

12-WEEK STUDENT ATTRACTION & RETENTION SPRINT

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



PHASE 3: RETENTION (WEEKS 7-8)

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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 3: RETENTION (WEEKS 7-8)

WEEK 7: OVERALL RETENTION SNAPSHOT

"How many students are we actually keeping?"

Why this Matters

Retention is what determines whether your studio is:

- 👍 Growing
- 👍 Staying the same
- 👍 Or slowly shrinking

YOU CAN HAVE:

- Great marketing
- Strong conversion

...but if students don't stay... You will always feel like you're starting over.

RETENTION IMPACTS:

- Revenue stability
- Student experience
- Long-term growth

THIS WEEK IS ABOUT UNDERSTANDING:

- 👍 How many students you are actually keeping
- 👍 When they are leaving
- 👍 Where the breakdown is happening

DASHBOARD TABS TO USE

- ☐ Overall Retention



PHASE 3: RETENTION (WEEKS 7-8)

WEEK 7: OVERALL RETENTION SNAPSHOT

STEP 1

Pull Your Numbers

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

- **Beginning Students** – How many students were actively enrolled at the start of the month?
- **New Students** – How many new students joined during that month?
- **Ending Students** – How many students were still enrolled at the end of the month?

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

Overall Retention = _____%

STEP 2

Reality Check

Looking at your retention:

Does this feel higher or lower than you expected?



REFLECTION:

What surprises you the most about your retention?

STEP 3

Monthly Breakdown

Now go deeper.

Look at your retention month-by-month and identify patterns.

TOP 3 RETENTION MONTHS

1. _____
2. _____
3. _____

What made these months strong?

BOTTOM 3 RETENTION MONTHS

1. _____
2. _____
3. _____

What went wrong?



STEP 4

Identify Your Churn Window

When do families leave?

Biggest churn window:

PATTERN RECOGNITION

Is there a predictable time where students drop off?

STEP 5

What This Is Telling You

Strong Retention

If your retention is high:

WHAT THIS MEANS:

- Students are engaged
- They see value
- Your experience is working

OPPORTUNITY:

- ✓ Maintain consistency
- ✓ Identify what's working
- ✓ Replicate it



Weak Retention

If your retention is low:

This is where growth is being lost.

MOST LIKELY ISSUES:

- ☐ Students are not progressing
- ☐ They are not building relationships
- ☐ They don't see long-term value
- ☐ There is no clear next step
- ☐ Experience drops after enrollment

STEP 6

Diagnose the Gap

Why are students leaving?

- ☐ They don't feel progress
- ☐ They don't feel connected
- ☐ Schedule doesn't work long-term
- ☐ Parents don't see continued value
- ☐ No clear progression or pathway
- ☐ Poor onboarding experience

Which is MOST true?

STEP 7

Choose Your First Move

You are not fixing everything. You are choosing ONE retention problem to solve.

The ONE thing we are going to focus on:



What will you change?

When will this be implemented?

STEP 8

CEO Decision

Based on everything you see:

Our biggest retention problem is:

We will improve retention by:



WEEK 7 HOMEWORK

(Prepare for Week 8)

Before next week, complete the following:

- ☐ Fill out your **Retention by Age**, **Retention by Program**, and **Retention by Dance Style** tabs
- ☐ Make sure you have accurate data for each segment:
 - Beginning Students
 - New Students
 - Ending Students

DID I COMPLETE THIS MODULE? ☐ Yes ☐ No



PHASE 3: RETENTION (WEEKS 7-8)

WEEK 8: RETENTION BY SEGMENT

"Who are we losing — and where should we focus?"

Why this Matters

Not all students leave for the same reason.

SOME SEGMENTS:

- Stay for years
- Build strong relationships
- Grow within your studio

OTHERS:

- Drop off quickly
- Never fully engage
- Require constant re-enrollment effort

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

If you focus on the **right segment**... You will make a meaningful impact quickly.

THIS WEEK IS ABOUT IDENTIFYING:

- 👉 Who stays
- 👉 Who leaves
- 👉 Where your biggest retention opportunity is

DASHBOARD TABS TO USE

- ☐ Retention by Age ☐ Retention by Program ☐ Retention by Dance Style



PHASE 3: RETENTION (WEEKS 7-8)

WEEK 8: RETENTION BY SEGMENT

STEP 1

Pull Your Numbers

Inside each tab, review your data across:

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

Look at your data across:

- **Retention %**
- **Beginning Students**
- **Ending Students**

STEP 2

Identify Patterns by Segment

Age Groups

Highest Retention Age Group(s):

1. _____
2. _____

Lowest Retention Age Group(s):

1. _____
2. _____



REFLECTION:

What do you notice about your age groups?

Why do you think this is happening?

Programs

Highest Retention Program(s):

1. _____

2. _____

Lowest Retention Program(s):

1. _____

2. _____

REFLECTION:

What do you notice about your programs?

Why do you think this is happening?



Dance Styles

Highest Retention Dance Style(s):

1. _____
2. _____

Lowest Retention Dance Style(s):

1. _____
2. _____

REFLECTION:

What do you notice about your dance styles?

Why do you think this is happening?

STEP 3

What This Is Telling You

High Retention Segments

These are your **most stable parts of your studio.**

WHAT THIS MEANS:

- Students see long-term value
- They feel connected
- Your structure is working

OPPORTUNITY:

- ✓ Protect these
- ✓ Learn from them
- ✓ Replicate what's working



Low Retention Segments

These are your **biggest risk areas**.

WHAT THIS MEANS:

- Students are not seeing long-term value
- They may feel lost or disconnected
- There is a breakdown in experience or progression

STEP 4

Diagnose the Gap

Choose ONE low-retention segment:

SEGMENT:

Why are they leaving?

- ☐ They don't feel progress
- ☐ They don't feel connected
- ☐ No clear next step
- ☐ Schedule doesn't work long-term
- ☐ Parents don't understand long-term value
- ☐ Weak onboarding experience

What is the real issue?

STEP 5

Identify Your Best Opportunity

Now choose strategically.

Which segment is:

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



Your target segment:

Why this segment?

STEP 6

Define Your Focus

You are not fixing everything. You are choosing ONE retention focus.

The segment we are targeting is:

The ONE thing we need to improve is:

STEP 7

CEO Decision

✓ Retention Target Segment Identified

What success looks like:



WEEK 8 HOMEWORK

(Prepare for Week 9)

Before next week, complete the following:

- ☐ Go back and review **all previous dashboard tabs**
- ☐ Make sure the following are fully filled out and accurate:
 - Conversion Dashboard (Overall)
 - By Offer Type
 - Overall Frequency
 - By Age Group
 - By Program
 - By Dance Style
 - Overall Retention
 - Retention by Age
 - Retention by Program
 - Retention by Dance Style
- ☐ Fix any:
 - Missing data
 - Incorrect numbers
 - Incomplete months
 - Inconsistent entries
- ☐ Complete any sections of the workbook you skipped or rushed
- ☐ Make sure your data tells a **clear and complete story** across:
 - Conversion
 - Frequency
 - Retention

DID I COMPLETE THIS MODULE? ☐ Yes ☐ No