

THE SIMPLIFIED GUIDE TO



# **ORGANIZING AND OPTIMIZING YOUR DANCE STUDIO**

**GET BACK  
TO WHAT  
YOU LOVE**



Running a dance studio is no small feat. But if you love dance, enjoy teaching, and can stick with growing your business into a booming, thriving community hub, running a dance studio really might be a way to make your dreams come true. Organizing your dance studio is the key to success, but you don't have to do it all alone. The Studio Director is your partner for optimizing your dance studio. Armed with our software, you'll be positioned to soar to greater and greater heights of success.

Here's what you need to do to position your studio for long term success.



# HIRE STAFF YOU CAN TRUST

Most customers will never come into contact with you, so it's not enough that you be committed and friendly. Your staff is the public face of your studio, so choose them wisely. They should be competent, confident, well-educated about studio policies, enthusiastic about new business, and highly knowledgeable about the world of dance.

The Studio Director can help you with staffing conundrums by eliminating the need for some staff. By managing accounting and class enrollment for you, our program frees up part of your staff budget. This empowers you to pay a more competitive wage to vital support staff, giving you a significant competitive edge.

# DON'T SPEND MONEY WHEN YOU DON'T HAVE TO

Gorgeous decorations, polished wood barres, new flooring, a dressing room that's the envy of the city, and a veritable cornucopia of costumes... it's easy to quickly get carried away, spending money on any and everything.

It's true that you have to spend money to make money. But if you spend money you don't have, and don't recover that money in profits, you're in for a bumpy business ride. You need to know exactly how much you can afford to spend. What's more, you also need to seamlessly track how much your spending earns you. Does that new flooring draw in more customers, or is it just a money pit? Do your students really want a nice new dressing room?

The Studio Director tracks your spending and income, allowing you to easily establish correlations between purchases and enrollment. This saves you from the misery of chasing good money after bad.

# MAKE INTELLIGENT INVENTORY DECISIONS

Inventory such as shoes, costumes, dance books, and myriad other items can help pad your bottom line. If you sell a desirable product line (or you have your own line), your inventory could even be a major contributor to your profits.

The way you manage your inventory is key to its ability to generate profit. Buy too much and sell too little, and you'll be out plenty of money. If you're lucky enough to have successful inventory sales, you must find the sweet spot between too much inventory and being unable to meet customer demand. Our software allows you to track your inventory and log all income and purchases. Forget about selling out or having to send unpurchased items back to the manufacturer. With The Studio Director, you'll always know exactly what you need.

## LIMIT CLASS SIZE

This can be a tough recommendation to swallow, particularly for new studio owners who want to enroll as many students as possible. But consider this: if you have an ideal class size of 8 and you enroll 10 students, you'll have two choices. You can create a separate class, requiring you to pay another instructor and use up more studio space, or you can have an overcrowded class. The former option costs you more, without adding much in additional profits. The latter can destroy your reputation.

You need to set a class "break point" and stick with it. No director wants to tell a student the class she's already paid for is full. Our program helps you avoid this fiasco by diligently managing enrollment and closing a class as soon as it's full. When classes fill up quickly, students are more eager to enroll. So by limiting class size, you might actually increase your studio's popularity over time.

# FOCUS ON QUALITY ABOVE ALL ELSE

There are hundreds of dance studios in every region of the country. Most of them fail. While it's true that factors such as luck, location, and advertising play roles, the key difference between successful and failing dance studios is one of quality.

Your studio needs to offer excellent instruction at every level, from beginner to advanced. That means you'll need to pay a fair wage to instructors, and provide a high-quality studio space. Outsourcing management tasks to our program, rather than paying someone to do them or doing them yourself, frees up precious time and resources so you can focus on offering the highest possible quality of instruction.

## TAP INTO ALTERNATIVE MARKETING CHANNELS

Radio ads, billboards, phone book ads, and other traditional advertising forms are expensive. They may not be necessary. Consider these more modern alternative advertising channels:

- **Blog advertising.**
- **SEO on your own blog and website.**
- **Word of mouth through excellent instruction.**
- **Facebook, Twitter, Instagram, and other social media ads.**
- **A compelling social media presence. People love gorgeous dance photos and helpful tips!**
- **Search engine ads.**

Consider experimenting with a few options, or one option at a time, then reviewing your results. Marketing is supposed to bring in business, so if you can't point to a demonstrable improvement associated with your advertising strategy, it's not worth it.

# OFFER SOMETHING DIFFERENT

Quality instruction is the foundation of any successful dance studio, but a specific niche is the structure that foundation underlies. You need to find something that sets you apart from your competitors, whether it's a convenient location or class schedule, a popular instructor, a unique approach to teaching, or a gorgeous studio. Pick something. Make it your niche and point of pride, then make sure your customers know about it.

