



MILLION \$ D \$ LLAR

x

— BLUEPRINT —

Do not open your box!

with Clint Salter, Jodi Shilling, and Olivia Mode-Cater





Welcome to Million Dollar Blueprint!

Get ready for inspiring sessions, valuable insights, and hands-on implementation today.
We're giving you a strategic blueprint that will take your studio to new heights!



Assess & Analyze

Independent | **Collaborative** | **Entrusted**

Where are you in your CEO Journey?



Dance Studio CEO

1 Starter

0-100

2 Builder

101-250

3 Operator

251-450

4 Leader

451-600

5 Owner

601-1000

6 Entrepreneur

1001+



Studio Gross Profit

- | | |
|---------------------|---------------------|
| ① \$0-150,000 | ② \$150,000-350,000 |
| ③ \$350,000-650,000 | ④ \$650,000-1M |
| ⑤ \$1M-3M | ⑥ \$3M+ |



How much are you working?

1

Part time <25

2

Full-time 26-40

3

Over-time 40+

4

Delegating time
& <40

5

Leading 3 or less
people <25

6

Leaders are leading &
someone else is managing
your time





What is going through your mind?

- 1 Why can't I do this?
- 2 How do I get ahead?
- 3 Why am I so tired?
- 4 How can I get my team to step up?
- 5 How can my team get further ahead?
- 6 How can we help others get further ahead?

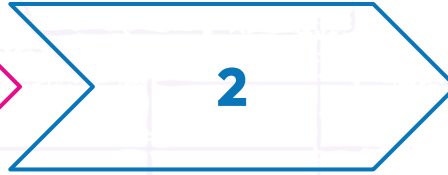


Choosing your Path:



Independent

Running your studio by yourself or with little help



Collaborative

Building a strong team and company culture



Entrusted

Expanding and allowing your team to make strategic decisions without you



Lane 1

1. Keystone Habits

Planning rituals, set outcomes,
establish the "why" and "how"

2. Financial Clarity

Understand customer, hone
deliverable & customer experience



Lane 2

3. Leveraged Lead Generation

Implement systems for efficiency & consistency

4. Leveraging each sale

Build and utilize team



Lane 3

5. Scale team and ensure consistent quality

Hand over decision making, train for success, and empower leaders

6. Scale leadership and decision making over more people

Invest in operations and a leadership development system





Choose your lane:

There are no right or wrong choices. Make an honest assessment.
This will serve you best as we proceed throughout the day.





ROLE	REVENUE	TIME	THOUGHTS	FOCUS
6 Entrepreneur	\$3M+	Give up autonomy of time	How can my team empower others?	Invest in operations and a leadership development system
5 Owner	\$1M - 3M	Delegate Success	How can my team get ahead?	Scale team leadership Handover decision-making
4 Leader	\$650K - 1M	Delegate Time	How can my team move the business forward?	Leverage each sale Strengthen team Quality Assurance
3 Operator	\$350 - 650K	Over-time	Why am I so tired?	Leverage lead generation Implement systems Invest in team
2 Builder	\$150 - 350K	Full-time	How do I get ahead?	Financial clarity Hone deliverable Customer experience
1 Starter	>\$150K	Part-time	Why can't I do this?	Keystone habits Establish culture Planning rituals

Studio Owner Ladder





MILLION \$ D \$ LLAR

x

— BLUEPRINT —





Financial Clarity & Benchmarks

Unlocking the Secrets of Financial Success

- Analyze your financial statements
- Check meaningful benchmarks
- Make informed and strategic decisions to drive your business forward





Benchmarks for Profitable Studios





Benchmarks

Rent = 15-20%





Benchmarks for Profitable Studios

Rent = 15-20%

Wages = 25-35%





Benchmarks for Profitable Studios

Rent = 15-20%

Wages = 25-35%

Marketing = 5-10%





Benchmarks for Profitable Studios

Rent = 15-20%

Wages = 25-35%

Marketing = 5-10%

Net Profit = 15-25%





Example Dance Studio #1

Revenue	\$500K
Rent Expenses	\$100K (20%)
Wages	\$150K (30%)
Marketing Expenses	\$50K (10%)
Other Expenses	\$125K (25%)
Net Profit	\$75K (15%)





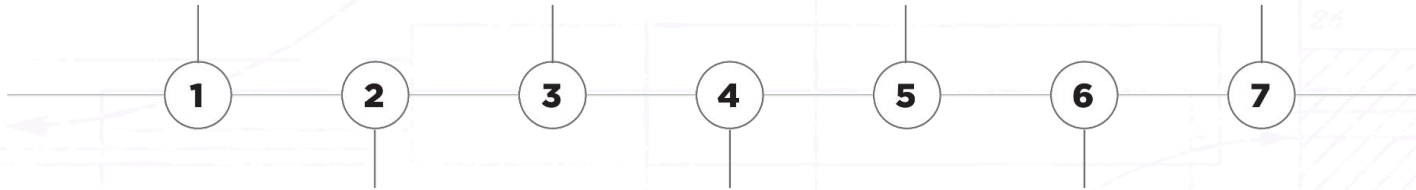
Example Dance Studio #2

Revenue	\$1,000,000
Rent Expenses	\$100K (15%)
Wages	\$300K (30%)
Marketing Expenses	\$50K (5%)
Other Expenses	\$250K (25%)
Net Profit	\$250K (25%)

