

A YEARLY PLANNER
for performing arts studio owners



the studio planner

A NOTE FROM CHANTELLE.

Let's be honest: sometimes running a studio feels more like running a circus. You're

constantly busy yet often get to the end of the day and wonder 'what did I actually get done?!?!'

When you're being pulled in a thousand different directions, it can be hard to find time to work on growing your studio - and not just keeping your head above water!

One thing I've noticed from working with successful studios all over the world is that they all have one thing in common. They're all superb at planning. Now the link between planning and success is no secret - the secret lies in having a plan in the first place!

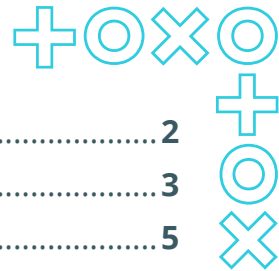


Here in **The Studio Planner**, together we'll work through my most powerful planning and strategizing tools to create a custom plan for your studio. It's designed to be your daily companion for everyday studio life, always there helping to keep you focused and on track with growing your studio. It's time to stop surviving and start thriving.

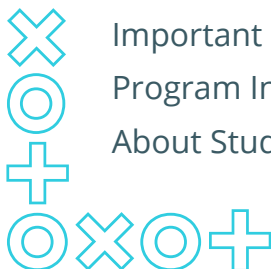
One final tip: set your goals high. You'll be amazed at what this planner will help you achieve. I can't wait to see how you go!

Chantelle
xo

YOUR ROAD MAP.



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HOW TO USE THIS PLANNER.

It's a little known secret that the key to growing your studio lies in the quality of your planning and preparation.

There is something very powerful about not only thinking, but physically writing down your intentions for what you want to achieve in your studio. Pour yourself a coffee (or a vino...) and take your time as you map out the road ahead.

By following this specific planning process for your studio and you'll see how much more you will achieve and how much faster your studio will grow.

No matter what size or style of studio you have, this planner will propel you towards the next level.

You can use this planner on your own or even come together as a team to share your goals for extra accountability!

Let's get organized and set your studio up for your best year yet!

- + This is an evergreen planner: whenever you pick this planner up, simply turn to the month you are in and simply start filling in the dates forward from there.
- + There is no right or wrong way to use this planner. Feel free to skip over questions if they don't resonate with you.
- + For FREE Bonus Printables of your favourite templates, go to studioexpansion.com/plannertemplates
- + By the end of the year, may it be dog-eared, coffee splattered and well-loved.



WRAP UP LAST YEAR.

What did you achieve in your studio in the past year?
What worked really well?

3

What would you have done differently?

What were your studio's weak points?
What challenges did you face?



WRAP UP LAST YEAR.

What marketing strategies really worked at attracting new students last year?

4

What were 3 things you did that helped to retain students last year?

What plans or systems did you implement to make running your studio easier last year?



STUDIO SNAPSHOT.

How much did your studio grow over the past year?

# Students at start of year _____	+	# New students enrolled _____	=	# Students at end of year _____	* Retention % _____
--------------------------------------	---	----------------------------------	---	------------------------------------	------------------------

5

Let's get clear on your marketing...

Marketing spend last year \$ _____	Unique website visitors _____	# New Facebook likes _____	YouTube channel views _____
---------------------------------------	----------------------------------	-------------------------------	--------------------------------

Let's look at the money!

What was your total revenue? \$ _____	What were your total expenses? \$ _____	What was your personal income? \$ _____	What was your total profit? \$ _____
--	--	--	---

If you don't value your time, neither will others. Stop giving away your time and talents- start charging for it.

Kim Garst

* TIP

To calculate your retention %, download your Free Retention Calculator at studioexpansion.com/plannertemplates



THEME WORD + SOUNDTRACK. for the year.

Think of the year ahead.

Let's come up with one overarching theme to guide your direction for the next 12 months.

Choose a word to represent what you want to focus on creating and feeling this year. Feel free to circle one below or come up with one of your own...

6

simplify // ease // community // quality //
growth // make it happen // learning //
expansion // prolific // shine // team //
focus // passion // wealth // innovation //
connection // vitality // go slow. do less //
step up // new beginnings // freedom //
legacy // creativity

My theme word for this year is:

What song best represents this theme word?
Choose your song and crank it up when you need a little motivation!

STUDIO AUDIT.

What gets measured gets improved.

Complete this studio audit and rate yourself on each of the topics below (1 being the lowest and 10 being the highest) to get a snapshot of where you are now. Then revisit this audit again in 3 months, 6 months and a year from now and track your progress!

