

# 12-WEEK STUDENT ATTRACTION & RETENTION SPRINT

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



**PHASE 4: STRATEGIC CLARITY (WEEKS 9-10)**

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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 4: STRATEGIC CLARITY (WEEKS 9-10)

# WEEK 9: PROGRAM PERFORMANCE

*"Which programs are actually driving my business?"*

## Why this Matters

Not all programs contribute equally to your studio.

### SOME:

- Drive strong enrollment
- Keep students engaged
- Retain students long-term

### OTHERS:

- Take time and energy
- Underperform
- Create drag in your business

### IF YOU DON'T EVALUATE YOUR PROGRAMS CLEARLY, YOU RISK:

- Spending time on the wrong things
- Ignoring your strongest opportunities
- Holding onto programs that no longer serve you

### THIS WEEK IS ABOUT IDENTIFYING:

- Which programs are truly working
- Which need improvement
- Which may be draining your energy

### DASHBOARD TABS TO USE

- ☐ Program Value Index



## PHASE 4: STRATEGIC CLARITY (WEEKS 9-10)

# WEEK 9: PROGRAM PERFORMANCE

### STEP 1

## Pull Your Numbers

Inside your **Program Value Index Dashboard**, review:

- Enrollment
- Frequency
- Retention

### STEP 2

## Identify Program Performance

### HIGHEST PERFORMING PROGRAMS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### LOWEST PERFORMING PROGRAMS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## REFLECTION:

What do you notice about your programs?

Why do you think this is happening?

### STEP 5

## What This Is Telling You

### High Performing Programs

#### THESE PROGRAMS:

- Have strong enrollment
- High engagement
- Strong retention

#### OPPORTUNITY:

- ✓ Double down
- ✓ Invest more
- ✓ Use as your model

### Low Performing Programs

#### THESE PROGRAMS:

- Are underperforming in one or more areas
- Require effort without strong return

#### OPPORTUNITY:

- ✓ Improve them
- ✓ Reposition them
- ✓ or Reconsider them



#### STEP 4

## Diagnose Your Programs

**Program #1:** \_\_\_\_\_

What is working?

What is not working?

#### **BIGGEST ISSUE:**

- ☐ Low enrollment
  - ☐ Low frequency
  - ☐ Low retention
- 

**Program #2:** \_\_\_\_\_

What is working?

What is not working?

#### **BIGGEST ISSUE:**

- ☐ Low enrollment
- ☐ Low frequency
- ☐ Low retention



### Program #3: \_\_\_\_\_

What is working?

What is not working?

#### **BIGGEST ISSUE:**

- ☐ Low enrollment
  - ☐ Low frequency
  - ☐ Low retention
- 

### Program #4: \_\_\_\_\_

What is working?

What is not working?

#### **BIGGEST ISSUE:**

- ☐ Low enrollment
- ☐ Low frequency
- ☐ Low retention



## STEP 5

# Categorize Your Programs

**STAR PROGRAMS (pour into):**

**PROGRAMS TO IMPROVE (fix):**

**PROGRAMS TO RE-EVALUATE (possibly reduce):**

## STEP 6

# CEO Decision

**We are currently spending too much time on:**

**We should spend more time on:**

✓ **Program Clarity Achieved**



## WEEK 9 HOMEWORK

*(Prepare for Week 10)*

Before next week, complete the following:

- ☐ Review your **Age Group Value Index** and **Dance Style Value Index** tabs
- ☐ Make sure you have accurate data for each segment:
  - Enrollment
  - Frequency
  - Retention
- ☐ Be ready to identify:
  - Highest performing age groups
  - Lowest performing age groups
  - Highest performing dance styles
  - Lowest performing dance styles
- ☐ Come prepared to connect patterns across:
  - Program
  - Age
  - Dance style

**DID I COMPLETE THIS MODULE?** ☐ Yes ☐ No



## PHASE 4: STRATEGIC CLARITY (WEEKS 9-10)

# WEEK 10: SEGMENT STRATEGY & FINAL PRIORITIES

*"Where should we actually focus to grow?"*

## Why this Matters

Now you bring everything together.

### YOU'VE LOOKED AT:

- Programs
- Frequency
- Retention

### NOW WE LAYER IN:

- 👉 Age
- 👉 Dance style

This is where you stop analyzing...  
And start making **CEO-level decisions.**

### DASHBOARD TABS TO USE

- ☐ Age Group Value Index
- ☐ Dance Style Value Index



## PHASE 4: STRATEGIC CLARITY (WEEKS 9-10)

# WEEK 10: SEGMENT STRATEGY & FINAL PRIORITIES

### STEP 1

## Review Your Age Groups

Highest Performing Age Group(s):

1. \_\_\_\_\_
2. \_\_\_\_\_

Lowest Performing Age Group(s):

1. \_\_\_\_\_
2. \_\_\_\_\_

### REFLECTION:

What do you notice?

### STEP 2

## Review Your Dance Styles

Highest Performing Dance Styles:

1. \_\_\_\_\_
2. \_\_\_\_\_



Lowest Performing Dance Styles:

1. \_\_\_\_\_
2. \_\_\_\_\_

### REFLECTION:

What do you notice?

#### STEP 3

## Connect the Dots

Now step back.

Where is your studio clearly strongest?

Where is your studio clearly struggling?

Are there overlaps between:

- Strong programs
- Strong age groups
- Strong styles



Are there overlaps between weak areas?

#### STEP 4

## Define Your Strategic Priorities

Now simplify everything.

**POUR INTO (double down):**

**FIX (has potential):**

**POSSIBLY REDUCE (draining energy):**

#### STEP 5

## CEO Decision

The biggest opportunity in my business is:

The biggest problem in my business is:

✓ Strategic Priorities Locked



## WEEK 10 HOMEWORK

*(Prepare for Week 11)*

Before next week, complete the following:

- ☐ Review your 3 Strategic Priorities
- ☐ Be clear on:
  - Which segment you are focusing on
  - Why you chose it
  - What problem you are solving
- ☐ Come prepared to:
  -  Choose your growth lever
  -  Start building your strategy

**DID I COMPLETE THIS MODULE?** ☐ Yes ☐ No