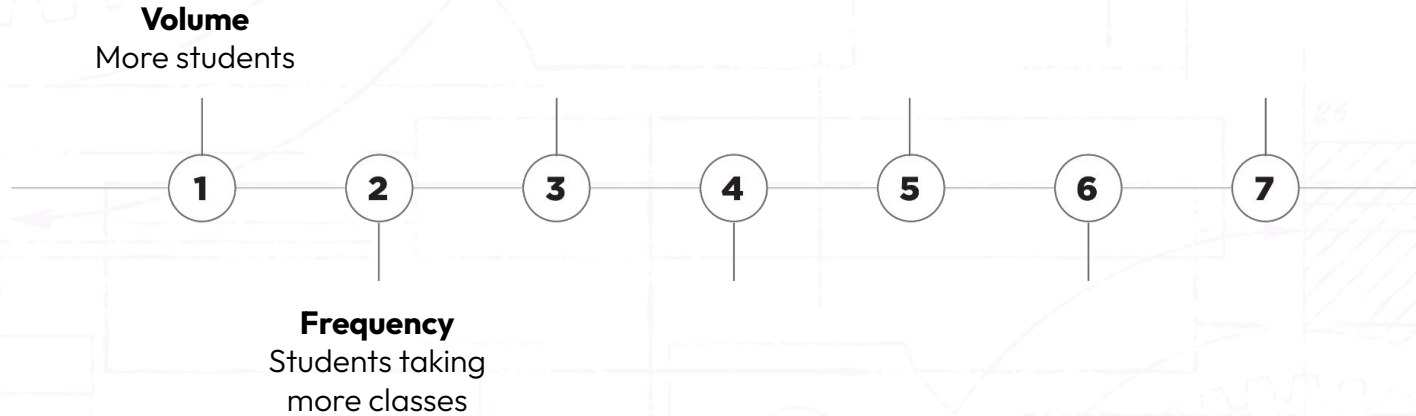


Profitability Levers

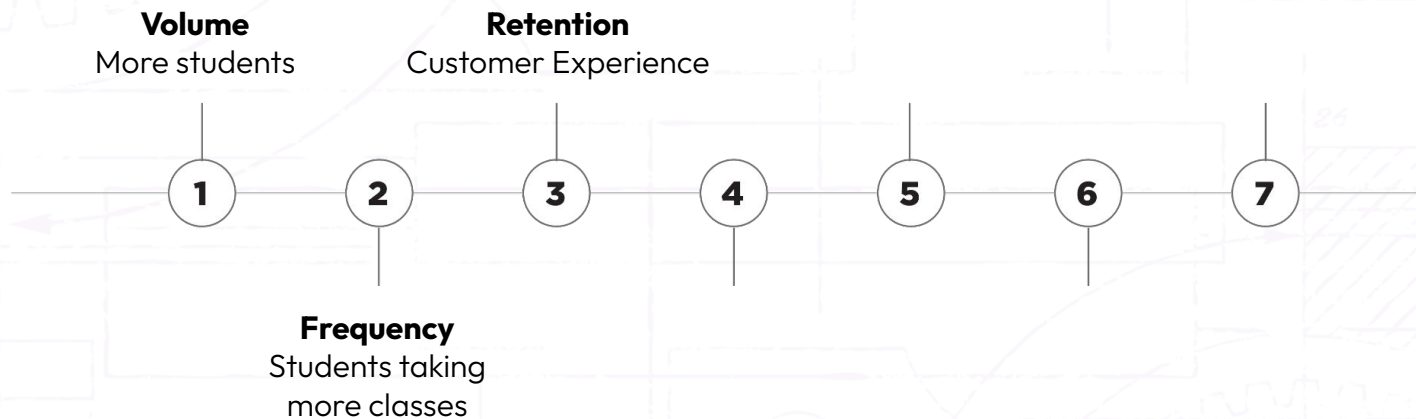
Volume
More students



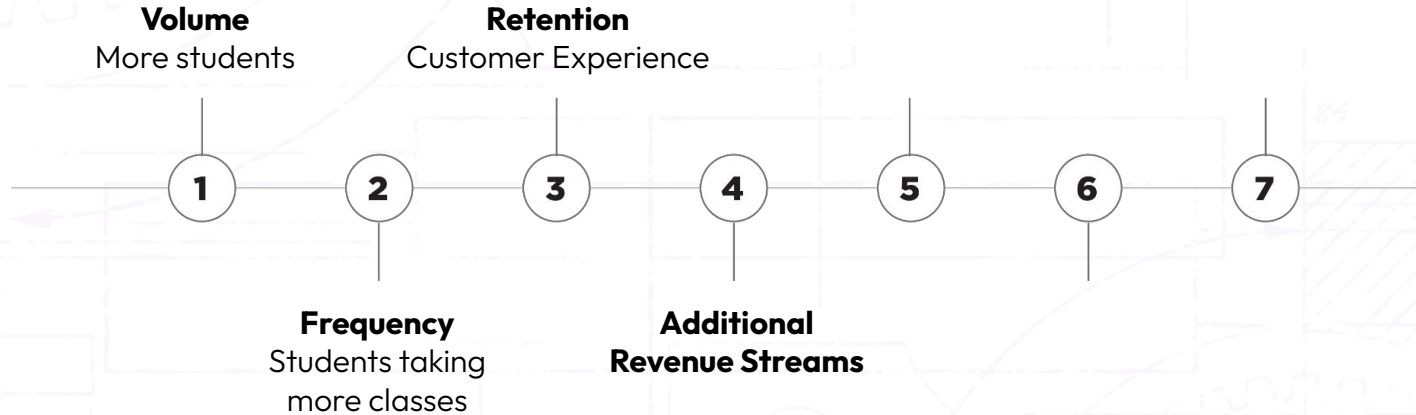
Profitability Levers



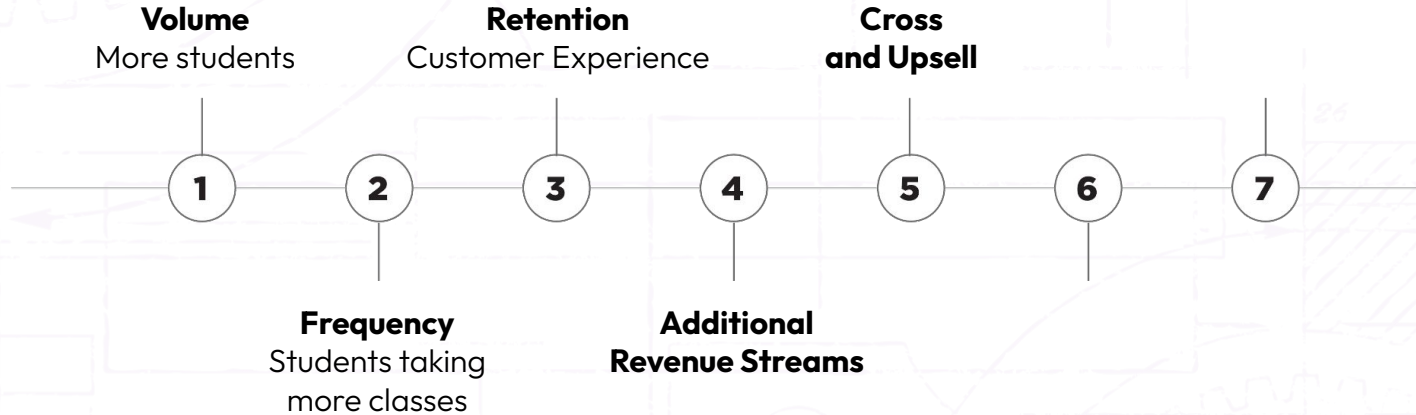
Profitability Levers



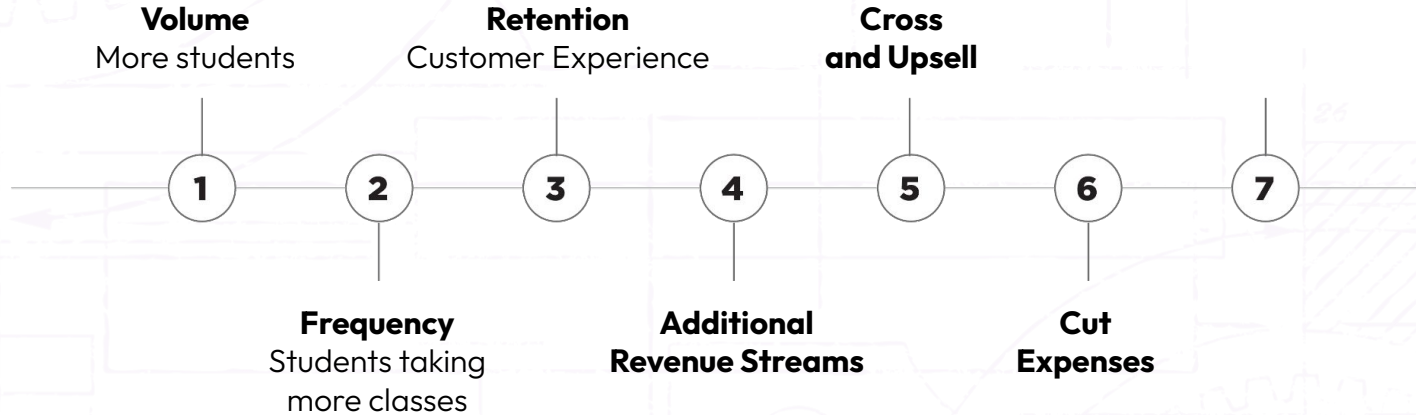
Profitability Levers



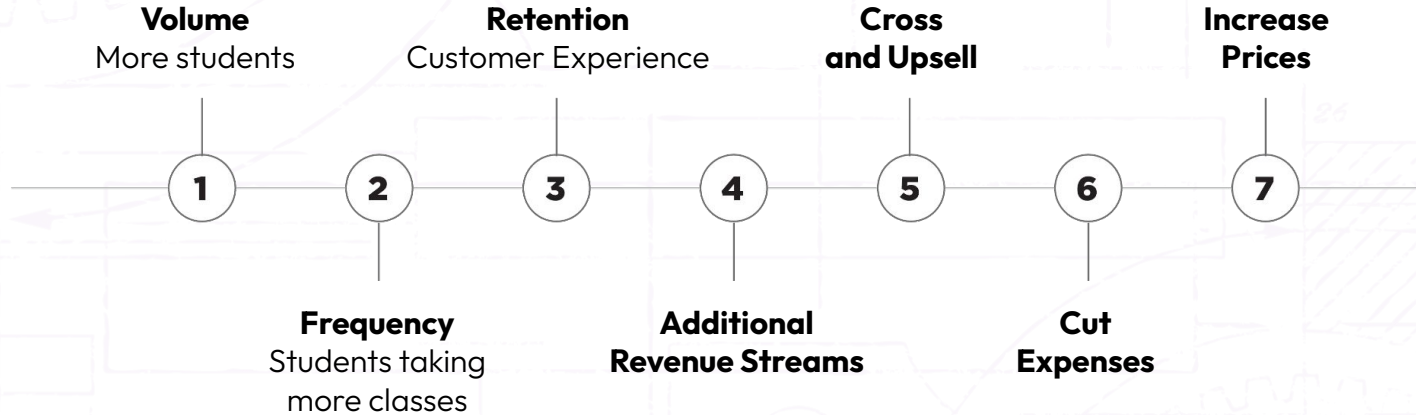
Profitability Levers



Profitability Levers



Profitability Levers



Mistakes

**Prices & Fees
are too low if
your expense
percentages
are high**

(examples- high
wages or high rent)



Mistakes

**Prices & Fees
are too low if
your expense
percentages
are high**

(examples- high
wages or high rent)

**Not increasing
prices each year**

(examples- tuition,
recital tickets,
costumes, registration
fee, privates, etc)



Mistakes

**Prices & Fees
are too low if
your expense
percentages
are high**

(examples- high
wages or high rent)

**Not increasing
prices each year**

(examples- tuition,
recital tickets,
costumes, registration
fee, privates, etc)

**Make sure you are
covering costs &
making a profit**

(examples- costumes
and comp fees)



Mistakes

Privates at
peak times



Mistakes

**Privates at
peak times**

Free Rehearsals



Mistakes



**Privates at
peak times**

Free Rehearsals

**Revenue streams not
making significant \$\$**



Mistakes



**Privates at
peak times**

Free Rehearsals

**Revenue streams not
making significant \$\$**

**Too many admin not being
efficient and productive**



Mistakes



**Privates at
peak times**

Free Rehearsals

**Revenue streams not
making significant \$\$**

**Too many admin not being
efficient and productive**

**Short Seasons - Stretch
season to 10 months**



Mistakes



**Privates at
peak times**

Free Rehearsals

**Revenue streams not
making significant \$\$**

**Too many admin not being
efficient and productive**

**Short Seasons - Stretch
season to 10 months**

Not running full classes



Mistakes



**Privates at
peak times**

Free Rehearsals

**Revenue streams not
making significant \$\$**

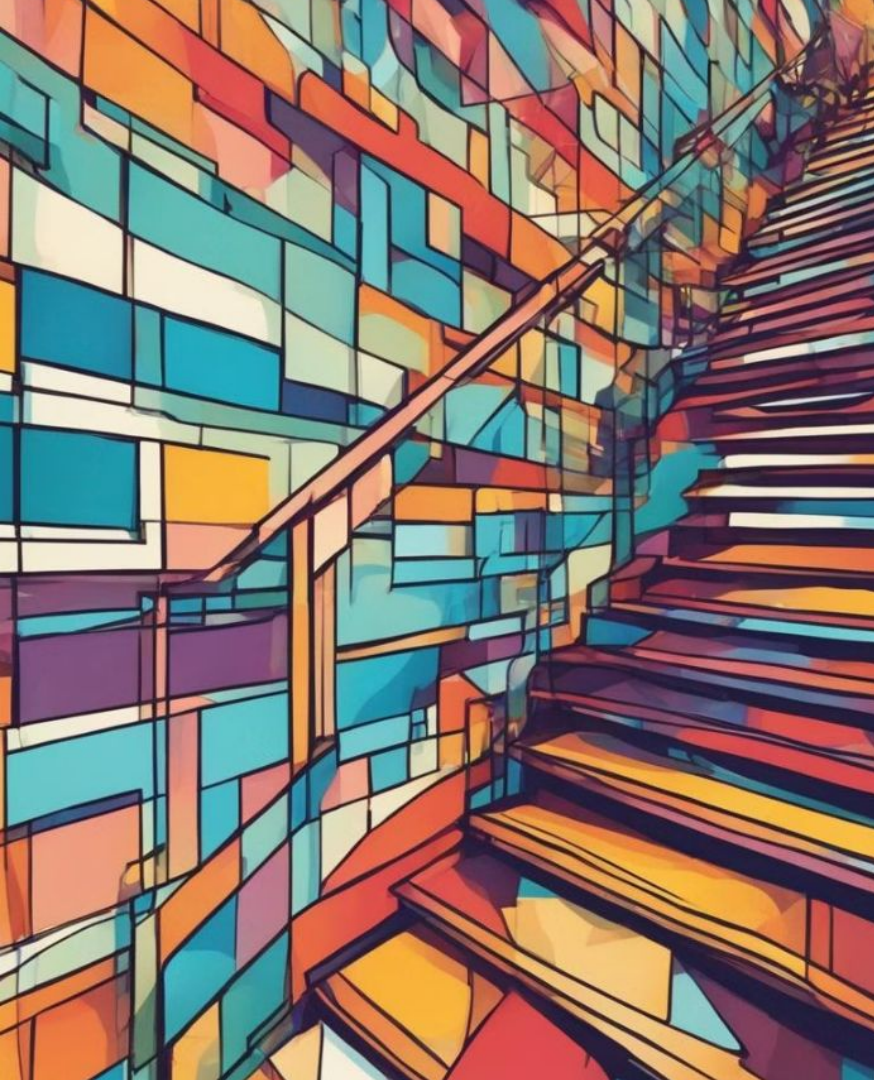
**Too many admin not being
efficient and productive**