	NOW	IN 3 MONTHS	IN 6 MONTHS	IN 12 MONTHS
Student retention				
Team training				
Class size capacity				
Studio systems				
Reputation				
Organization + planning				
Communication				
Quality of artistry				
Productivity				
New enrollments				
Marketing consistency				
Events + engagement				
Website				
Social media				
Referral volume				
Feedback from students				
Enquiry follow-up				
Cash flow				



BIG PICTURE PLANNING.

Armed with your plans on the previous pages, it's time to start making these dreams a reality! The first step is to create a vibrant picture of what you truly wish to create.

Use the space on these 2 pages to write a journal entry to yourself one year from now. You've achieved all the plans you set for yourself. So what would your average day look like if it could go perfectly?

There's magic in the details so get specific.

- + What time do you wake?
- + What are you eating for breakfast?
- + What do you do in the morning?
- + Who are you with?
- + Who do you speak to and spend time with?
- + What time do you take for yourself?
- + What do you do in the evening?
- + How do you feel at the end of the day when you hop into bed?





PLANNING THE YEAR AHEAD.

How much will you grow your studio this year?

In the next 12 months, how many total students do you want to have enrolled?

New Students
Enrolled

* Retention %

What marketing will you create this year?

Newsletters
sent

Blog posts
published

Facebook
updates / mth

YouTube vids
published / mth

How often will you hear 'Cha-Ching'?

Revenue goal

\$ _____

Income goal

\$ _____

Marketing budget

\$ _____

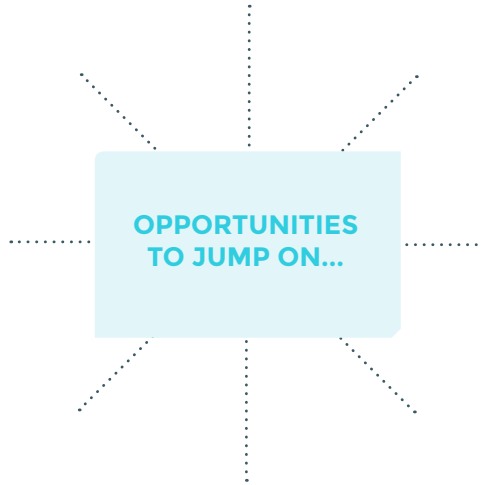
\$ saved

\$ _____

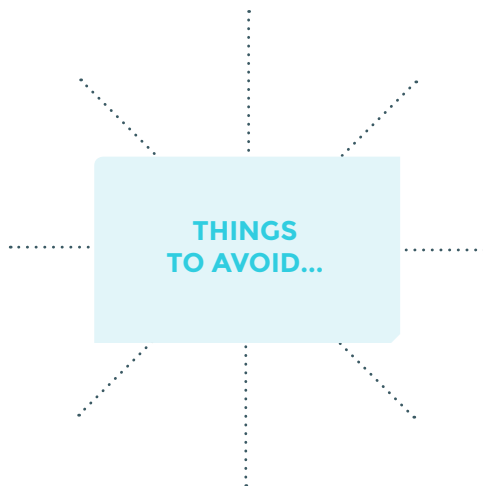
* TIP

To calculate your retention %, download your Free Retention Calculator
at studioexpansion.com/plannertemplates

What are your dreams for expanding your studio?



Reflect on lessons you've learnt along the way...





TEAM DEVELOPMENT.

reward + retain.

Teacher retention is just as important as student retention (sometimes even more so!).

How will you inspire + retain your teachers this year? Circle the ones you'll use and write your own ideas below...

12

retreats // **personal development courses**
// *gifts* // *more responsibility* // *social*
outings // **more 1:1 mentoring time** //
pay rise // **surprises** // *thank you notes* //
gym memberships // **tickets to concerts**

What skills / traits do you
want to develop in your
team this year?

As a team, how can we
improve so we can be
even better superstars?



TEAM TRAINING PLANNER.

The difference between a good studio and a great studio is how much they invest in training + mentoring their team.

Coming together as a group is such a powerful bonding experience.
Schedule four whole team meetings each year and watch your team flourish!
(PS I've discovered wine + chocolate always help!)

TEAM MEETING #1

Date + time:

Topics to cover:

TEAM MEETING #2

Date + time:

Topics to cover:

13

TEAM MEETING #3

Date + time:

Topics to cover:

TEAM MEETING #4

Date + time:

Topics to cover:



REPAIR YOUR RETENTION.

“Retention is the heart and soul of your studio and the truest reflection of your studio’s performance.”

Chantelle

Which current program in your studio has the weakest retention?

How can you add more WOW factor to this program and keep your students magnetized to your studio?

How can you strengthen the relationship you have with your students?

