



We're turning 15!

Over the past 14 years the Dance Teacher Web Conference & Expo has become the preeminent event for teachers and studio owners in the dance industry. As we build DTW 2023, we will continue to challenge convention and bring you a new inspired experience.



DANCE STUDIO MANAGEMENT

INTENSIVE | JULY 27, 2023



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Your Retention Needs Your Attention

Faculty & Staff First...

- Who's coming back?
- Who do you need to bring on?
- Where will you find them?
- Develop a rock-solid interviewing process
- Training, it never ends for you and your staff

Your Students and their Parents...

- Connect more as the season unwinds
- Recommendations vs evaluations
- Priority registration for returning families
- Registration incentives
- Surveys give you valuable information
- Looking at who didn't come back this year

Retaining who you do business with...

- Utilities and credit card processing
- Costumes and dancewear
- Studio software
- Janitorial and any other business necessity

Steve Sirico



Elevated Sales Techniques

GOOD NEWS!

Everyone in and around your organization can become a salesperson for your studio! Here are some tips to improve the level of sales to new and current customers.

1 BE DELIGHTFULLY ENTHUSIASTIC!

Ways to let everyone know that you love the studio and what it has to offer.

How to be resilient.

Finding ways to get new and current customers to want more!

2 TEACH THEM TO LISTEN!

Don't be impatient! Take the time to listen!

Ask the right questions.

Offer advice and guide them.

3 EDUCATE YOUR TEAM!

Make sure everyone knows what your mission statement stands for.

Give them ways to talk about the great things your studio is doing for the community!

Keep them well informed and up to date on upcoming events.

Show everyone how to feel confident about your product.

Let them know that it is easy to be passionate about your job and how to pass it on to others.

The art of the smile always works!

4 BE Prepared!

Educate everyone around you about your program.

Keep people well informed.

Make sure your faculty and staff know everything about your classes.

Reward them when they make a sale!

Angela Sirico



Making Better Tuition Decisions for Fall

How did you come by your tuition model?

Inherited?
Borrowed?
SWOT?
ANALYZED!

KNOW that you KNOW what you should be charging.

What does it cost you to open each hour?

Total operational costs/total hours of classes (school year)
Example: \$100,000 in expenses for the school year
Example: 660 class hours for the school year
Example: $\$100,000/660 = \150 per class hour to open
Common range: \$100-\$250/hr
What is yours?

Is what you are charging per hour now sufficient?

Based on a recent survey of 100 studio owners, \$65 of monthly tuition for an hour of weekly class is average
 $\$65/4 = \16.25 per class
At \$150/hr to open and \$65/mo tuition, you would need 9 students to BREAK EVEN.

How to make a better fall:

Lower your cost to open. Not typically a solution.
Increase enrollment. Some influence/control here.
Correct tuition. This is in your control!

Run different tuition scenarios:

$\$65/4 = \16.25 per class = 9 students to break even
 $\$75/4 = \18.75 per class = 8 students to break even
 $\$85/4 = \21.25 per class = 7 students to break even

Remember, the goal is not to break even but to create resources for your family, employees, and programs. To do that, you must do more than break even.



Misty Lown

Top 5 things to do in rehearsal

- Know your routine
- Practice staging
- Count your music
- Respect your teacher/choreographer
- Make sure you practice in your costume

Top 5 things before entering the stage

- Suit Up & show up
- Where do you start/exit on stage
- Get your mind right
- Stretch & Review your routine
- Channel the story character/purpose

Top 5 things to do while you are on stage

- Entertain
- Use the stage
- Know how to handle yourself if it doesn't go well
- Make eye contact with the audience
- Dance full out

Top 5 things I look for when watching a routine

- Technique
- Story/Emotions
- Good staging/transitions
- Presentation
- Commitment

Top 5 Tricks

- Sticky notes
- Record counts
- Accountability sheets
- 1-10
- Commitment

Top 5 things I would like the teachers the think about

- Music selection
- Point person
- # positions
- Staging
- Can the dancers count the music

Top 5 things to know before choosing music

- Does the song build
- Are the edits clean
- Does the end of the song make sense
- Do the lyrics match the age bracket
- Is it overused



Julie Kay Stallcup



ACCOUNTABILITY REHEARSAL CARD

Name _____ Date _____ Dance Name _____

Technique

Turns

Leaps

Staging

Focus Points

Facial Expression

Delivered Storyline

Dynamics/Style

Transitions

Performance

Musicality/Timing

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Team Julie Kay



**Connect with Misty and More Than Just Great Dancing!®
for ongoing studio business support and resources:**

Misty Lown