**Short Seasons - Stretch
season to 10 months**

Run full classes

On-going discounts





Big Difference #1

Double down on what is working



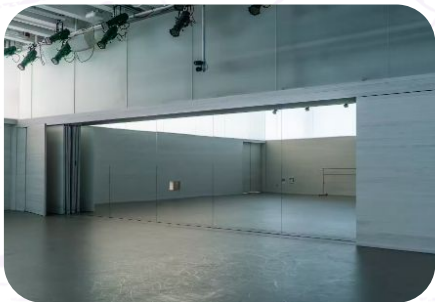


Big Difference #2

Your space



Opportunities



Efficiency of use

A 4000 sqft. studio with 3-4 rooms can house 1000 students & generate \$1M



Instructors

Train your instructors to handle large classes and utilize assistants



White Space

How can you generate revenue during off times?





Slow and Steady: One Step at a Time

Implementing one thing at a time is key.
By focusing on small, achievable goals and
making gradual progress, you can drive
sustainable results.

"Little by little, a little becomes a lot" – Tanzanian proverb





MILLION

DOLLAR

x

— BLUEPRINT —



Follow-up Calls

- 1 — August 14 @ 11:00 am ET: Liability and Studio Risk
- 2 — August 21 @ 11:00 am ET: Scaling and Risk Tolerance
- 3 — August 28 @ 11:00 am ET: Leadership & Habit Audit





The Power of a Strong Dance Studio Identity: MVV's

A dance studio with a clear mission, inspiring vision, and strong core values creates a foundation for success. It guides decision-making, attracts talented dancers, and builds a loyal community.





Meaningful Mission Statement

Create a powerful mission statement by defining your studio's purpose, values, and unique offerings. By defining your mission, you set a clear direction and inspire dancers and staff to work towards a common goal. Craft a mission statement that captures the essence of your studio's vision and values.





Vision Statement & Customer Testimonial Mad Lib Exercise





ACCOMPLISHED - ADAPTABLE - AMBITIOUS - ANIMATED - ARTISTIC - ASSURING -
ATTENTIVE - AUTHENTIC - BALANCED - BRIGHT - BRILLIANT - BOUNDLESS - CALM
- CELEBRATED - CHALLENGING - CHEERFUL - CLASSY - CLEVER - COMMITTED -
COMPASSIONATE - CONSIDERATE - CONSCIENTIOUS - CREATIVE - DARING -
DILIGENT - DETAIL ORIENTED - EAGER - EMPATHETIC - EMPOWERED -
ENCOURAGING - ENERGETIC - ENTERTAINING - ENTHUSIASTIC - EXCEPTIONAL -
EXPERIENCED - EXPERT - EXUBERANT - FLEXIBLE - FOCUSED - FRIENDLY - FUN -
GENEROUS - GENIUS - GENTLE - GENUINE - GLOWING - GRACEFUL - GRACIOUS -
HIP - IMAGINATIVE - INCLUSIVE - IMPARTIAL - INVENTIVE - INSPIRATIONAL -
INTEGRAL - INTENTIONAL - INVIGORATED - INVOLVED - JOYFUL -
KNOWLEDGEABLE - LEADER - LIVELY - LUCKY - MAGICAL - MASTERFUL -
MOTIVATED - NURTURING - ORGANIZED - ORIGINAL - PASSIONATE - PATIENT -
PLAYFUL - QUALIFIED - RELAXED - RELIABLE - RESOURCEFUL - SAFE - SELF
ASSURED - SINCERE - SKILLED - SOULFUL - SUPPORTIVE - SYMPATHETIC - STELLAR
- THOUGHTFUL - UNIQUE - UPBEAT - UPLIFTING - VALUABLE - VERSATILE -
VIBRANT - WARM - WELL VERSED - WHOLESOME - ZESTY





Mad Lib Exchange

Choose a partner and share your
Mad Lib exercises!



How Core Values Shape Branding and Marketing

By aligning your messaging with your core values, you can create a strong and authentic brand identity that resonates with your target audience. This not only helps in building trust and loyalty but also sets the foundation for long-term success and differentiates you from your competitors.



Find Your Voice



The language and personality of your studio

Key phrases and messaging

Storytelling

Testimonials

Brand promise

Be vocal about your values

Connect emotionally

Excellent customer service

Customers become brand ambassadors



Ideal Customer Avatar Script Exercise

- 1 — Think of a true student success story**
Plot out all the details of the story.
- 2 — Which of your core values apply to this story**
Make a list of the values that helped create this success story.
- 3 — Write a testimonial from viewpoint of the parent or student**
In first person write all the things you think they would say about their experience while incorporating phrases you want your clients to say about your studio.





MILLION

DOLLAR

x

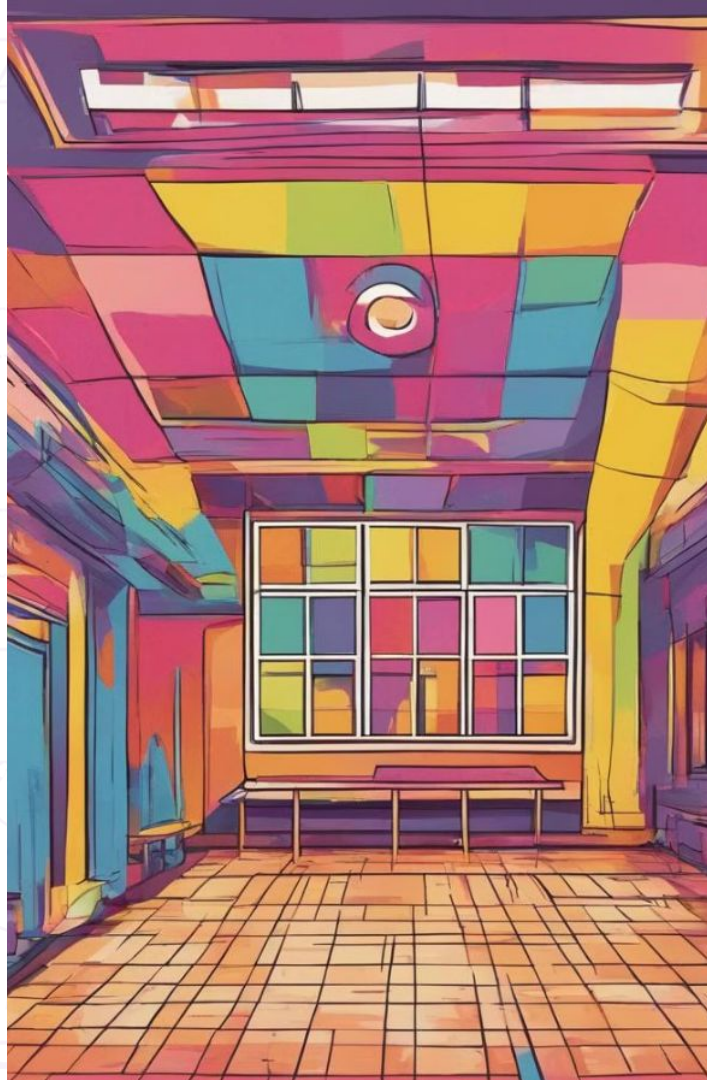
— BLUEPRINT —



Branding and Marketing

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

– Seth Godin



Visual Identity

How customers perceive and connect with your brand. Here are three key factors to consider:

1 Consistency

Across all touchpoints: logo, website, social, merch, emails, space, etc.

2 Relevance

Reflect the essence of your business and resonate with your ideal customers

3 Differentiation

Use unique and distinctive elements that make your brand instantly recognizable and memorable.





Customizable e Brand Book Template:

Edit and share with your team.





The 7-Strata Marketing Tool

The 7-Strata Marketing Tool provides a step-by-step approach to target the right audience, craft compelling messages, and achieve your studio's growth goals.





Step 1: Define your Ambitious Goal

Set a bold and inspiring goal that will propel your dance studio forward. Create a clear and focused target for your marketing efforts. With a strong goal in mind, you'll be able to develop a more cohesive, comprehensive and effective marketing strategy.





Define your Ambitious Goal

Example 1: Increase Student Enrollment by 50% in One Year

Set a bold target to significantly boost your student enrollment numbers. This goal will drive you to innovate your marketing strategies, improve your offerings, and enhance the overall experience for students and parents.





Define your Ambitious Goal

Example 2: Achieve a 95% Retention Rate of Students Year-Over-Year

This goal will encourage you to create a nurturing and engaging environment that keeps students coming back year after year.





Step 2: Identify Your Studio's X-Factor

Discover what sets your dance studio apart from the competition. Think about your studio's unique qualities and value proposition that make it irresistible to your target audience. Stand out and attract more students with a compelling and differentiated offering.





Example 1: Specialized Dance Therapy Programs

Your studio could offer specialized dance therapy programs for children with autism, ADHD, or other special needs. This unique offering not only sets your studio apart but also provides a valuable service to a community that often has limited access to such tailored programs.