How can you better communicate your students achievements?

What would motivate your teachers to boost students retention in their classes?

TIP

Check out Retention Solution on Pg174 for a comprehensive retention plan for your studio and a license to train your teachers in retention.

How can you bring more pizzazz to your studio?

What can you do to make your students light up with joy more often?

What would make your studio stand out from the pack?



**WOW FACTOR
IDEAS**



BLOG PLANNING.

A studio blog is the best way to connect with your community AND boost your search engine rankings at the same time.

Use this grid to come up with 21 ideas for your studios blog!

16

3 ways to...

Top tips to...

Case study...

10 reasons why...

The #1 reason...

Review on...

SOCIAL MEDIA PLANNING.

What do your current social media numbers look like?

Facebook fans

Instagram followers

YouTube subscribers

And your goal numbers 12 months from now?

Facebook fans

Instagram followers

YouTube subscribers

17

Create consistency. Theme your social media posts to make life simpler and create in batches. Eg. Mon: video day; Tues: share interesting article; Wed: technique tip; Thurs: throwback Thursday; Fri: Student spotlight...

Design your social media schedule below...

MON

TUES

WED

THURS

FRI

SAT

SUN



ME TIME.

self-care + development.

How will you take care of + nurture yourself this year?

List 3 things you commit
to doing to improve your
health + vitality.

1

2

3

Where will you holiday
this year?

What will you do to help you
relax + rejuvenate?

What do you want to
learn more about
this year?

List books, professional
/ personal development
courses, subject topics, etc.



FREE UP YOUR TIME.

outsource, automate, upgrade + delegate.

Brainstorm how you can reduce your work load by listing tasks you could outsource, automate upgrade or delegate.

OUTSOURCE >

To an external designer, virtual assistant, bookkeeper, etc.

AUTOMATE >

Use technology to set up automated systems.

UPGRADE >

Invest in technology or education to help your studio expand faster.

DELEGATE >

To a team member or friendly helper.



EVENT PLANNING. timeline.

Map out how you'll promote
+ co-ordinate your next
successful event!

DATE:

EVENT NAME:

Key details

Intention for event + pre-planning.

20

Event countdown: 6 WEEKS TO GO

DATE:

Event countdown: 5 WEEKS TO GO

DATE:

Event countdown: 4 WEEKS TO GO

DATE:



Event countdown: 3 WEEKS TO GO

DATE:

Event countdown: 3 WEEKS TO GO

DATE:

21

Event countdown: 1 WEEK TO GO

DATE:

Event countdown: WEEK OF EVENT

DATE:

POST EVENT WRAP UP / FEEDBACK



QUARTERLY PLANNING RETREAT.

A quarterly planning retreat is the greatest investment you can make in your business. Take time every quarter to reflect on how you are moving towards your Big Picture Vision for your studio.

What are the most 3 important things we need to achieve in each of these areas in the next 3 months for the growth of the studio?

22

ATTRACTION

RETENTION

TEAM

SYSTEMS

23

[illegible]



RECITAL PLANNING.

DATE:

VENUE:

Venue planning:

Marketing planning:

Creative vision:

Notes:



JANUARY.

25

Let's make it happen!

What are you focusing on this month?

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JANUARY.

week 1.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

2

3

26

Monday

DATE:

Tuesday

DATE:

Wednesday

DATE:

**Thursday**

DATE:

Friday

DATE:

27

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

TAP INTO YOUR DATABASE.

Go through your emails and collect any contact details of people who have enquired, but not enrolled. Reach out to them with a very enticing offer to come along to the studio!



JANUARY.

week 2.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

2

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28

Monday

DATE:

Tuesday

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Wednesday

DATE:

**Thursday**

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Friday

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29

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

KNOW WHICH IS YOUR MOST PROFITABLE PROGRAM.

By focusing on marketing your more profitable programs, you'll see growth faster - work on your younger age groups first as they have the best potential for retention.



JANUARY.

week 3.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

2

3

30

Monday

DATE:

Tuesday

DATE:

Wednesday

DATE:

**Thursday**

DATE:

Friday

DATE:

31

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

MAP OUT YOUR BIG PICTURE VISION.

Where do you want the studio to be in 5 years? Take 20 min to gain clarity on what you truly want to achieve and why - it will oomph up your motivation to make it happen!



JANUARY.

week 4.

What are your 3 most important tasks this week?

These are the things that HAVE to happen.

1

2

3

32

Monday

DATE:

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Wednesday

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**Thursday**

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Friday

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33

Saturday

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Sunday

DATE:

Hot Tip of the Week

OFFER A FREE T-SHIRT ON REGISTRATION.

