



ROADMAP RALLY

2024



ROADMAP RALLY SCHEDULE

DAY ONE FINANCIAL FAST TRACK	US PACIFIC - MONDAY 27 NOVEMBER 2023 AT 8:00AM US MOUNTAIN - MONDAY 27 NOVEMBER 2023 AT 9:00AM US CENTRAL - MONDAY 27 NOVEMBER 2023 AT 10:00AM US EASTERN - MONDAY 27 NOVEMBER 2023 AT 11:00AM LONDON - MONDAY 27 NOVEMBER 2023 AT 4:00PM SOUTH AFRICA - MONDAY 27 NOVEMBER 2023 AT 6:00PM PERTH (AUS) - TUESDAY 28 NOVEMBER 2023 AT 12:00AM BRISBANE (AUS) - TUESDAY 28 NOVEMBER 2023 AT 2:00AM SYDNEY (AUS) - TUESDAY 28 NOVEMBER 2023 AT 3:00AM NEW ZEALAND - TUESDAY 28 NOVEMBER 2023 AT 5:00AM TODAY'S ZOOM PASSWORD IS: GRATEFUL
DAY TWO JOURNEY TO CONVERSION	US PACIFIC - TUESDAY 28 NOVEMBER 2023 AT 8:00AM US MOUNTAIN - TUESDAY 28 NOVEMBER 2023 AT 9:00AM US CENTRAL - TUESDAY 28 NOVEMBER 2023 AT 10:00AM US EASTERN - TUESDAY 28 NOVEMBER 2023 AT 11:00AM LONDON - TUESDAY 28 NOVEMBER 2023 AT 4:00PM SOUTH AFRICA - TUESDAY 28 NOVEMBER 2023 AT 6:00PM PERTH (AUS) - WEDNESDAY 29 NOVEMBER 2023 AT 12:00AM BRISBANE (AUS) - WEDNESDAY 29 NOVEMBER 2023 AT 2:00AM SYDNEY (AUS) - WEDNESDAY 29 NOVEMBER 2023 AT 3:00AM NEW ZEALAND - WEDNESDAY 29 NOVEMBER 2023 AT 5:00AM TODAY'S ZOOM PASSWORD IS: GRATEFUL
DAY THREE REVVED UP REVENUE	US PACIFIC - WEDNESDAY 29 NOVEMBER 2023 AT 8:00AM US MOUNTAIN - WEDNESDAY 29 NOVEMBER 2023 AT 9:00AM US CENTRAL - WEDNESDAY 29 NOVEMBER 2023 AT 10:00AM US EASTERN - WEDNESDAY 29 NOVEMBER 2023 AT 11:00AM LONDON - WEDNESDAY 29 NOVEMBER 2023 AT 4:00PM SOUTH AFRICA - WEDNESDAY 29 NOVEMBER 2023 AT 6:00PM PERTH (AUS) - THURSDAY 30 NOVEMBER 2023 AT 12:00AM BRISBANE (AUS) - THURSDAY 30 NOVEMBER 2023 AT 2:00AM SYDNEY (AUS) - THURSDAY 30 NOVEMBER 2023 AT 3:00AM NEW ZEALAND - THURSDAY 30 NOVEMBER 2023 AT 5:00AM TODAY'S ZOOM PASSWORD IS: GRATEFUL
DAY FOUR PROGRESSION PLANNING WITH GUEST EXPERT DALE BEAUMONT	US PACIFIC - THURSDAY 30 NOVEMBER 2023 AT 8:00AM US MOUNTAIN - THURSDAY 30 NOVEMBER 2023 AT 9:00AM US CENTRAL - THURSDAY 30 NOVEMBER 2023 AT 10:00AM US EASTERN - THURSDAY 30 NOVEMBER 2023 AT 11:00AM LONDON - THURSDAY 30 NOVEMBER 2023 AT 4:00PM SOUTH AFRICA - THURSDAY 30 NOVEMBER 2023 AT 6:00PM PERTH (AUS) - FRIDAY 1 DECEMBER 2023 AT 12:00AM BRISBANE (AUS) - FRIDAY 1 DECEMBER 2023 AT 2:00AM SYDNEY (AUS) - FRIDAY 1 DECEMBER 2023 AT 3:00AM NEW ZEALAND - FRIDAY 1 DECEMBER 2023 AT 5:00AM TODAY'S ZOOM PASSWORD IS: GRATEFUL