Identify Your Studio's X-Factor



Example 2: Integrated Performing Arts Experience

Position your studio as a comprehensive performing arts hub that goes beyond dance to include singing, acting, and musical theater under one roof. This integrated approach provides a well-rounded arts education that is highly attractive to parents and students looking for a complete performing arts experience.



Identify Your Studio's X-Factor



Step 3: Highlight Your Studio's Unique Differentiators

Identify 3-5 activities that set your dance studio apart from competitors. Showcase what you excel at and why students choose your studio. These differentiating factors will help you attract and retain students who resonate with your strengths and offerings.



Unique Differentiator s



Example 1: Dance Therapy Programs

- Certified dance therapists on staff.
- Customized dance routines designed to improve motor skills, social interaction, and emotional well-being.
- A supportive and inclusive environment that welcomes all children, regardless of their abilities.
- Collaborations with local schools and healthcare providers to reach and assist more families.



Unique Differentiator s



Example 2: Integrated Performing Arts Experience

- Multi-disciplinary classes that allow students to explore various facets of performing arts.
- Annual productions that showcase students' talents across all disciplines, such as a full-scale musical theater performance.
- Cross-training opportunities that enhance students' versatility and marketability in the arts world.
- Partnerships with local theaters and music schools to provide additional performance and learning opportunities.





Step 4: Craft Your Unique Marketing Mantra

Summarize your dance studio's marketing strategy into one powerful phrase. This mantra will capture the essence of your brand and help guide your marketing efforts. It should resonate with your target audience and differentiate your studio in the market.



Here are a few suggestions for a unique marketing mantra that captures the essence of these studio's specialized offerings:

DANCE THERAPY PROGRAMMING

"Empowering Through Dance, Embracing Every Talent"

"Inspiring Excellence, Nurturing Every Unique Journey"

INTEGRATED PERFORMING ARTS PROGRAMMING

"Where Art Meets Heart: Inclusive and Transformative Dance Education"

"Beyond Dance: Creating Lifelong Performers and Confident Individuals"

Unique Marketing Mantras



Step 5: Create a Brand Promise Guarantee

Create a guarantee that assures prospective students that they'll receive a certain level of service or value from your dance studio. This promise should be unique and align with your studio's values and mission. It will help build trust and confidence with potential students.



Brand Promise



Examples:

"Your journey at XYZ Academy comes with a promise: personalized instruction, a welcoming environment, and a dedication to your artistic growth. We ensure every student receives the highest level of service, fostering a love for the arts that lasts a lifetime."

"At XYZ Studios, we promise a transformative dance experience. Our tailored programs and expert faculty are committed to developing not just dancers, but confident, creative individuals who are prepared to excel in all areas of life."





Step 6: Profile Your Ideal Customer

Get to know your ideal dance studio student and parent. Define their demographics, interests, and pain points. Understanding your target audience will help you tailor your marketing efforts and attract the right students to your studio.





Example: Parent

- Plenty of discretionary funds
- Working parents with 1-3 children
- Drives an SUV and enjoys Starbucks on the daily
- Wants children to find an activity that keeps them active and engaged
- Wonders if their child is too shy to make friends and wants to build confidence and connections
- Great easy going personality, follows directions, aligned with studio values, etc

Do this with the student avatar as well.





Step 7: Own Your Brand Words

Your brand words represent the key terms and phrases you want associated with your dance studio in customers' minds. Choose words that align with your brand, distill the essence of your studio, and make them "ownable" to stand out from competitors. These words will guide your marketing messages, shape your brand's personality, and build mental connections with your audience.

(Refer to page 30 of your workbook)





Beyond the Free Trial

Innovative Marketing Ideas

Dance studios often rely on free trials to attract new students. Let's explore 14 creative ideas to market your dance studio beyond the free trial.



1. Lead Magnets



Dance Tutorials

Offer valuable resources like dance tutorials or guides in exchange for contact information to build your list.



E-Book Guides

Create Ebooks with expert advice and useful content for dancers. Share them across social media to attract engagement.

2. Online Summit with Local Business Owners (Share the Leads)

Collaboration

Partner with local businesses to increase your reach and build relationships with other business owners in your community.

Online Summit

Organize online summits with local business owners and share leads to maximize your impact and exposure. Use social media to increase your reach and sell tickets to the event.

3. Monthly Webinar with Local Experts

- 1 — Expert Speakers**
Invite local experts to share knowledge to increase exposure and position your studio as a knowledgeable resource for your community.
- 2 — Monthly Webinar Series**
Host monthly webinars featuring guest speakers from your community. Use digital marketing and social media to reach a broader audience.
- 3 — Networking Opportunities**
Online webinars provide networking opportunities for your team to connect with new businesses and prospects.



4. In-person Workshop at your Studio with a Local expert

1 Growth Opportunities

Invite a local dance or fitness expert to conduct workshops at your studio. Give your students the chance to learn new skills and open it up to your extended community.

2 Specialized Training

Workshops attract new students interested in specialty training: adaptive dance, mindfulness & movement, dance for film, audition workshop, injury prevention, college and industry prep, style fusion classes...

3 Expert Advice

Partnerships with experts in the community gives your business more credibility and multiple perspectives on the industry.



5. Co-Author a Book – Self Publish With Local Authority

Self-publishing will elevate your studios credibility and provide valuable content for your audience.

Dance Nutrition: Fueling Performance and Growth

- **Description:** Collaborate with a nutritionist to create a book on the importance of proper nutrition for young dancers.
- **Unique Feature:** Meal plans, recipes, and nutritional advice tailored for dancers.

The Benefits of Dance for Child Development

- **Description:** Partner with a child psychologist to explore how dance positively impacts physical, cognitive, and emotional development in children.
- **Unique Feature:** Include case studies, expert interviews, and practical tips for parents.



6. Local Business Owners Mastermind

Create a local business owners' mastermind group. This networking opportunity will foster collaborations and lead to valuable referrals for your dance studio



7. Content Creation



Take inspiration from Brent Street in Sydney and focus on content creation. Film captivating dance routines, behind-the-scenes glimpses, and student success stories to engage your audience on social media.

8. Enter Awards - Local and National

Participate in local and national awards programs, such as the prestigious Stevie Awards. Winning, or even being nominated, will enhance your studio's reputation and generate excitement among your audience.





9. Sponsor Local Events

Showcase your dance studio in front of diverse and engaged audiences by sponsoring events related to the arts or youth. Connect with your community and establish yourself as a leader in the local dance community.

Benefits

Increased visibility and exposure to new demographics, networking opportunities, and a chance to develop reputation as a community leader

Choosing the Right Event

Align your studio with events that reflect your core values. Consider the target audience and the event's promotion options when deciding if the ROI is worth the investment

Maximizing Sponsorships

Use social media to promote your sponsorship, bring your team to the event, create shareable content and use your promotional materials creatively



10. Social Contests

- 1 — Types of Contests**
Run #hashtag contests, photo or video contests, or trivia contests, and then give away prizes that offer value to your audience.
- 2 — Benefits of Social Contests**
Increased visibility on social media, increased engagement and brand awareness, and the ability to build a strong online presence.
- 3 — Success Stories**
Highlight successful entries and showcase your studio's unique offerings to attract potential students.

11. Local Influencer Partnerships

1 Partnering with Influencers

Reach out to local bloggers, Instagram influencers, or YouTubers that align with your brand's values.

2 Affiliate Marketing

Partner with influencers who can promote your studio to their followers in exchange for a commission on any new students brought in.

3 Co-created Content

Add value to you partnership by creating unique content in collaboration with your influencers, such as dance tutorials, Q&As, or live performances.



12. Produce Video Tutorials

1 Choose Your Topic

Research popular trends and focus on topics that align with your brand.

2 Creating Your Video

Make sure your videos are high quality, visually appealing, and feature clear instructions.

3 Promoting Your Video

Share your videos on social media, YouTube, and your website. Encourage followers to share your content and generate buzz.



13. Local Business Partnerships



Types of Partnerships

Co-host webinars or events to collaborate on joint promotions for both your businesses.



Seeking Opportunities

Attend promotional events hosted by your partners, connect with their audience, and make new connections.



Benefits for Students

Offer exclusive discounts for joint promotions to your students and your partners' customers.



14. Referral Program

Grow your student base and reward your current students by implementing a referral program that incentivizes them to bring in new students.

How to Implement a Referral Program

- Create a clear and concise program with easy-to-follow guidelines
- Offer valuable incentives that are easily redeemable
- Promote the program through various channels

Benefits of a Referral Program

- Increased student acquisition
- Incentivized retention
- Higher student engagement



Bonus Ideas

- ① — Commission a local mural or chalk street art
- ② — Organize and record a flash mob
- ③ — Host a podcast





MILLION \$ D \$ LLAR

x

— BLUEPRINT —





Product & Revenue Streams

**“Don’t find customers for your
products, find products for your
customers.”**

– Seth Godin



Ways to \$1,000,000



- 1 — You need 5000 people to buy a \$200 product
- 2 — You need 2000 people to buy a \$500 product
- 3 — You need 1000 people to buy a \$1000 product
- 4 — You need 500 people to buy a \$2000 product
- 5 — You need 1000 people to pay \$83 per month for 12 months
- 6 — You need 500 people to pay \$167 per month for 12 months
- 7 — You need 300 people to pay \$278 per month for 12 months





Choosing the Right Revenue Streams

It's crucial to prioritize revenue streams that align with your business goals and target audience. Consider factors such as profitability, demand, and scalability. Focus on offerings that provide consistent income. Evaluate each revenue stream's potential and choose wisely to maximize your studio's financial success.





Existing Market and Existing Product

	Lowest Price Point	Mid Price Range	Highest Price Point
Low Number of Purchases	Increase marketing efforts to attract more customers at lower price points	Introduce new product variations or upgrades to target mid-price range	Explore premium offerings or luxury upgrades to appeal to high-end market
High Number of Purchases	Implement loyalty programs or subscription models to retain low-price customers	Expand product line to cater to different customer segments within mid-price range	Develop exclusive offerings or VIP experiences for high-value customers





Revenue Streams - 10 month season

Revenue Stream	Pricing	Quantity	TOTAL
Stream 1 One group dance class	\$84/month	600	50,400 / 504,000
Stream 2 Two group dance classes	\$164/month	200	32,800 / 328,000
Stream 3 Recital Fee	\$150	750	9375 / 112,500
Stream 4 Recital Tickets	\$100 (4 per fam) x 750	750	7500 / 75,000





YOUR TEAM

“Teamwork is the secret that makes common people achieve uncommon results.”