Everyone loves a FREEBIE! By giving away a free studio branded t-shirt upon enrollment, students immediately start to feel part of the family that makes up your studio tribe.



JANUARY.

week 5.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

2

3

34

Monday

DATE:

Tuesday

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Wednesday

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**Thursday**

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Friday

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35

Saturday

DATE:

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DATE:

Hot Tip of the Week

CREATE A MARKETING CALENDAR FOR YOUR STUDIO.

Grab a big calendar and write in all your upcoming dates for your studio (eg workshops) then working backwards, set reminders to get your marketing out there on time!

CELEBRATION TIME.

36

What went brilliantly in January?

What did you learn?

What's your BIG focus for February?

JANUARY

tracking

Total Students

Retention %

Revenue

\$



FEBRUARY.

37

Let's make it happen!

What are you focusing on this month?

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FEBRUARY.

week 1.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

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38

Monday

DATE:

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Wednesday

DATE:

**Thursday**

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39

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

ALWAYS BE INVITING - OPEN THE DOORS REGULARLY.

Workshops are one of the best ways to attract more students. Targeted workshops for set age groups work best so plan to host workshops all through the year.



FEBRUARY.

week 2.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

2

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40

Monday

DATE:

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**Thursday**

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41

Saturday

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Sunday

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Hot Tip of the Week

ADD MORE TESTIMONIALS TO YOUR WEBSITE.

Testimonials are the best way to say how brilliant your studio is without saying it yourself! Choose ones that highlight a potential objection, eg 'It's such great value for money!'



FEBRUARY.

week 3.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

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42

Monday

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43

Saturday

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Hot Tip of the Week

STOP ATTRACTING THE LOW HANGING FRUIT.

If you find that you're enrolling students that don't stay very long or aren't your dream students, change the messaging in your marketing to speak more to the students you want..



FEBRUARY.

week 4.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

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44

Monday

DATE:

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**Thursday**

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45

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

CREATE A REFERRAL PROGRAM THEY LOVE.

Get creative on what would really encourage your students to introduce their friends to your studio - look outside the traditional \$ incentive and instead give WOW.



FEBRUARY.

week 5.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

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46

Monday

DATE:

Tuesday

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Wednesday

DATE:

**Thursday**

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Friday

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47

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

KNOW WHAT YOU GET PAID TO DO IN YOUR STUDIO.

As a studio director, your main role is to grow the business. By delegating or automating tasks that take you away from this, you'll have more time to work on the biz, not just in.

CELEBRATION TIME.

48

What went brilliantly in February?

What did you learn?

What's your BIG focus for March?

FEBRUARY tracking

Total Students

Retention %

Revenue

\$



MARCH.

49

Let's make it happen!

What are you focusing on this month?

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MARCH. week 1.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

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Monday

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Wednesday

DATE:

**Thursday**

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Friday

DATE:

51

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

DO YOU HAVE A GOOGLE BUSINESS LISTING?

It's free and can supercharge your enquiries. Google your studio name and see if you have a Google+ page connected to your studio.



MARCH. week 2.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

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52

Monday

DATE:

Tuesday

DATE:

Wednesday

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**Thursday**

DATE:

Friday

DATE:

53

Saturday

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Sunday

DATE:

Hot Tip of the Week

TAKE ADVANTAGE OF FREE PUBLICITY.

Watch out for local community issues and then approach your local paper with a story idea that's relevant to their readers and how your studio is supporting with resolving the issue.



MARCH. week 3.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

2

3

54

Monday

DATE:

Tuesday

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Wednesday

DATE:

**Thursday**

DATE:

Friday

DATE:

55

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

OFFER AN AMAZING DEAL TO REGISTER ON THE SPOT.

Strike while the iron's hot - the best time to sign up a new student is when they're there in the studio for a workshop or free trial - offer them a bonus that's only available that day.



MARCH. week 4.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

2

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56

Monday

DATE:

Tuesday

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Wednesday

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**Thursday**

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57

Saturday

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Sunday

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Hot Tip of the Week

CREATE AN EMAIL FOLLOW UP NURTURE SEQUENCE.

By building an automated follow up sequence, you'll never lose track of an inquiry again. It's a great way to educate, entertain and nurture students into coming to the studio.



MARCH. week 5.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

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58

Monday

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**Thursday**

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Friday

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59

Saturday

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Sunday

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Hot Tip of the Week

ROLL OUT MORE WORD OF MOUTH PROMOTIONS.

Word of Mouth usually brings in around 50% of all new students, so it's worth creating a few fun WoM promotions throughout the year - like Facebook competitions & invites.

CELEBRATION TIME.

