

1. Create 3 Beautiful Emails to inform change over from manual to automatic enrolments

Use the words:

"Easy, Convenient and Effortless" in your emails and reinforce positivity in studio

"We are so excited to announce we are moving to an easy and convenient enrolment system which is going to make your life so simple."

2. Create a beautiful sign with simple easy to follow steps which will grab their attention

3 Steps to Make Enrolment Effortless

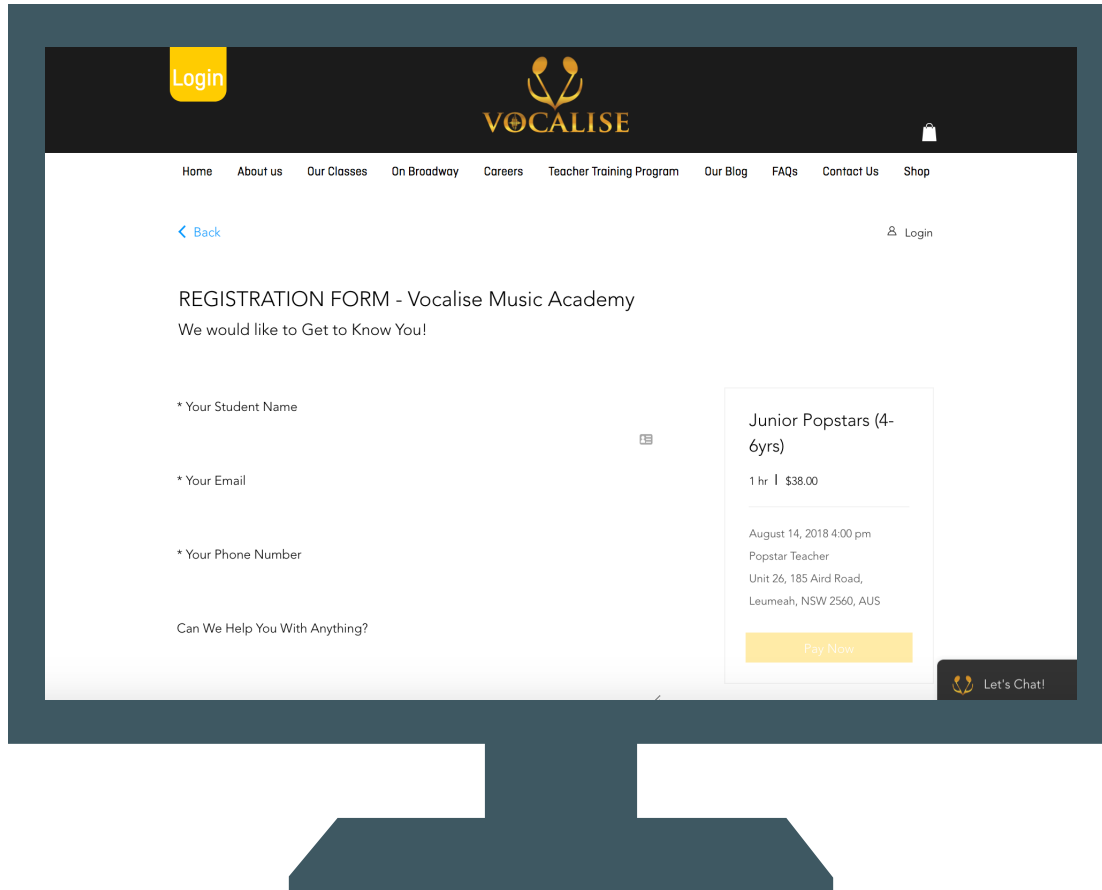
Step 1) Go to www.dadadadada.com.

Step 2) Choose your classes to enrol in.

Step 3) That's it! You're all done.

Doesn't this
sound
dreamy?

3. Record a ScreenFlow video that shows them how to do an enrolment online.



You can do a screen recording to show customers how to enrol online. Guide them step by step and prompt them how to overcome any challenges or common questions. Take them through the whole process and show them how easy it can be.

Once you have done your screen recording email it out to the database and also post on Social Media.

Remember: If you are emailing the video out to your students and parents to first upload to Vimeo or Youtube so you can then copy the link or embed into your email.

4. Execute with these wonderful resources and better yet, the online tools are FREE!

MailChimp

A marketing automation platform and an email marketing service. You can create automated email sequences and then embed to your website or trigger manually. Organise your contacts into Lists i.e. current students and schedule email sequences like the communication of automatic enrolment, Just set and forget!

Canva

A graphic-design tool website which uses a drag-and-drop format and provides access to over a million photographs, graphics, and fonts. It is used by non-designers as well as professionals. You can use these for visuals, communication signs, documents and social media posts.

Zoom

Provides remote conferencing services using cloud computing. You can use Zoom to conduct online meetings with your team and do screen recordings so you can share trainings and screen walkthroughs with your members.

Skype

Skype is a telecommunications application software product that specializes in providing video chat and voice calls between computers, tablets and mobile devices. You can also use this to conduct screen recordings and save to your computer.

Officeworks (AUS) and Staples (USA)

Print and stationery supplies which you can easily order online. Great for printing signs or things that need to be bound or laminated in short notice.

Vistaprint

One of our favourite online stores where you can order custom print stationery from postcards, notepads, sender labels and marketing brochures. Hot tip, when they have big sales look out for their signs and banners which are heavily discounted as they are great for enrolment season.

If my Effortless Enrolment video and cheat sheet has lit a fire in your belly, then we have something special to share with you.

Soon The Studio Expansion Program will open for enrollment. But just for our Dance Informa community we would love to give you a sneak peek inside this 10-week program, where I'll show you the quickest path to a highly profitable and fulfilling studio.

If you wish to join the Studio Expansion Program we will open the doors to you right now, this means you can access all modules, live call recordings and bonus resources instantly. You do not have to wait for the next live round and the best bit... you have lifetime access.

So you can dive in now and also keep joining the live rounds FOREVER!

So here are the EASY steps to get you started:

Step 1: Go to studioexpansion.com/danceinforma

Step 2: Use the password **sepdance to access our secret page**

Step 3: Start getting results like our SEPer Amelia. She is on fire!



Amelia Vitarelli ▶ **Studio Expansion Program**

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Celebrating with my SEP tribe.....I hadn't counted my enrollments lately. Well, I did tonight and I have broken past 200! My total is 215!!!! Time to celebrate! Thank you Chantelle Bruinsma 🍷

Theresa Case, Amanda Falson and 34 others

6 Comments



Chantelle Bruinsma AMELIA! THAT IS OUTSTANDING!!!! WHOOOO HOOOOOOOOOO! Go you good thing!

See you on the inside!

ALL my best,
Chantelle