– Ifeanyi Enoch Onuoha

“The strength of the team is each individual member. The strength of each member is the team.”

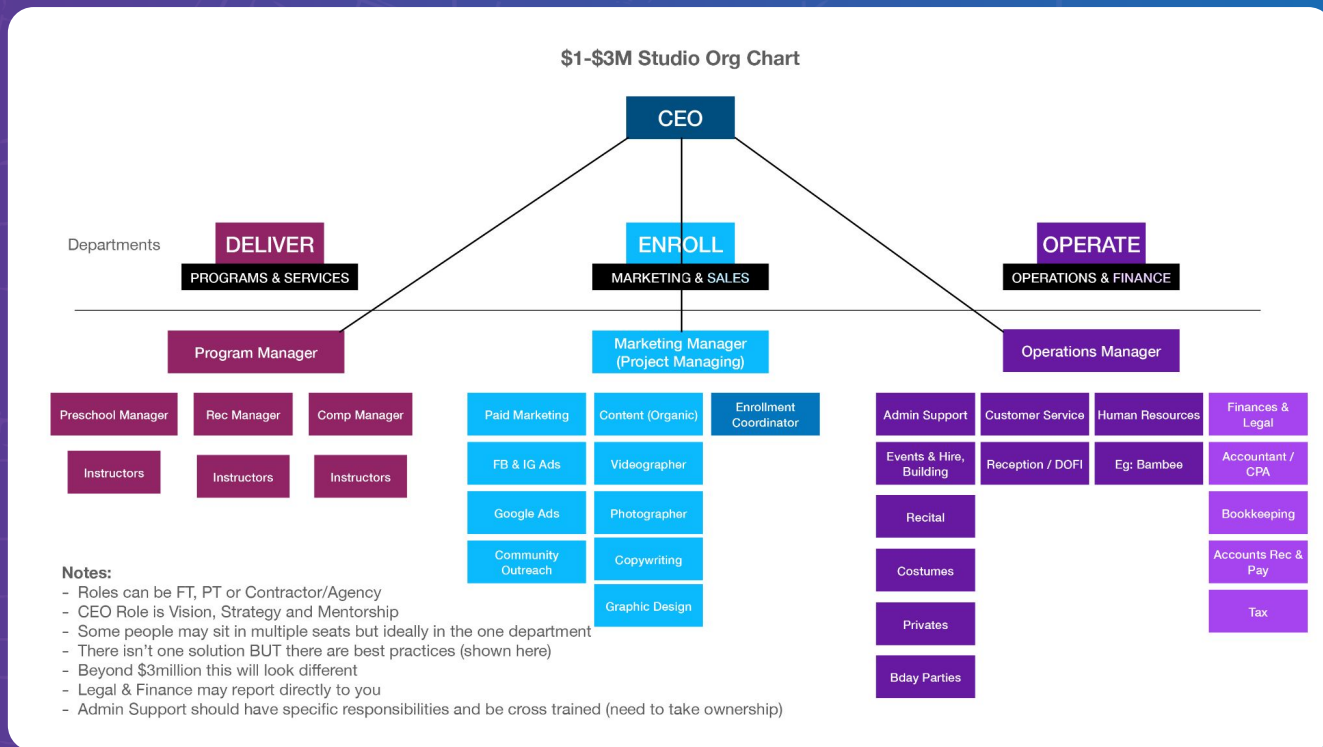
– Phil Jackson



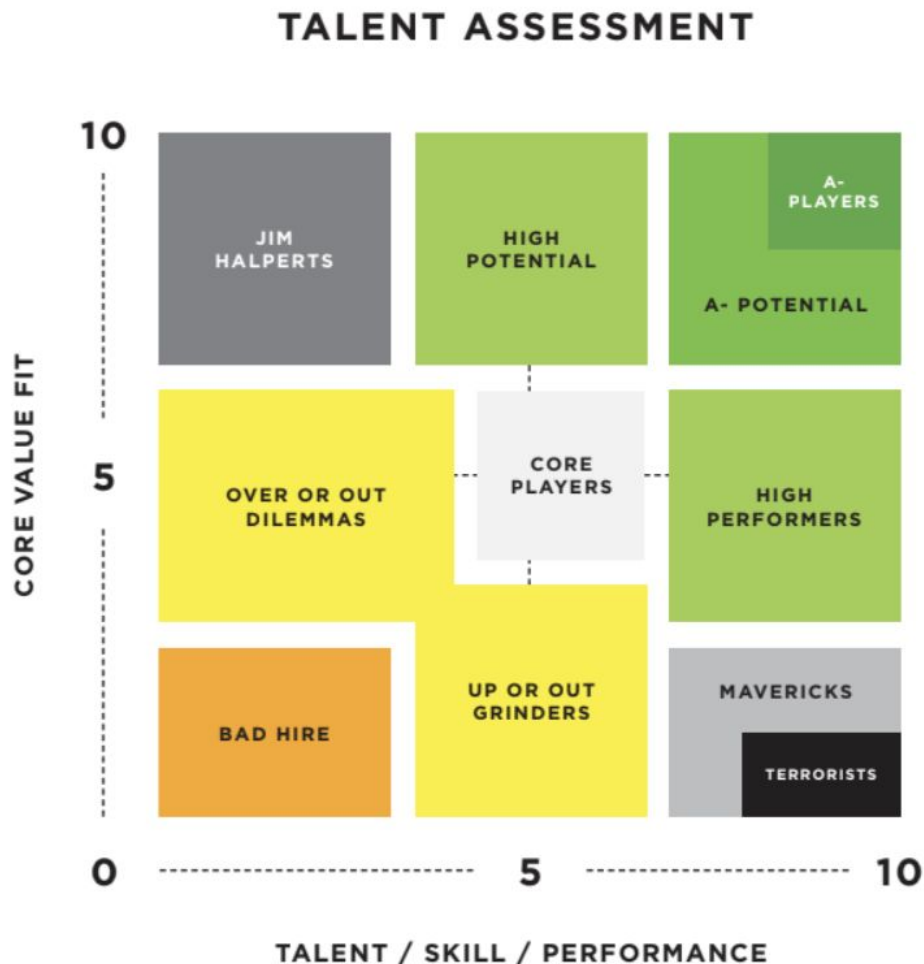




ORG CHART ANALYSIS



9-box Talent Assessment Chart



Exercise:

Exercise: Your Team Function Accountability Chart

- Identify gaps
- Check for redundancy and determine KPI's
- Access talent and culture fit



FUNCTION ACCOUNTABILITY CHART



Where are the gaps? How do I proceed?

- Identify the most impactful position based on revenue growth, retention, or time savings.
- Evaluate financial sustainability and capacity for the new position.
- Assess if there's a suitable candidate within the existing team.
- If yes, onboard the candidate. If not, begin the hiring process.
- Consider probationary trial periods for new hires.
- Create cross-training and redundancy for coverage and individual job focus.





**Time for
a little game!**





ANSWER KEY:

Student Parent - Peg Boggs	Student Parent - Miss Honey	Student Parent - Regina George
Student - Edward	Student - Mathilda	Students - Gretchen and Karen Jones
Classes enrolled - Ballet	Classes Enrolled - Voice, Acting, Piano	Classes enrolled - Musical Theatre
Fact - The mom is a seamstress.	Fact - This student is an only child and adopted. She's had a difficult life, yet has a remarkable spirit.	Fact - This family is constantly upset about something, and on Wednesdays, they all wear pink.
Family Car - Black Minivan	Family Car - White SUV	Family Car - Silver Tesla





ANSWER KEY:

Student Parents - Akemi and Kapena	Student Parents - Rick and Linda Mitchell	Student Grandparents - Edna and Wilbur
Student - Jazzlyn	Student - Katie	Student - Isabella
Classes enrolled - Hip Hop & Tap	Classes Enrolled - Ballet, Contemporary, Jazz, Turns & Leaps	Classes enrolled - Ballet/Tap Combo
Fact - Drive 60-minutes one way to take classes at the studio.	Fact - The parents are always at work but find a way to get their student to class.	Fact - English is this family's 2nd language.
Family Car - Red Pick-up Truck	Family Car - Blue Convertible	Family Car - Green Station Wagon





MILLION \$ D \$ LLAR

x

— BLUEPRINT —



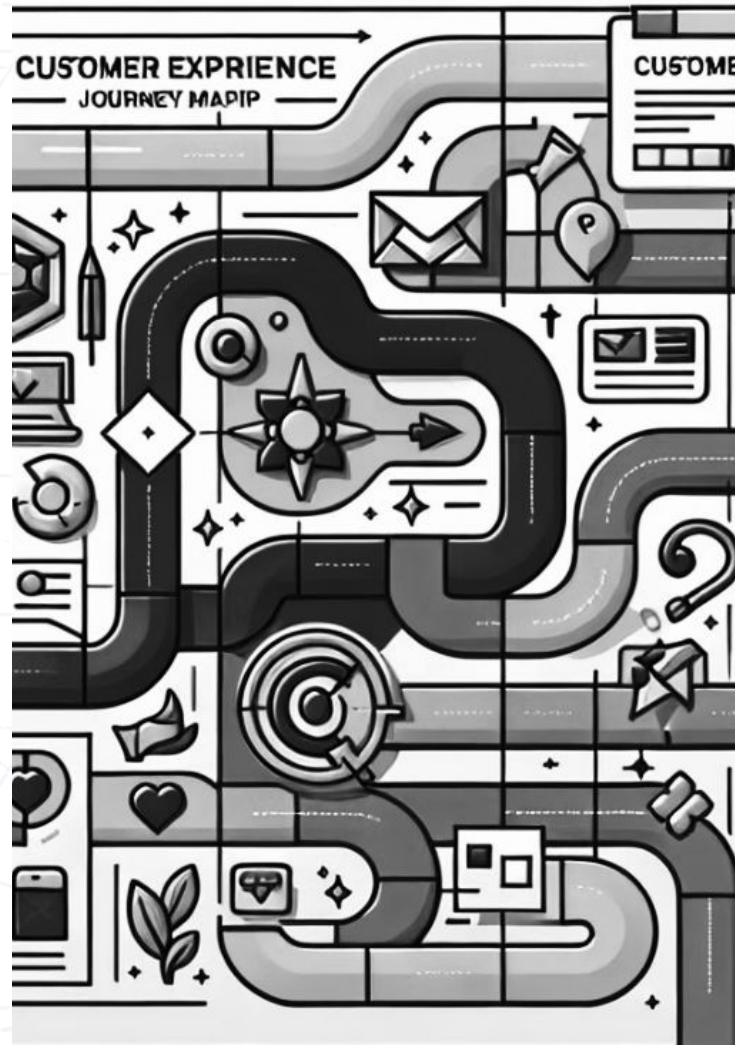


Customer Experience: Journey Mapping



Delivering Unforgettable Experiences

Create magical moments for your dance studio customers by carefully mapping and orchestrating their journey. From the first inquiry to their final performance, ensure every interaction leaves a lasting impression. Personalize communication, provide exceptional service, and curate unforgettable experiences at every touchpoint.