60

What did you learn?

What went brilliantly in March?

What's your BIG focus for April?

MARCH tracking

Total Students

Retention %

Revenue

\$ _____



APRIL.

61

Let's make it happen!

What are you focusing on this month?

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APRIL. week 1.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

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62

Monday

DATE:

Tuesday

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Wednesday

DATE:

**Thursday**

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Friday

DATE:

63

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

GET CLEAR ON WHO YOUR DREAM STUDENT IS.

The better you know WHO you want to attract, the better we can target your marketing directly to that student via your language you use and the offer you create for them.

APRIL.

week 2.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

2

64

3

Monday

DATE:

Tuesday

DATE:

Wednesday

DATE:

**Thursday**

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Friday

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65

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

USE VIDEO TO COMMUNICATE YOUR ESSENCE.

In a competitive market, video is the BEST way to showcase your studio's unique vibe and personality. Whip out your cameras or phones and start sharing online!



APRIL. week 3.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

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66

Monday

DATE:

Tuesday

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Wednesday

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**Thursday**

DATE:

Friday

DATE:

67

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

USE TRELLO.COM TO STAY ORGANIZED AND PRODUCTIVE.

I LOVE Trello.com! It's an online planning tool to help you with everything from organizing your marketing to communicating with your team to planning your concert.



APRIL. week 4.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

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68

Monday

DATE:

Tuesday

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Wednesday

DATE:

**Thursday**

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Friday

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69

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

IS YOUR WEBSITE MOBILE FRIENDLY?

Having a mobile friendly website is more important than ever (Google will not be nice if you don't!) Check your website at google.com/webmasters/tools/mobile-friendly

APRIL.

week 5.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

2

70

3

Monday

DATE:

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Wednesday

DATE:

**Thursday**

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71

Saturday

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Sunday

DATE:

Hot Tip of the Week

MOTIVATE AND GET YOUR TEAM ONBOARD TO GROW.

By coming together as a group to collaborate on ideas, your teachers will feel more valued and it will renew their passion for the studio - their collective energy will spread ripples!.

CELEBRATION TIME.

72

What went brilliantly in April?

What did you learn?

What's your BIG focus for May?

APRIL

tracking

Total Students

Retention %

Revenue

\$



MAY.

73

Let's make it happen!

What are you focusing on this month?

A large, light blue rounded rectangle with a thin white border, intended for writing or drawing. It occupies the lower half of the page.

MAY.

week 1.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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2

74

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Monday

DATE:

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Wednesday

DATE:

**Thursday**

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75

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

CREATE A SCRIPT FOR PHONE INQUIRIES.

Turning potential students into paying students is easy when you have a script to follow that walks you through asking the right questions to build connection and rapport.

MAY.

week 2.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

2

76

3

Monday

DATE:

Tuesday

DATE:

Wednesday

DATE:

**Thursday**

DATE:

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DATE:

77

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

USE FACEBOOK TO BUILD YOUR ONLINE PRESENCE.

The more comments, shares and likes you can generate, the more the word will spread about your studio. (FYI: video is the best way to improve your engagement)

MAY.

week 3.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

2

78

3

Monday

DATE:

Tuesday

DATE:

Wednesday

DATE:

**Thursday**

DATE:

Friday

DATE:

79

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

PERFECTION IS OVERRATED - BE PROLIFIC.

It's tempting to be held back wanting things to be perfect, but our aim here is to market your studio prolifically! Get the word out as much as you can, without seeking perfection.



MAY. week 4.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

2

3

80

Monday

DATE:

Tuesday

DATE:

Wednesday

DATE:

**Thursday**

DATE:

Friday

DATE:

81

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

CHOOSE THE RIGHT IMAGES FOR YOUR WEBSITE.

The best photos to have on your website are ones that highlight your studio's unique feeling - avoid stock photography, it's worth the investment of a photographer.



MAY. week 5.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

1

2

3

82

Monday

DATE:

Tuesday

DATE:

Wednesday

DATE:

**Thursday**

DATE:

Friday

DATE:

83

Saturday

DATE:

Sunday

DATE:

Hot Tip of the Week

STOP SELLING YOUR STUDIO - SELL THE EXPERIENCE.

In your marketing, share what they'll do, how they'll feel and what they'll gain. People will sign up for classes based on how engaging and vibrantly you present the experience.



CELEBRATION TIME.

84

What did you learn?

What went brilliantly in May?

What's your BIG focus for June?

MAY tracking

Total Students

Retention %

Revenue

\$



JUNE.

85

Let's make it happen!

What are you focusing on this month?

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JUNE. week 1.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

SEND A PERSONALIZED WELCOME CARD.

