



6-WEEK ONBOARDING SYSTEM *for Students*



Introduction:

Attracting new students to your dance studio is just the beginning; the real work starts once they enroll. Did you know it costs seven times more to enroll a new student than to retain an existing one? This highlights the importance of having a robust onboarding and retention system, the DSOA's 6-Week Onboarding System. This system ensures that new students feel welcomed and supported, increasing the likelihood they will stay and thrive at your studio. Implementing this system is crucial for the continued growth and success of your dance studio.

Goals

By the end of this masterclass, you will:

1. Walk through the steps to successfully implement the 6-Week Onboarding System.
2. Have ideas to ensure retention that are easy to implement now.

Top benefits:

The 6-Week Onboarding System can transform new students into lifelong learners. This structured approach ensures that students are thoroughly engaged, well-supported, and equipped with the necessary skills and knowledge from the outset. By the end of the six weeks, students will have developed strong connections with the community, fostering a sense of belonging and commitment that encourages long-term educational success.

Things to consider before implementation:

To ensure that you implement the onboarding system to its full potential, you will need the following tools:

- Office Phone
- DSOA's Marketing Automation Software
 - Studio Sync
 - Studio Sync is a DSOA program that will revolutionize your studio's email marketing strategy by automating our proven Inner Circle systems. This advanced automation ensures that every lead and customer receive timely and personalized communication, preventing anyone from slipping through the cracks. With Studio Sync, your studio can seamlessly manage and nurture relationships, boosting engagement and conversion rates effortlessly.
- Other Marketing Automation Softwares
 - Get Response
 - Active Campaign
 - MailChimp

- Constant Contact
- Text Message Software
 - OpenPhone
 - Line2
 - Twilio
 - Text Magic
 - SMS Global

6-Week Onboarding System Templates

Below are our 6-Week Onboarding System communication scripts. Whether you are already onboarded to Studio Sync, next in line, or have chosen not to implement Studio Sync currently, these scripts are still available to you. This tried-and-true Inner Circle system guarantees a smoother student onboarding process so that every new student feels welcomed, informed, and engaged from day one.

By automating the 6-Week Onboarding System, you'll have a comprehensive and seamless integration process for new students, setting the stage for their long-term engagement and success. Following the initial onboarding, students will remain connected through regular newsletters, social media updates, and app alerts, ensuring they are always informed about important announcements and touchpoints. This system not only generates a sense of belonging but also enhances retention, contributing to the sustained growth of our dance studio.

Week 1 Touchpoints Breakdown

The following touchpoints happen during the first week of onboarding:

Welcome Email

You will send an initial 'Welcome' email immediately upon new student registration:

Subject: Welcome to **Olivia's Jazz Hands Dance Studio**

Body:

I want to personally welcome you to the Jazz Hands Family!

We are so excited that you're with us, ~Contact.FirstName~!

We promise to provide safe, inspiring and quality dance instruction to every student who walks through our doors.

You are receiving this email as a new student of **Olivia's Jazz Hands Dance Studio**. We have a short series of emails that are designed to acclimate our new families to our studio. This is in addition to the general Studio Newsletter you receive.

As part of our commitment to provide excellent communication and superior customer service to all of our clients, this email series will get you "in the loop" and ensure you have an enjoyable start to your dance career with us!

But FIRST, this is important!

To get the most out of your experience with us, please review our policies as you will find all recital, billing, and class rules included.

Click **Here** to view our studio policies.

Come prepared!

Click **here** to review our dress code. To ensure that you have the proper dance wear. We recommend purchasing all dance wear through our online store. Of course it's completely fine if you don't have all your supplies on the first day, but we want your dancer to have all of the tools needed to succeed as soon as possible.

Click **here** to shop now!

If you ever have questions or concerns, please feel free to contact the team **(Insert Email)**

We'll see you on the dancefloor! **(or Insert Studio Tag Line Here)**

Ms Olivia

Phone:

Email:

Website:

Dance Class Tips Email

24-hours later, you'll send a 'Dance Class Tips' email.

Subject: Tips for a great first day at **Olivia's Jazz Hands Dance Studio!**

Body:

The first day of dance is exciting, but can be overwhelming!

Please know that there is a lot of "hustle & bustle" the first week or two of classes, as everyone is sorting out schedules, being fit for attire, and there's always a lot of extra bodies in the building. It seems grandparents, aunts/uncles and siblings all want in on the action!

