SEGMENT

STEP 1

Pull Your Numbers

Inside each tab, add your data to determine average frequency across your segments:

- **Active Students**
- **Class Spots Taken**

Look at your data across:

- **Age Groups**
- **Programs**
- **Dance Styles**

STEP 2

Identify Patterns by Segment

Age Groups

Highest Frequency Age Group(s):

1. _____
2. _____
3. _____

Lowest Frequency Age Group(s):

1. _____
2. _____
3. _____



REFLECTION:

What do you notice about your age groups?

Why do you think this is happening?

Programs

Highest Frequency Program(s):

1. _____
2. _____
3. _____

Lowest Frequency Program(s):

1. _____
2. _____
3. _____

REFLECTION:

What do you notice about your programs?

Why do you think this is happening?



Dance Styles

Highest Frequency Dance Style(s):

1. _____
2. _____
3. _____

Lowest Frequency Dance Style(s):

1. _____
2. _____
3. _____

REFLECTION:

What do you notice about your dance styles?

Why do you think this is happening?

STEP 3

What This Is Telling You

High Frequency Segments

These are your **most engaged students**.

WHAT THIS MEANS:

- They see value in multiple classes
- Your structure works for them
- They are easier to retain

OPPORTUNITY:

- ✓ Double down
- ✓ Replicate what's working
- ✓ Use as your model



Low Frequency Segments

These are your **biggest opportunity**.

WHAT THIS MEANS:

- They are not seeing value in more classes
- They may not know what to take next
- They are more likely to leave

STEP 4

Diagnose the Gap

Choose ONE low-frequency segment to focus on:

SEGMENT:

Why are they NOT taking more classes?

- ☐ They don't know what to take next
- ☐ No clear progression
- ☐ Schedule doesn't support multiple classes
- ☐ Parents don't understand the value
- ☐ Pricing discourages adding classes
- ☐ Staff are not recommending additional classes

What is the real issue?

STEP 5

Identify Your Best Opportunity

Now choose strategically.

Which segment is:

- ☐ Easiest to grow
- ☐ Already somewhat engaged
- ☐ Most likely to respond quickly



Your target segment:

Why this segment?

STEP 6

Define Your Strategy

What will you do to increase frequency for this segment?

- ☐ Improve class recommendations
- ☐ Create a clear pathway (what to take next)
- ☐ Adjust schedule to allow back-to-back classes
- ☐ Improve how you communicate value
- ☐ Train staff to upsell additional classes

What specifically will you implement?

STEP 7

CEO Decision

The segment we are targeting is:



The ONE strategy we are implementing is:

What success looks like:



WEEK 6 HOMEWORK

(Prepare for Week 7)

Before next week, complete the following:

- ☐ Fill out your **Overall Retention** tab
- ☐ Make sure you have accurate data for:
 - Beginning Students (start of season)
 - New Students during the season
 - Ending Students (current or end of season)
- ☐ Ensure your data is also entered **month-by-month** so you can identify patterns

Here is a tutorial on how to find the data above in Studio Pro.

DID I COMPLETE THIS MODULE? ☐ Yes ☐ No