It's the small touches that make the world of difference in making a new student fall in love with your studio. A handwritten note in the post will put a smile on their face.



JUNE. week 2.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

GET A FULL-BODY BRANDED PAINT JOB ON YOUR CAR.

It's studio marketing on wheels - and can make a real splash in your local community. The more we keep front of mind, the more they'll come to you first!

JUNE.

week 3.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

AUTOMATE YOUR FOLLOW UP PROCESS.

Every inquiry we don't convert into students is costing us \$\$\$\$. By creating an automated follow up system, you'll never have to worry about lost post it notes again.



JUNE. week 4.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

GET OFF EMAIL AND ONTO THE PHONE.

In terms of conversion, you'll achieve much higher enrollment rates if you build the relationship over the phone rather than email - it's all about the personal connection.



JUNE. week 5.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

FUNNEL THEM INTO ONE CORE PROGRAM.

Instead of having 8 different options for students to enroll into, consolidate them into one, branded program that's easy for students to understand and easy to promote in marketing!

CELEBRATION TIME.

96

What went brilliantly in June?

What did you learn?

What's your BIG focus for July?

JUNE

tracking

Total Students

Retention %

Revenue

\$



JULY.

97

Let's make it happen!

What are you focusing on this month?

A large, light blue rounded rectangle with a subtle drop shadow, intended for writing or drawing. It occupies the lower half of the page.



JULY. week 1.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

CAPTURE MORE ATTENTION WITH SIGNAGE.

How could you get more eyes on your studio using signage? Use bright pops of color to grab the attention of passers by and be sure to include your website URL.



JULY. week 2.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

OFFER A MONEY BACK GUARANTEE.

Sometimes, all it takes to get a nervous parent over the line is to offer a 100% money back guarantee. Once they come along and try it out, they'll soon love your studio.

JULY.

week 3.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

DISCOUNTING DEVALUES YOUR OFFERINGS.

Instead of attracting students in via offering a discount, keep your pricing the same and see how you could offer bonus value to make joining your studio a no-brainer.



JULY. week 4.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

SPRING CLEAN THE STUDIO.

Is your studio making a strong first impression? Rally together a rent-a-crowd of helpers to give the studio a good decluttering to have it looking spick and span.



JULY. week 5.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

CONNECT WITH THE LOCAL SCHOOLS.

Building relationships with your local schools and preschools is a powerful way to create awareness. Offer to run a free workshop and hand out free trial passes.



CELEBRATION TIME.

108

What went brilliantly in July?

What did you learn?

What's your BIG focus for August?

JULY
tracking

Total Students

Retention %

Revenue

\$ _____



AUGUST.

109

Let's make it happen!

What are you focusing on this month?

A large, light blue rounded rectangle with a slight drop shadow, intended for writing or drawing. It occupies the lower half of the page.



AUGUST. week 1.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

WHAT WOULD PARENTS LOVE?.

Parents will spread the word like wildfire if they're impressed with your studio - one studio has grown by giving mums a welcome bottle of wine upon enrollment!



AUGUST. week 2.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

PERK UP YOUR WELCOME EMAIL.

The welcome email is a chance to WOW new students with value - perhaps include a video with tips on what to include in your ballet bag or warm ups to do before your first class.



AUGUST. week 3.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

GET OUT OF YOUR COMFORT ZONE!

We ain't going to grow by doing the same things we've always done - so actively seek new ways of marketing your studio. There's always people happy to help you learn!



AUGUST. week 4.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

USE MORE VERBS AND ADJECTIVES IN YOUR ADS.

Whip out your thesaurus and get creative with your language: 'Watch your tiny tot twirl around the room, beaming with joy and blossoming with confidence.'



AUGUST. week 5.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

USE VIDEO FOR YOUR FACEBOOK ADS.

It's one of the best ways to attract students - the videos don't have to be professional, they can even be photo slide shows set to music. Such a powerful strategy.

CELEBRATION TIME.

120

What did you learn?

What went brilliantly in August?

What's your BIG focus for September?

AUGUST tracking

Total Students

Retention %

Revenue

\$



SEPTEMBER.

121

Let's make it happen!

What are you focusing on this month?

A large, light blue rounded rectangle with a thin white border, intended for writing or drawing. It occupies the lower half of the page.



SEPTEMBER.

week 1.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

HAVE REGULAR MANAGEMENT MEETINGS.

Create a 'Board of Advisors' for your studio with people you trust to give you honest feedback and strategic direction. Surround yourself with people who believe in you.

SEPTEMBER.

week 2.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

TEACH YOUR TEACHERS HOW TO RETAIN STUDENTS.