If you have a child who is a bit shy or takes time to warm up, please feel free to stop by the studio in advance, or arrive a few minutes early to help them become comfortable in their new surroundings.

Once they are in the dance room, our teachers will take over and do whatever is necessary to ensure all dancers are participating to the best of their abilities, while making friends and having fun.

Keep in mind, it can take dancers several weeks or even months to fully participate. This doesn't mean they aren't absorbing and learning musicality, classroom etiquette, vocabulary and social skill observations.

Here are some quick tips for a great first day!

- Have all required dancewear if possible (students feel most comfortable if they have all their supplies at the ready)
- Arrive early
- Introduce yourself to office staff to receive room assignments
- Take photos! Tag us! [@Oliviasjazzhands](#)
- Wait for instructor to call in your class
- Relax and enjoy!

(Insert photo of child on first day/holding first day of dance sign etc)

We'll see you on the dancefloor! (Or Insert Studio Tag Line Here)

Ms Olivia

Phone:

Email:

Website:

Additional Tips & Ideas

On their first day of dance, capture and share a "First Day of Dance" photo, which not only serves as a keepsake for the member but also as a promotional tool for your studio. Secondly, you should also consider leaving a 'Welcome' voicemail from the owner or a key staff member. This adds a personal touch and makes new families feel special.

Week 2 Touchpoints Breakdown

The following touchpoints happen during the second week of onboarding:

Faculty Intro Email

You will send an email introducing the faculty and briefly stating your studio mission and values.

Subject: Meet the Faculty

Body:

Hello ~Contact.FirstName~,

When hiring my faculty, it's very important to protect the culture we have created here and that each faculty member lives by our studio's core values.

The team at **Olivia's Jazz Hands Dance Studio** has one common goal; to instill a love of dance in each student that walks through our doors.

(Insert mission statement or other core value here)

(Insert Photo of Faculty)

Each teacher has trained extensively in a variety of dance disciplines and know it is our duty to give back and make sure the next generation of dancers is strong, educated and full of passion to be the best version of themselves.

Some of the best lessons we have learned as people have been imparted through dance and we don't take our roles as mentors lightly.

We love music, movement and most importantly children!

Our staff is highly committed to the students in their classrooms and typically unavailable to speak to parents between classes, but should you wish to speak to an instructor directly, please leave a message with our fantastic Customer Care Team at the front office and we will connect you with your child's teacher.

We'll see you on the dancefloor! (Or Insert Studio Tag Line Here)

Ms Olivia

Phone:

Email:

Website:

FAQ's Email

Next, you will send an FAQ's email and ask if they have any other questions of their own.

Subject: What Questions Do You Have?

Body:

By now you've likely had your first class, and maybe you have a few questions...

Here are some of the most common questions amongst new dance families.

Q: Everyone seems to know about all these great events coming up. How do I stay in the loop?

A: We have a lot of key ways you can stay in touch so you don't miss out on great events or important dates.

- **Our website** is always up to date with the latest events and deadlines. Closing Dates are posted [HERE on our Studio Calendar](#), as well as recital information and more!
- **The Parent Portal** is a great way to check in with studio happenings. The Parent Portal is where you can register for additional classes, send a message to the front desk, update your contact information, pay your bill, view class documents, costume photos and purchase event tickets (like workshops and recital) all through the portal. If you've lost access to your Parent Portal, a member of our Customer Care Team can help you reset your password. You can log in to your Parent Portal [HERE](#).
- **Our studio Newsletter** comes out the beginning of each month with all upcoming information. It's a quick read, but important so you don't miss anything! If you're not receiving our Newsletter, please let us know!
- **Join our closed Facebook group**, just for studio families. It can be a great tool to get a quick answer to a question that one of our other dance families or office staff can pop in to answer. Click [here](#) to join!

Q: My dancer isn't sure this class is the right fit. What do I do?

A: It's very hard to know if something is the right fit after 1 class. We suggest trying the class for 3 weeks before making any changes. During this period, if you are looking to try additional classes as well, please connect with a Customer Care Team member about a free 7 day trial period of any classes suitable for your child's age and level. During the first 3 weeks of classes our staff will address any level discrepancies or make suggestions for other classes where they see fit. If you still have concerns after this period or would like to move into a different discipline of dance, please email director@Oliviasjazzhandsdancestudio.com

Q: I am hearing about a recital and costume deposits. What do I need to know to make a decision to participate in the recital?