[CLICK HERE TO JOIN THE DAILY ZOOM SESSIONS](#)

YOUR PASSWORD FOR NOVEMBER SESSIONS IS: GRATEFUL

EMPIRE

DANCE
STUDIO
OWNERS
INNER
CIRCLE

GROWTH



FINANCIAL FAST TRACK

DAY ONE



NUMBERS YOU NEED

2023 REVENUE	
2023 PROFIT	
% OF REVENUE IS TUITION	
# OF WEEKS OPEN	
AVERAGE REVENUE PER SERVICE HOUR (How much do you get paid on average per child per class?)	
FREQUENCY (What is the average # of classes students take per week?)	
AVERAGE RETENTION RATE OF 2023	



LET'S DIVE IN

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FOR 2024 I'M COMMITTING TO:

TUITION REVENUE GOAL	
WEEKS OPEN GOAL	
AVERAGE REVENUE PER SERVICE HOUR GOAL	
FREQUENCY GOAL	
RETENTION GOAL	
STUDENT ATTRACTION GOAL	



JOURNEY TO CONVERSION

DAY TWO



NUMBERS YOU NEED

# OF INQUIRIES IN 2023	
# OF TRIALS BOOKED IN 2023	
# OF TRIALS COMPLETED IN 2023	
# OF NEW ENROLLMENTS IN 2023	

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2023 CONVERSION RATE OVERVIEW

	INQUIRY TO TRIAL BOOKED CONVERSION RATE	TRIALS BOOKED TO TRIALS COMPLETED CONVERSION RATE	TRIALS COMPLETED TO NEW ENROLLMENT CONVERSION RATE	OVERALL CONVERSION RATE
YEARLY AVERAGE				

2024 KPIs

2024 STUDENT ATTRACTION GOAL	NUMBER OF INQUIRIES YOU NEED	NUMBER OF BOOKED TRIALS YOU NEED	NUMBER OF TRIALS COMPLETED YOU NEED



2024 STUDENT ATTRACTION ROADMAP

	Q1	Q2	Q3	Q4
INQUIRIES				
TRIALS BOOKED				
TRIALS COMPLETED				
NEW ENROLLMENTS				

Q1 STRATEGIES	Q2 STRATEGIES	Q3 STRATEGIES	Q4 STRATEGIES



REVVED UP REVENUE

DAY THREE



NUMBERS YOU NEED

LIST OF TOP 3 REVENUE STREAMS (BESIDES GROUP CLASSES)	
REVENUE STREAM 1 REVENUE	
REVENUE STREAM 1 PROFIT	
REVENUE STREAM 2 REVENUE	
REVENUE STREAM 2 PROFIT	
REVENUE STREAM 3 REVENUE	
REVENUE STREAM 3 PROFIT	

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WHAT ARE YOUR TOP 3 REVENUE STREAMS AFTER GROUP LESSONS?

- | | |
|--|---|
| ☐ BIRTHDAY PARTIES | ☐ RECITAL/CONCERT |
| ☐ CAMPS | ☐ SHOP (SNACKS & DRINKS) |
| ☐ COSTUMES | ☐ STUDIO HIRE |
| ☐ GROUP LESSONS | ☐ UNIFORMS |
| ☐ LIMITED EDITION MERCHANDISE | ☐ VIP PROGRAM |
| ☐ PRIVATE LESSONS | ☐ WORKSHOPS |

HOW PROFITABLE ARE THEY?

REVENUE STREAM	REVENUE	PROFIT	PROFIT %



WHAT TO FIX?

WHAT TO ADD?

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FOR 2024, I AM COMMITTING TO



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