To help your teachers be more proactive in retaining students, share with them how to boost connection, such as calling a parent to share their child’s achievement in class.

SEPTEMBER.

week 3.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

MOVE TO PERPETUAL ENROLLMENTS.

Many studios have found that transitioning to ongoing student enrollment (where it is assumed they are returning) makes life simpler for parents and dramatically improves retention.

SEPTEMBER.

week 4.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

GIVE OUT PERSONALIZED INVITATIONS TO EVENTS.

Print out invitations to your workshops and give them to your students for them to write their names on and give to their friends, eg *Anna invites Sarah to come along to...*



SEPTEMBER.

week 5.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

MAKE VIDEOS OF HOW TO USE THE BOOKING SYSTEM.

If you're receiving feedback that people aren't sure how to use your online booking system, record a short screen capture video showing them how to use it. Check out Jing at www.techsmith.com/jing



CELEBRATION TIME.

132

What did you learn?

What went brilliantly in September?

What's your BIG focus for October?

SEPTEMBER tracking

Total Students

Retention %

Revenue

\$



OCTOBER.

133

Let's make it happen!

What are you focusing on this month?

A large, light blue rounded rectangle with a thin white border, intended for writing or drawing. It occupies the lower half of the page.



OCTOBER. week 1.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

SET ASIDE NON-NEGOTIABLE PLANNING TIME.

The time you spend planning the growth of your studio will be the best time spent all week. Go offsite so you won't be disturbed and map out your plan of action for what's ahead!



OCTOBER. week 2.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

HAVE A REALLY DETAILED FAQ ON YOUR WEBSITE.

Revamp your website FAQ's with informative answers to questions that pop up all the time and be sure to include a call to action for them to 'Inquire Now' as well!



OCTOBER. week 3.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

MAKE THE 'PHONE' FIELD COMPULSORY.

Following up with inquiries via phone is better for conversions, so make sure on your website's Contact Us page that they are required to provide the phone number.



OCTOBER. week 4.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

CREATE A COMPETITION FOR TESTIMONIALS.

Collect testimonials by emailing your students a Survey Monkey survey or Google Form with a prize given to everyone who submits! Bonus points if they include a photo!



OCTOBER. week 5.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

PROMOTE TARGETED WORKSHOPS.

Instead of targeting all ages for your workshops, promote more specific classes where you can really connect. While the workshops run, let the parents know about your programs



CELEBRATION TIME.

What went brilliantly in October?

What did you learn?

What's your BIG focus for November?

OCTOBER tracking

Total Students

Retention %

Revenue

\$



NOVEMBER.

145

Let's make it happen!

What are you focusing on this month?

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NOVEMBER.

week 1.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

SMOOTH OUT YOUR REGISTRATION PROCESS.

Where do potential students seem to drop off? Is it on your website or after they've enquired? Once we know where the drop off is, we can plug the holes and sign more students.



NOVEMBER.

week 2.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

WORK BACKWARDS.

In order to give yourself the best chance to promote your studio, always be thinking 2 months ahead and then work backwards from the event to map out your action tasks.



NOVEMBER.

week 3.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

CREATE A RE-ENROLLMENT WEEK/BONUS.

Hoping that students will return after summer is a dangerous game, so superglue them down by holding a re-enrollment week offering them a sensational bonus for coming back!



NOVEMBER.

week 4.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

PLAN ONE 'SHINY DISCO BALL' PER MONTH.

Variety is key to retention, so take a minute to come up with 12 different fun ideas to bring to your studio and put a smile on your students faces eg a Pajama & Popcorn movie night



NOVEMBER.

week 5.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

COMMUNICATE WHAT THEY'LL GAIN.

Instead of communicating what your studio is like (sprung floors etc) shine a spotlight on the student will receive - confidence, creativity, teamwork, achieving goals, etc.



CELEBRATION TIME.

156

What went brilliantly in November?

What did you learn?

What's your BIG focus for December?

NOVEMBER tracking

Total Students

Retention %

Revenue

\$ _____



DECEMBER.

157

Let's make it happen!

What are you focusing on this month?

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DECEMBER.

week 1.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

BE CONSISTENT.

Running a successful studio means staying organized and co-ordinated. The more consistent you are in sticking to your marketing plan, the better (and faster) results you'll see.



DECEMBER.

week 2.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

SPICE UP THE STUDIO WITH INTERNAL SIGNAGE.

Pick up some gorgeous photo frames and hang them around the studio - even in the restrooms! Then you can print off fun signs to keep your messages front of mind!



DECEMBER.

week 3.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

ENCOURAGE YOUR TEACHERS TO SPREAD THE WORD.