A: We run a professional recital every year. This year's dates are [June 11th & 12th 2025](#). We have multiple showtimes, but each class will only be scheduled to dance in one show.

To be in the recital you must purchase the required costume for your class. A costume fee will be added to all accounts with a due date of [January 15th](#).

If you choose to participate, simply pay the fee. All students will be measured in class to get an accurate size measurement for the costume.

If you choose not to participate, please let a member of the Customer Care Team know, and your costume fee will be removed from the account.

Recital Handbooks/Show Assignments/Ticket Sales information are sent out [March 1st](#).

Our recital is a professional production complete with lighting, sound and theatrical stage. We love giving our students a lesson in theatre etiquette and what it takes to produce a show. Our audiences give great feedback on our shows and our students love performing for family and friends!

As always, if you have any questions regarding the above, or otherwise, please consult a member of our Customer care Team. We hope you are enjoying your time with us!

We'll see you on the dancefloor! (Or Insert Studio Tag Line Here)

Ms Olivia

Phone:

Email:

Website:

Week 3 Touchpoints Breakdown

The following touchpoints happen during the third week of onboarding:

Studio Calendar Email

You will send an email giving them access to your studio calendar and notify them of recital dates.

Subject: !! Caution: FUN TIMES Ahead! !!

Body:

Mark your calendar, ~Contact.FirstName~!

We have so much in store for you this season!

Click the button below to connect to our studio calendar to stay up to date with the latest events, closings and due dates.

Don't forget our Recital is June 11th & 12th 2025!

We'll see you on the dancefloor! (Or Insert Studio Tag Line Here)

Ms Olivia

Phone:

Email:

Website:

Check-In Text/Phone Call

Later in the third week, you will want to do a week 3 check-in text or phone call asking them how they're enjoying dance classes so far.

Script:

Ms. Olivia: Hi Jenny! This is **Olivia** from **Olivia's Jazz Hands Dance Studio**. I just wanted to reach out and see how Little Suzie is enjoying her dance class(es)?

(The follow up might go something like this- have responses created for your staff if you aren't doing this yourself)

Jenny: OMG She is loving her class so much. Miss Mel is her favorite teacher and she loves coming home and showing me all of her Spice Girls moves! Thank you for reaching out, the communication from OJHDS has been so great.

Ms Olivia: We love to hear that Suzie loves her class and Miss Mel is so awesome! Reach out if you need anything and have an amazing day!

Jenny: Thanks, you too!

Additional Tips & Ideas

In the week 3 check-in, it is important to emphasize personal touches. Acknowledge the student's progress and highlight specific achievements or improvements. This shows that you are paying attention to their journey and care about their development.

Week 4 Touchpoint Breakdown

The following touchpoints happen during the fourth week of onboarding:

Studio Mission and Core Values Email

Send an email stating the studio's mission statement and core values.

Subject: What We Believe In at Olivia's Jazz Hands Dance Studio

Body:

Hello ~Contact.FirstName~,

We are so glad that you are here with us! We believe wholeheartedly in the mission of our studio

(Insert Mission Statement Here)

The driving force behind our studio is our core values, which serve us in providing you the best possible experience.

Insert Core Values Here

Thank you for choosing Olivia's Jazz Hands Dance Studio as your home for dance education!

We'll see you on the dancefloor! (Or Insert Studio Tag Line Here)

Ms Olivia

Phone:

Email:

Website:

Week 5 Touchpoint Breakdown

The following touchpoints happen during the fifth week of onboarding:

Progress Reports Email

Send a 'Progress Reports' email explaining how and when you deliver progress reports and direct them on how best to check on their child's improvements continuously throughout the year.

Subject: Your Dancer's Progress

Body:

Hello ~Contact.FirstName~,

We hope that you are enjoying all our studio has to offer!

Now that you've had a chance to attend a few classes, get to know our staff and make some new friends, we're about ready to turn you over to our general Studio Newsletter.

Whether your dancer has jumped in with both feet, is still a little tentative about their class participation, or somewhere in between, please be assured, **we are deeply committed to their progress and enjoyment.** Progress looks different for everyone.