The Power of Delight: Surprising Customers Every Step of the Way



By strategically varying the intensity of these delights, we keep customers engaged, excited, and eager for more. Think of it like a symphony of music and play with volume, tempo, rhythm and style.





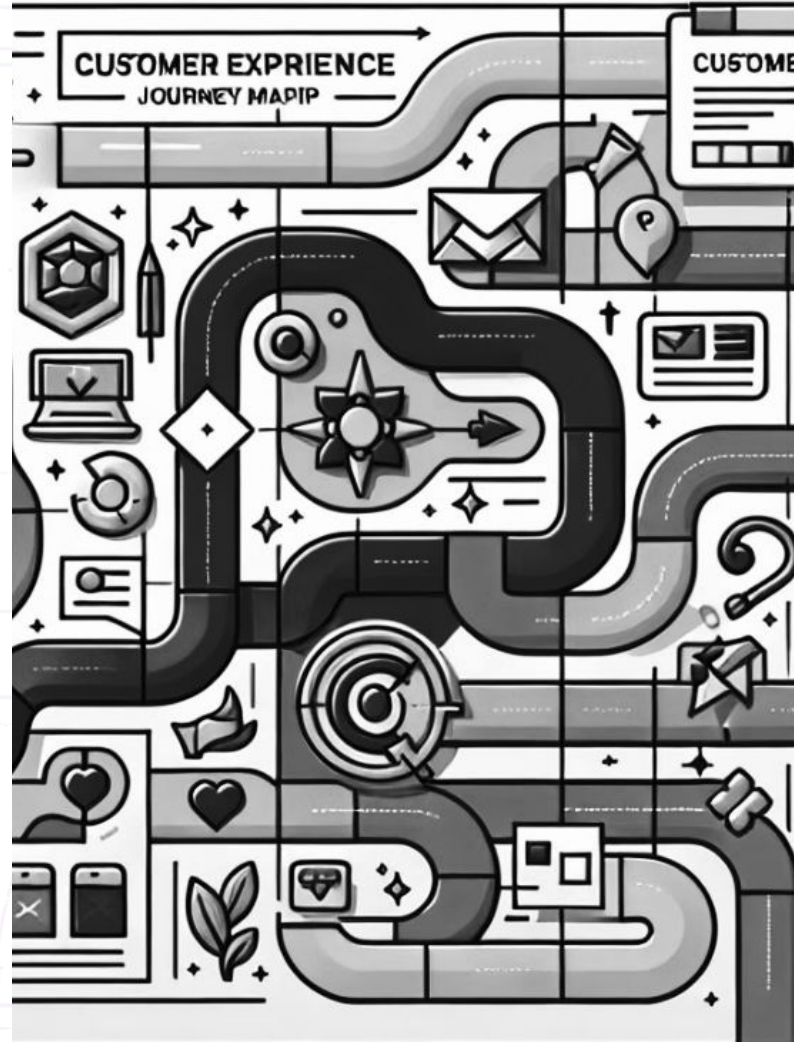
Journey Mapping - Implementation

- 1** — **Choose a portion of your Customer Journey**
Examples - Trial Day, Re-enrollment, Recital Day, Leveling, Team Tryouts, etc.
- 2** — **Write each element of the journey on a post-it**
Example - Trial Day - customer parks, walks into the studio, greeted at front...
- 3** — **Find existing pleasure and pain points in your process**
Example - customer parks (pain - not enough spaces) (pleasure - free valet service)
- 4** — **What can you do to create more pleasure points and eliminate pain points?**



Customer Service & Journey Mapping:

Share your Biggest Takeaway





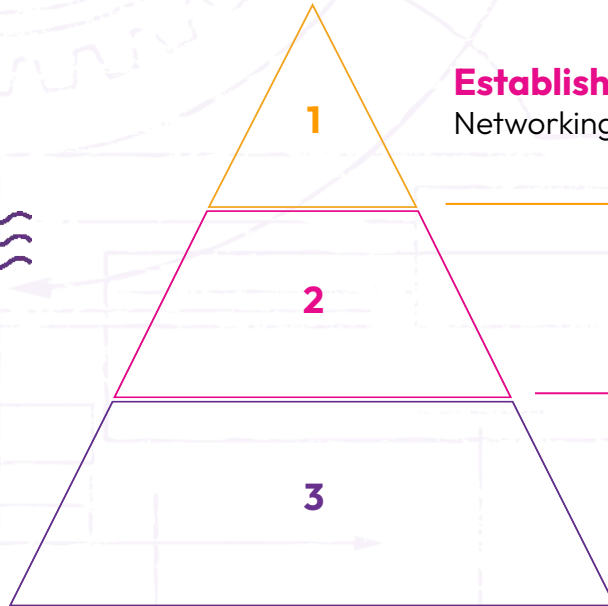
MILLION DOLLAR

x

— BLUEPRINT —



Strategic Partnerships and Collaborations



Establishing Connections

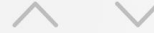
Networking with industry leaders and potential partners.



3:04



< All Inboxes Checking in and qu...



I would love to come onboard and reach such a broad audience on such a very important topic to help all your community thrive, knowing how to manage and work with these changes in today's society for women, and men.

Would you be open to scheduling a call to discuss further how I can best support your DSOA community at such a critical time?

Looking forward to hearing back Olivia.



JUN 13 AT 5:44 PM



Hi Olivia! How are you?

It has been so long since we last spoke.

I am so proud of you and all of your growth, it is absolutely inspiring to witness.

I would love to connect with you to provide some wonderful insight to improve confidence and body awareness for dancers.

Let me know your availability and we can schedule a call next week!

I look forward to catching up and re-connecting!





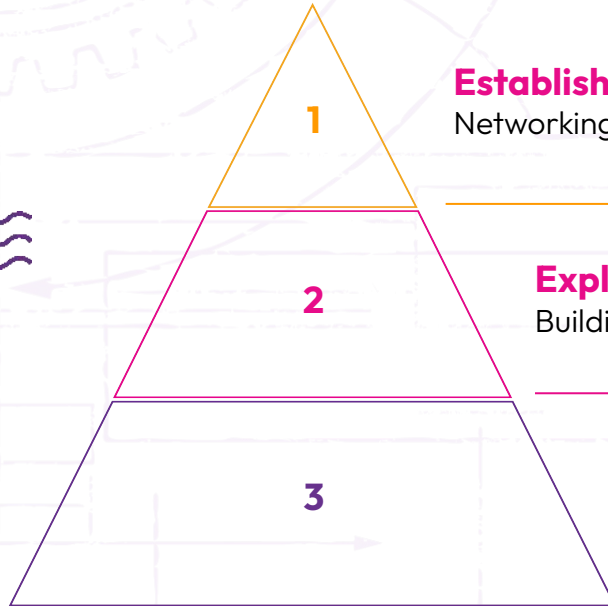
Heya! Are you around 8-12th July? I'm going to be in LA. Love to see you for dinner if you're free.



Hey! I was looking at your social media the other day and loved the content on how to help studio owners build out their team. I shot some content the other day and thought you may want to use it! No worries if you don't! Just figured I would pass it along in case it helped you out.



Strategic Partnerships and Collaborations



Establishing Connections

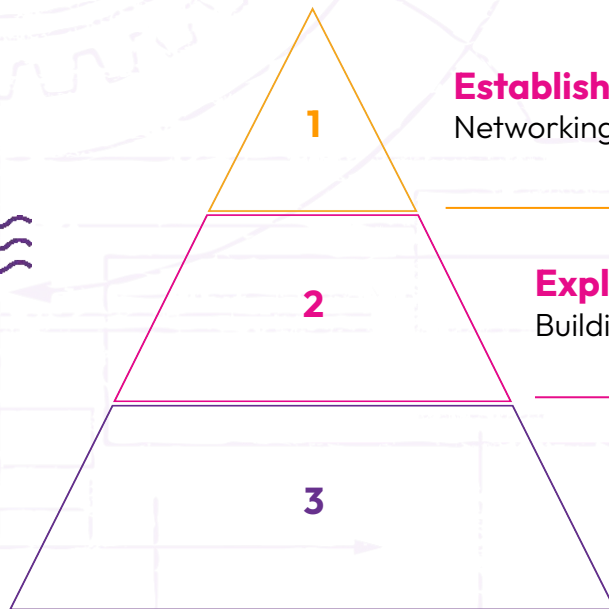
Networking with industry leaders and potential partners.

Exploring Affiliations

Building mutually beneficial relationships.



Strategic Partnerships and Collaborations



Establishing Connections

Networking with industry leaders and potential partners.

Exploring Affiliations

Building mutually beneficial relationships.

Developing Collaborations

Fostering innovative joint ventures.





BRAINSTORM



Community Partnerships

Forge partnerships with local businesses, schools, and community organizations to expand the studio's reach and attract new customers through joint promotions or events.

Affiliate Programs

Explore affiliate marketing opportunities with complementary businesses or online platforms to generate additional revenue through referrals or commissions.





How to effectively network



Building Relationships

Forge genuine connections based on mutual trust and respect.