Make it crystal clear to your teachers what messages you want them to spread to students and parents each week by sharing it in a staff Facebook group.



DECEMBER.

week 4.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

REWARD YOUR RAVING FANS.

If you have a parent going above and beyond, take the time to recognize their contribution - a set of family movie tickets and a bunch of flowers will only endear them more to you.



DECEMBER. week 5.

What are your 3 most important tasks this week?
These are the things that HAVE to happen.

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Hot Tip of the Week

GIVE THEM A CHANCE TO CONNECT FOR FREE.

All we need to do is get students into your studio - once they're there they love it! Creating free workshops is a great attraction tool to give them a taste before signing up.

CELEBRATION TIME.

168

What went brilliantly in December?

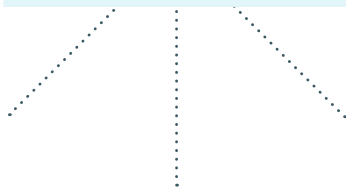
What did you learn?

What's your BIG focus for January?

DECEMBER tracking	# Total Students	Retention %	Revenue
	<div></div>	<div></div>	<div>\$</div>

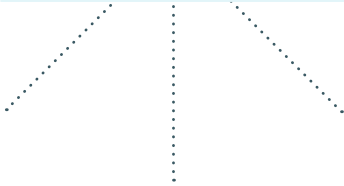


LIGHT BULB IDEAS.



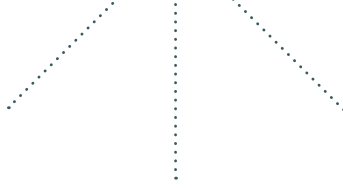


LIGHT BULB IDEAS.





LIGHT BULB IDEAS.





THINGS TO REMEMBER. for next year.

A place to jot down all the things you say '*I must remember this for next year!*' about...

Keep these handy!



+ student attraction system

Turn your passion for teaching into a profitable business!

The Student Attraction System will help you set up your studio's marketing to run on autopilot.

174

- + Create a clear marketing plan that attracts your dream students and gives you an easy to follow system you'll be able to use for years.
- + Brand your different programs and packages in a way that makes them irresistible to new students and positions you as the authority in your area.
- + Discover how to easily schedule your marketing in a way that makes being consistent a piece of cake – no more middle-of-the-night panic!

Go to studioexpansion.com/attract



retention solution

The Retention Solution is the COMPLETE PLAN for you and your teachers to improve your retention.

- + Identify the 'flight risk' students before they leave, create a plan to re-enroll your students before they disappear over summer!
- + Step-by-Step Comprehensive Retention Plan to help you achieve an 85% student retention rate and create a wait list for your programs.
- + Done-For-You Video Training program for you and your teachers to motivate your teachers to retain students and superglue your students to your studio.

Go to studioexpansion.com/retain

studio expansion program

Transform your studio in 10 weeks with the Studio Expansion Program.

The most comprehensive online course for Studio Owners to expand your studio and systemize your business - fast.

- + Discover how to double your studio with easy-to-follow studio marketing strategies that work.
- + Discover how to attract more of your dream students by working smarter not harder...
- + Weekly live Q&A calls & dozens of done-for-you templates, checklists and resources to save you time.

175

Go to www.studioexpansion.com/expand

instant workshops

Workshops are the fastest way to attract more students and grow your studio.

- + Discover the keys to planning, promoting and pulling off successful workshops that position your studio as the go-to studio in your neighborhood!
- + Receive Step-by-Step workshop marketing checklists to fill your workshops to capacity - including a week by week online and offline marketing plan.
- + Timetables, schedules, equipment lists, teacher training manuals - you name it, you get it! Everything you need to run successful workshops all year round.

Go to www.studioexpansion.com/instant-workshops



ABOUT studio expansion.

Studio Expansion helps studio owners fulfil their dreams for their studio and grow the business they've always wanted.

Together with our comprehensive curriculum, we'll fill your classes to capacity and create a wait list for your programs. Let's get organised and start building systems that will set your studio up for growth.

Let's get teachers on board who are as passionate about your studio as you are. We'll set up your marketing to attract students who feel like your studio is their second home.

With over a decade's experience, our passion is to take your passion for the performing arts and turn it into a serious business.

Be sure to sign up for the free video training:

30 Enrollments in 30 Days

www.studioexpansion.com/30-enrollments-in-30-days



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s+udi© expansion



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*“To live your passion and to ignite passion
in others is the greatest legacy we can leave.”*

Chantelle Duffield
Founder, Studio Expansion

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expansion

WWW.STUDIOEXPANSION.COM