Our teachers are trained to detect different learning styles, behavior patterns and social interactions. We work diligently to make sure each class is suitable for its participants.

End of the year progress reports are done to track skills and progress, however, you can request additional interim reports at any time.

Our teachers are often skipping into the next class at dismissal, so please initiate this conversation with our Customer Care Team who will put you in touch with the instructor at a mutually convenient time or assist you in receiving these reports.

As always, if there is a way you feel we can serve you better, please let us know.

We'll see you on the dancefloor! (Or Insert Studio Tag Line Here)

Ms Olivia

Phone:

Email:

Website:

Week 6 Touchpoint Breakdown

The following touchpoints happen during the sixth week of onboarding:

Social Media Email

Send an email inviting them to like, follow, and subscribe to your social media platforms.

Subject: 📱 Let's Be Social! 📷

Body:

Hello ~Contact.FirstName~!

Holiday closings, important due dates, fun class moments - never miss a beat at **Olivia's Jazz Hands Dance Studio** when you follow us on social media.

Click the images below to follow us on your favorite platforms! We love to follow back ;)



(Links to social media and custom phone image)

Don't forget to use our hashtag #letsgetloud so that we can see your posts!

We'll see you on the dancefloor! (Or Insert Studio Tag Line Here)

Ms Olivia

Phone:

Email:

Website:

Check-In Text or Phone Call

Do a week 6 check-in text or phone call asking if they're enjoying dance class and make any offers for additional classes.

Script:

Ms. Olivia: Hi Jenny! This is Olivia from Olivia's Jazz Hands Dance Studio. Is Suzie still loving her dance class?

(The follow up might go something like this)

Jenny: Yes she is, thanks for checking!

Ms Olivia: That is fantastic! I was speaking to Miss Mel and she mentioned Suzie is really wanting to improve her flexibility and balance. We actually have a ballet class that would be perfect for her right after her hip hop class. Would you like to have Suzie try it for the next 2 weeks as a gift from us to see how she likes it?

Jenny: Wow, that's great I had no idea that class was being offered at that time. I just spoke to her and she would love to try it!

Ms. Olivia: Super! I've just confirmed you as a free trial for the next 2 weeks. Let's connect again after the second class. Have a great day!

Additional Tips & Ideas

At the week 6 check-in, make sure the communication feels warm and personal. In your check-in text/phone call, mention their milestones, ask for feedback, and make them feel valued and appreciated. Personal touches at these stages can significantly enhance the student's experience.

The week 6 check-in is also a prime opportunity to drive the upsell process. During this check-in:

- Introduce additional classes or programs that complement their current schedule.
- Highlight the benefits and how these new class offerings can help them achieve their goals faster or enjoy their experience more.

By positioning these upsells as enhancements to their journey, you can increase the likelihood of them opting in.

Onboarding Completion

After the student has successfully completed the 6-Week Onboarding System, send out a 'Welcome Box' filled with studio-branded merchandise and useful items to create excitement and a sense of belonging. This also helps with retention because it shows appreciation for their commitment and investment in the studio, making them feel valued and welcomed into the community. It reinforces their decision to join and encourages them to continue their journey with the studio! If you are using Studio Sync, you can set a notification for your team to prepare and gift this item automatically!

Checklist:

As you prepare to utilize the Studio Sync 6-Week Onboarding Automation Template, it is essential to gather all necessary materials to ensure a smooth and effective implementation.

Start by compiling a checklist of items you'll need:

- a high-quality photo of your studio's core values
- templates for "Follow Us on Social Media" posts
- a professional photo of your faculty
- a compelling story about the owner