Engaging Communication

Initiate meaningful conversations and actively listen to others. Ask questions.



Adding Value

Offer help and support to demonstrate your commitment to others' success.



Follow-Up

Consistently follow up to nurture relationships and maintain connections.





Conversation Starters



Have you been to an event like this before?



What's been the high point and low point of your day so far?



Has this been a busy time for you?



How's that drink/appetizer/artwork/game?





Studio Sentence Starters



What are you working on at the moment?



What inspired you to get started with your studio?



What are some of your goals for your studio?



What's your biggest concern with the studio at the moment?





Key Networking Zones



Start Zone

Near the entrance of the space for easy greeting.



Social Zone

Near the food, drinks, or main activities are happening.



Side Zone

The perimeters or less crowded areas of the room.





Let's give it a try!

Activity: Speed Networking

- 1- Minute per pair
- Introduce yourself
- Ask what the other is currently working on and/or biggest concern at the moment
- Can you offer advice or help? Is there a mutually beneficial arrangement you can make?
- Take notes and follow-up later





Observations on Networking Exercise

What worked? What didn't?

Did you walk away from a conversation with a follow-up action plan?

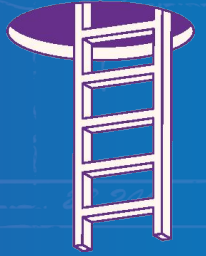




Leadership within Your Studio

Effective leadership within your dance studio is essential for fostering a positive and productive environment. It involves setting clear visions, empowering staff, and creating a culture of continuous improvement. A strong leader inspires confidence and motivation, guiding the team towards success.





**Yes, leadership is vital,
but HOW do we become
great leaders? Where do we
start?**



Assess Your Leadership Habits:

Take the Quiz before our 3rd follow-up call on
August 28th 11am ET



Vision

Setting a clear vision to inspire and guide your team.



Communication

Effective communication fosters understanding and trust.



Empowerment

Empowering staff to take ownership and contribute ideas.



Innovation

Fostering a culture of continuous improvement and creativity.



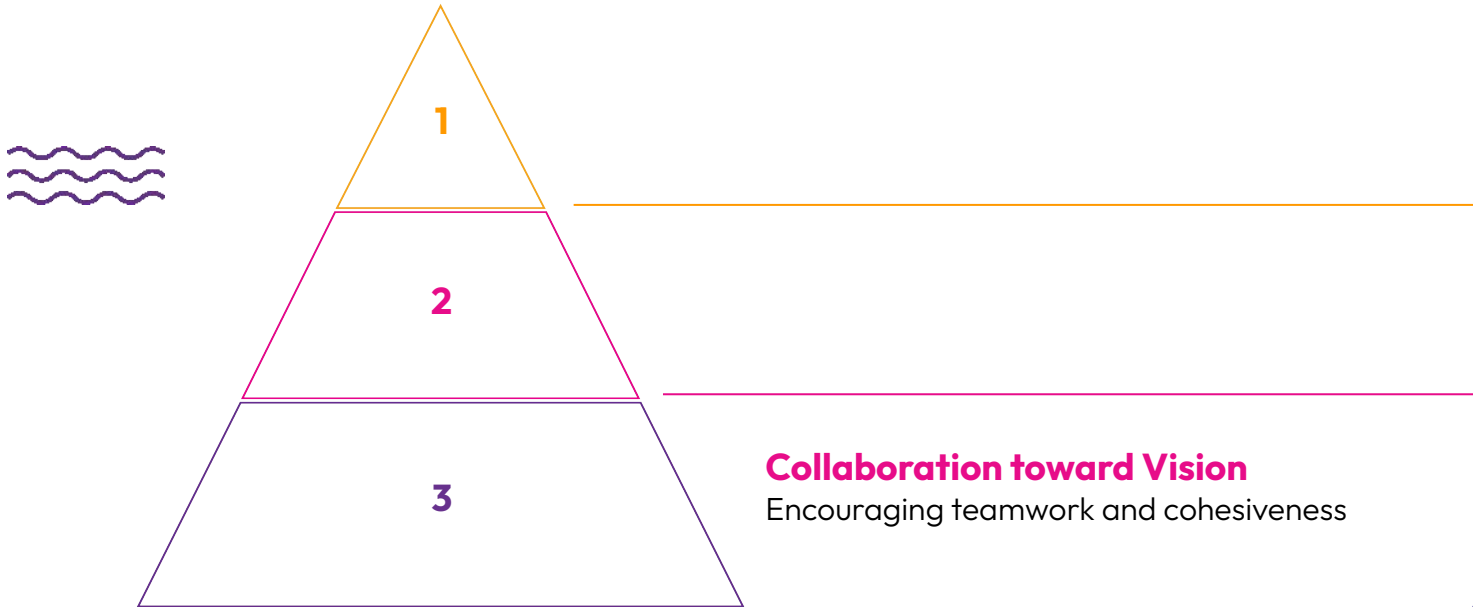


Building a Strong Team



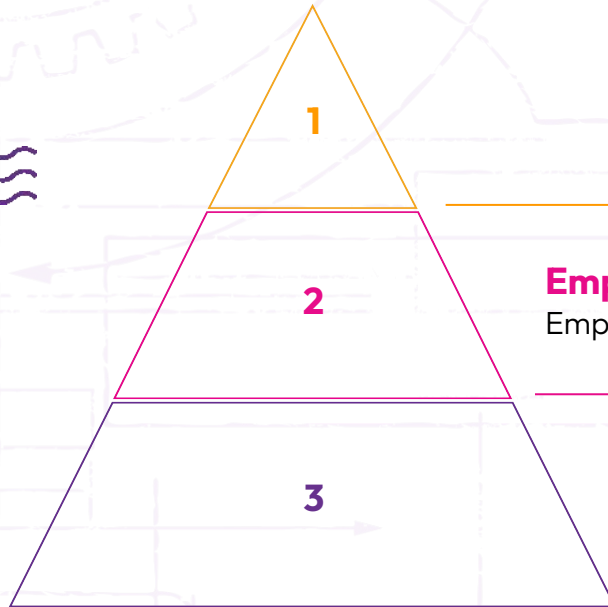


Building a Strong Team





Building a Strong Team



Empowerment

Empowering team members to take ownership

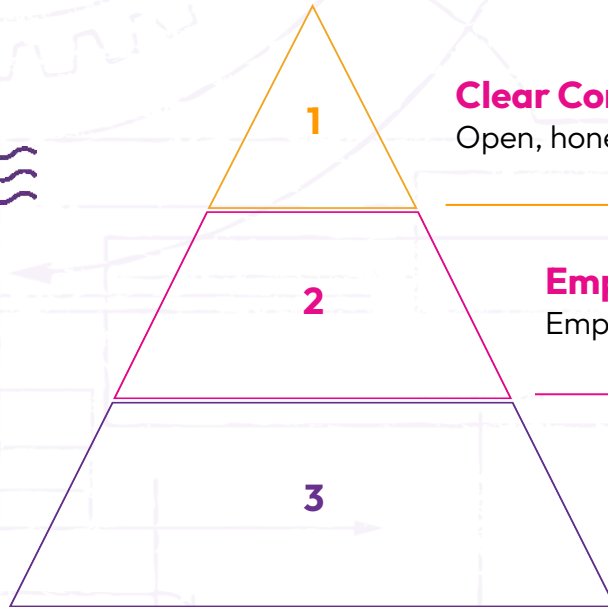
Collaboration toward Vision

Encouraging teamwork and cohesiveness





Building a Strong Team



Clear Communication

Open, honest, and direct communication through set channels

Empowerment

Empowering team members to take ownership

Collaboration toward Vision

Encouraging teamwork and cohesiveness



Using the Human User Manual

Understanding Team Dynamics

Creating a human user manual can help in understanding each team member's work style and preferences.

1

2

Effective Collaboration

Discussing individual manuals can facilitate better collaboration and respect among team members.

3

Improved Communication

Enhancing the understanding of individual manuals can lead to improved communication and teamwork.



Human User Manual

How do you prefer to engage with others and communicate?

- Concise and direct bullet points followed by more details
- Greet me first and say please and thank you
- Give me every detail so I fully understand



Human User Manual

What communication styles or behaviors do you find ineffective or off-putting?

- Sarcasm and being spoken to condescendingly
- Speaking to me like a child
- Interruptions or changing the subject without warning
- Not making eye-contact
- Stopping me to talk when I'm in a rush or in the middle of something
- Yelling or speaking too loudly for the size of the room
- Inflecting words up at the end of every sentence



Human User Manual

How would you prefer to receive difficult news or constructive criticism?

- In-person in a structured but kind way
- Via phone because I don't want to give away my emotions
- Zoom because my schedule is so full and I don't have time to go in
- Email- let me read and analyze first and ask questions later
- Text- I don't read email or check my voicemail



Human User Manual

What drives your passion and commitment to this role? What is your underlying motivation or “why”?

- I want to make an impact and leave a legacy
- I want to preserve the art of dance and pass it on to others
- I can't work in the corporate world. I love creating and passing on self-expression to others
- I have a heart for children and I love the positive impact dance can have on a child





Human User Manual

What inspires you on a personal level? What keeps you motivated and resilient during difficult times?

- A purpose in life that is bigger than me
- My family
- My faith and/or belief system
- My financial goals



Human User Manual

What activities bring out the best in you when you're at your peak performance? (3 max)

- Creative endeavors that inspire growth, thought, and connection
- Helping people and guiding others to be their best
- New challenges and opportunities that are aligned with my vision



Human User Manual

What are three fundamental values that define who you are as an individual?

- Creativity
- Kindness
- Drive and Vision

Human User Manual

Can you share a moment when you felt particularly proud of yourself?

What was the situation, and why did it stand out to you?



Effective Delegation



Clear Instructions

Providing precise directions to avoid confusion & empower to hit a desired result/ outcome.

Accountability

Setting clear expectations and holding team members responsible for their tasks.

Skill Assessment

Assigning positions based on individual strengths for optimal performance.

Feedback Loop

Establishing regular communication for updates and support throughout the process.





Effective Communication Strategies



Active Listening

Engage and respond to understand the other perspective. Be curious. Ask questions. Allow time for responses.