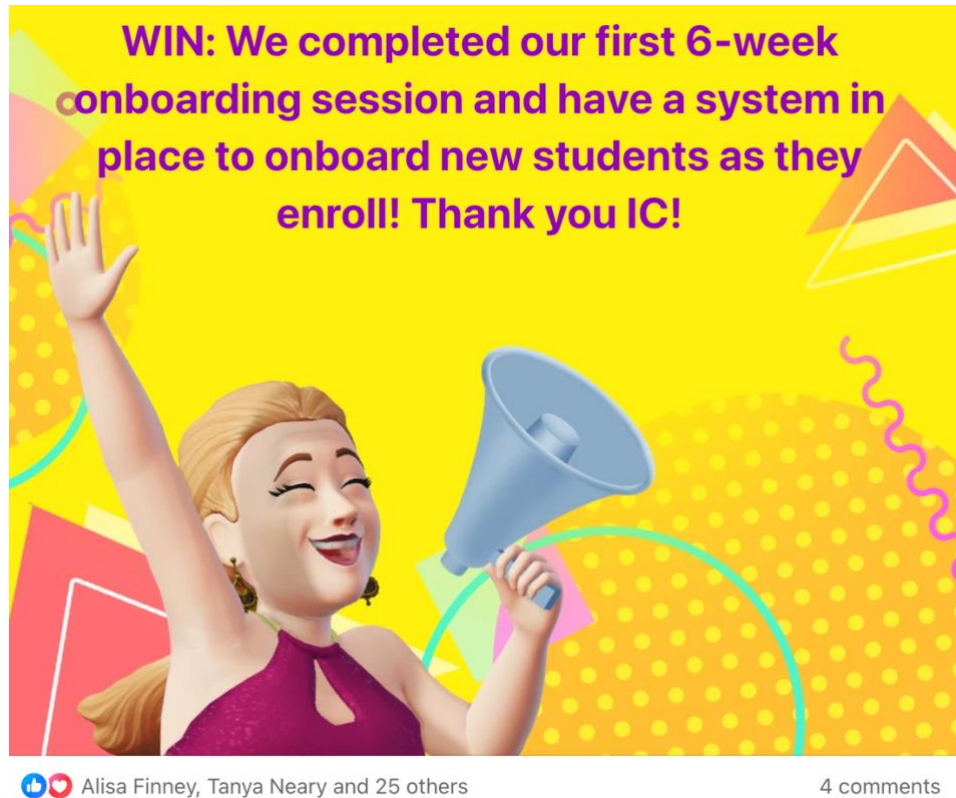
These elements are crucial for creating a welcoming and cohesive experience for your new members, helping to communicate your studio's identity and values right from the start.

Additional Resources:

[Click here to find the DSOA's Welcome Packs System](#). Inside this masterclass you will see examples on what to include inside your Welcome Packs, so students feel valued. Welcome Packs serve as a positive first impression that sets the tone for their entire dance journey, building a strong foundation for long-term engagement and loyalty.

You can also watch DSOA's Onramp Coordinator Tanya Neary's [Golden Hour presentation](#) on retention, including details from the 6-Week Onboarding System and the Welcome Packs System.

WINS:



(Win) Y'all know I'm driving the struggle bus these days (but rockin it!) So Im gonna focus on all my wins and celebrate where I can in the midst of what feels like chaos.

Our 6 Week Onboarding is fully automated. This was a big project last year. Seeing all our hard work pay off today as those welcome texts and emails go out, and people are clicking the links and following directions (filling our social, joining private FB group, checking out links on website with alllllll the info they need)....that feels really good!

If you haven't got your onboarding system in place yet, I highly recommend adding that to your next 90 day plan!

  Jeanne-Marie Branche, Alisa Finney and 16 others

25 comments

(Big Win!) We just finished up our first round of 6 week new student onboarding and got this email today. So glad I took the time to implement this! We have had 0 drops so far this season and we generally see at least a couple by now. Thank you IC for giving me the tools to get this system in place. If you haven't started 6 week new student onboarding yet I highly recommend doing it!

Hi Stephanie,

I am beyond impressed with you and the studio. The weekly updates and messages really make it feel welcoming and builds a strong connection. [REDACTED] absolutely loves dancing and the instructors. Not only you, but the instructors have impressed me with their patience and taking the time with each child. Even taking the time to tell me something positive about [REDACTED] after class. I am really glad that [REDACTED] is learning more about what she loves to do with you and your staff.

Thank you!!

 Alisa Finney and 17 others

5 comments

[share] Since I've started implementing our 6-week onboarding strategy this year, I can't begin to tell you what a difference it makes in our clients, especially all the new families that have signed up since December. Every week I have different families come in and say how much they appreciated hearing my story, or the welcome video, or the referral discount, the calls, or just the reminders that we care about our families - they all end up saying how it just reaffirms to them the good, warm feeling they had when they first entered our doors and how that it demonstrates the commitment we have to our studio goals and values. Thanks so much IC