Clear and Concise

Avoid jargon and be direct to ensure clarity. Direct and Kind- find the perfect mix.



Nonverbal Cues

Pay attention to body language and tone for comprehensive communication.

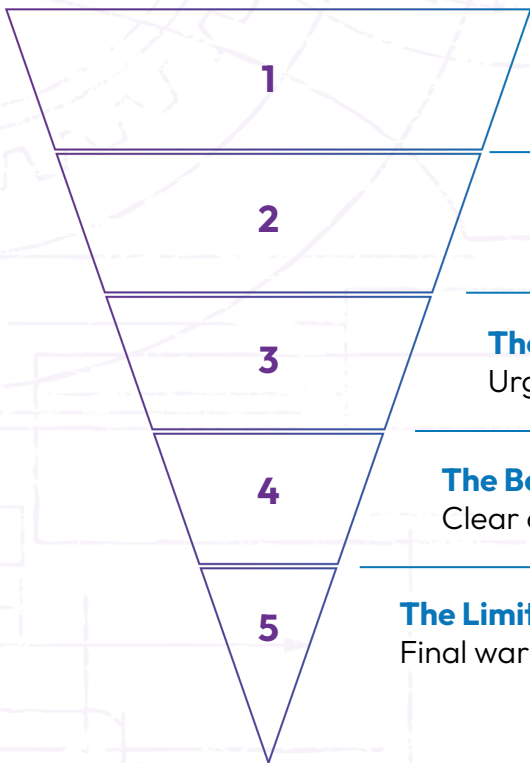


Regular Communication

Encourage open dialogue and establish regular feedback channels. This helps develop a working relationship which leads to trust.



Accountability Dial



The Mention

Immediate and short feedback for immediate action.

The Invitation

Informal chat to build awareness.

The Conversation

Urgent discussion of the problem's importance.

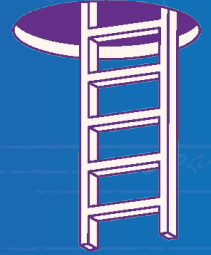
The Boundary

Clear consequences and sticking to them.

The Limit

Final warning and last chance for improvement.





Biggest Takeaways from Leadership

Share one GLOW and one GROW





Planning, Vision, and Goal Setting

1

Strategic Vision

Create a clear and compelling vision for the studio's future growth and development.

2

Goal Alignment

Set specific and achievable goals that align with the strategic vision of the dance studio.

3

Planning Process

Develop a structured plan with actionable steps to realize the vision and achieve set goals.

4

Measuring Success

Establish metrics for tracking progress and determining the success of the vision and goals.



One Page Strategic Plan

1 Audacious Goal

2 Purpose

3 Core Values

4 Goals

5 KPIs

6 Projects

7 Responsibilities

8 Actions





Design your Ideal CEO Calendar

1

Teaching and Admin Time

When will you be working IN the studio?

2

Strategy, White Space, Upleveling

When will you be working ON the studio, team and yourself?

3

Personal time

When will you be enjoying other interests outside of the studio?





CEO Calendar

	SUN 5	MON 6	TUE 7	WED 8	THU 9	FRI 10	SAT 11
6 AM	Family Time 8am - 12pm	Admin Work 8am - 12pm	Errands, 8am	Admin Work 8am - 12pm	Errands, 8am	Admin Work 8am - 12pm	Open Studio, 8am
9 AM			Open Studio, 8:30am		Open Studio, 8:30am		Teach 8:30am - 3pm
10 AM			Teach 9 - 11am		Teach 9 - 11am		
11 AM			Choreograph 11am - 1pm		Choreograph 11am - 1pm		
12 PM	Errands, 12pm	Errands & Home Chores 12 - 1pm		Errands & Home Chores 12 - 1pm		Errands and Home Chores 12 - 1pm	
1 PM	Open Studio, 12:30pm	Open Studio, 1pm	Open Studio, 1pm	Open Studio, 1pm	Open Studio, 1pm	Plan Classes & Choreograph 1 - 3pm	
2 PM	Team Rehearsals 1 - 5pm	Plan Classes 1:30 - 3pm	Plan Classes 1:30 - 3pm	Plan Classes 1:30 - 3pm	Plan Classes 1:30 - 3pm		
3 PM		Admin Work 3 - 4pm	Admin Work 3 - 4pm	Admin Work 3 - 4pm	Admin Work 3 - 4pm	Admin Work 3 - 3pm	Close Studio, 3pm
4 PM		Teach 4 - 8pm	Teach 4 - 7pm	Teach 4 - 9pm	Teach 4 - 7pm		Free Time 3:30 - 10pm
5 PM	Close Studio, 5pm					Family Time 5 - 10pm	
6 PM	Free Time 5:30 - 10pm						
7 PM			Admin Work 7 - 9pm		Admin Work 7 - 9pm		
8 PM		Admin Work 8 - 9pm					
9 PM		Close Studio, 9pm	Close Studio, 9pm	Close Studio, 9pm	Close Studio, 9pm		
10 PM							

INDEPENDENT

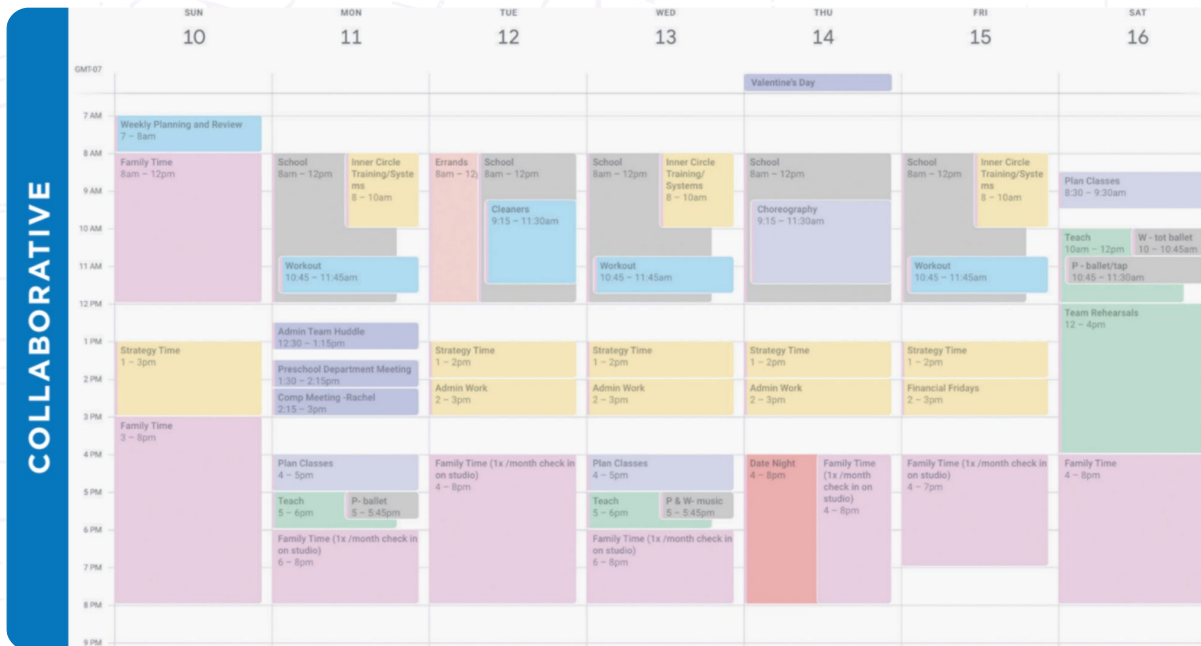
Workbook page 70, what do you notice about the Independent CEO Calendar?

Long work days, lots of teaching, always opening and closing the studio, very little free time...





CEO Calendar



Workbook page 70, what do you notice about the Collaborative CEO Calendar?

Slightly shorter work days, less teaching, more free time and time to think, strategize, and lead...



Very little teaching, much more free time, balanced lifestyle, admin is running the day to day...



Design Your CEO Calendar

What will the next realistic version of your ideal work week look like? Take a few minutes to map it out on page 72.

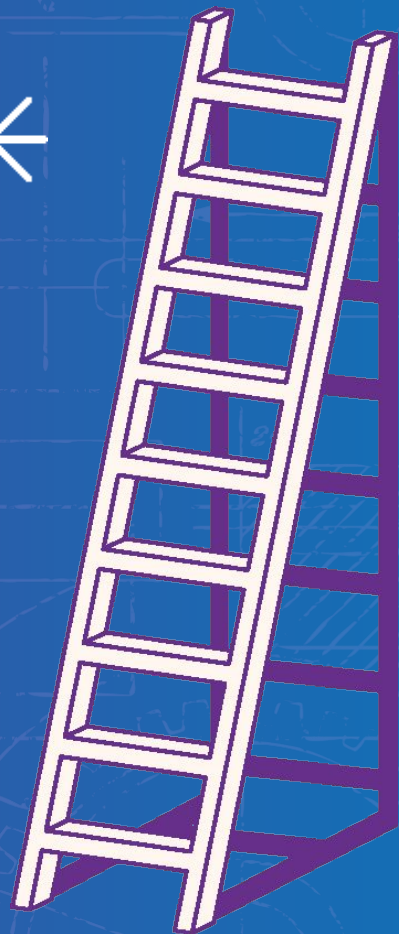
- Less teaching?
- Hire a Studio Manager or part-time admin support?
- Make time for exercise?
- Mark off specific time for family and friends?
- Designate times in the week to work on Inner Circle systems, attend calls, or listen to replays?



MILLION DOLLAR

— BLUEPRINT —

With Clint Salter, Jodi Shilling, and Olivia Mode-Cater



Follow-up Calls

- 1 — August 14 @ 11:00 am ET: Liability and Studio Risk
- 2 — August 21 @ 11:00 am ET: Scaling and Risk Tolerance
- 3 — August 28 @ 11:00 am ET: Leadership & Habit Audit



Share Your Feedback On Million Dollar Blueprint

Scan Here



OR

<https://dsoa.com/mdbsurvey>

MILLION DOLLAR

— BLUEPRINT —

With Clint Salter, Jodi Shilling, and Olivia Mode-Cater