Not sure of your niche? Consider student feedback. If your students consistently comment on a single aspect of your studio, odds are pretty good that's your niche.

**Cultivate it. Build it. Refine it. Market it.**

## KNOW WHERE YOUR MONEY GOES

Running a dance studio can feel a lot like throwing money out into the ether and hoping some of it comes back. If you're like most studio owners, your background is in dance, not business management. So expenses and income, tax deductions and investments can all sound like foreign concepts.

Don't let them be. You need to know exactly where your money goes, so that you can trace which expenses bring in more students and which are wastes of your hard-earned cash. The Studio Director integrates seamlessly with Quickbooks, so you can track your income and explore how your studio management affects that income.

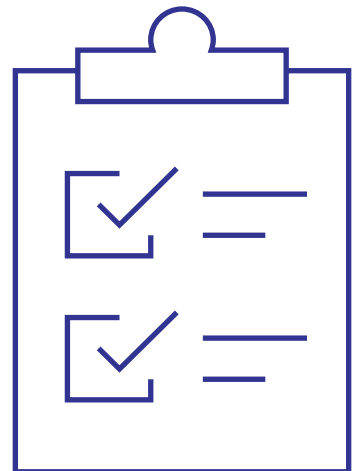
# DON'T BE AFRAID OF NECESSARY SPENDING

If you know where your money is going and can tie that spending to measurable results, you shouldn't be afraid of spending a little cash. Some studio owners want to fling their money in every direction. Others, chastened by stories of bankrupt studios, are terrified of spending anything.

These directors need to get real about life as a business owner. Staff salaries, marketing, studio improvements, and insurance can all improve your earnings and the quality of your courses. Don't shy away from spending money on these vital necessities.

# OFFER FEEDBACK AND PERSONALIZED ATTENTION

To you, each student is a potential revenue stream. But students are there to learn, not just to support your business! No one can learn without substantive, specific feedback. Each student should get this feedback in real time, but regular progress reports and report cards can also help. These reports help students see patterns. For example, they might notice that they do better at the beginning of the week than towards the end, or that their performance improves when they regularly attend classes.



# TAP INTO ALTERNATIVE REVENUE STREAMS

Of course sales aren't the only way to make your studio profitable. It takes time to build up a student base, and if you're paying your instructors competitive wages, it may be years before you see a significant profit.

So what can you do? Alternative streams of revenue can boost your profitability from day one. To effectively tap into these sources of income, though, you need to track how much they're bringing in. The Studio Director helps with that.

Consider the following alternative sources of income:

- In-studio advertising for dance-related products.
- Renting out studio space you're not using to businesses that aren't competitive with yours.
- Selling branded merchandise for big names in dance.
- Publishing dance instruction manuals or videos.
- Offering courses on other dance-related topics, such as stage makeup and dance photography.





# PROTECT YOUR BUSINESS

Dance is challenging, highly athletic work. Dance studios are demanding places. Put the two together, and injuries are virtually inevitable. While those injuries might not be your fault, a sufficiently severe injury could cripple your business if you are sued. Attorney's fees are expensive, and a loss could bankrupt your business.

You need liability insurance. The right amount depends on the overall profitability of your business, the value of your supply and inventory, and the likelihood of a severe injury. The small sum you pay each month might be painful, but it's far less painful than a lawsuit bankrupting your business. Talk to a lawyer who specializes in business liability to assess your risk, and then invest in a liability package to protect your studio.

## GET INVOLVED IN THE COMMUNITY

Community involvement provides easy networking opportunities. It also increases your studio's visibility. When people know your studio's name, they're more likely to check you out when they need dance training.

Community involvement is free, making it an ideal option even for studio owners on a shoestring budget. Consider some of the following options:

- Sponsor a local danceathon. Dancers agree to dance for a certain period of time, and sponsors pay for their dancing. The funds then go to a charity.

- Offer charity dance classes weekly or monthly. It might cost a little bit of studio and instructor time, but can increase the community's possible assessment of your studio.
- Weigh in on dance-related issues. You might sponsor a weekly dance Q&A at a local radio station, for example.
- When your budget allows it, sponsor businesses and causes you care about.
- Try offering your studio space when you're not using it to charitable causes. You might allow a homeless shelter to host a silent auction, or encourage an art studio to have a show at your studio.

## NETWORK WITH OTHER STUDIOS

Think you need to give your competitors the cold shoulder? Think again. A strong relationship with your competitors is actually an excellent way to drum up extra income. Get to know other local studios, and keep track of which ones offer services you don't. When a class fills up, or when a student needs something you don't offer, refer them to another studio.

Make sure to take credit for your actions by contacting the studio to inform them of the referral. This creates a referral network. This sort of network can encourage other businesses to refer to you; after all, reciprocity is a basic human good. Keep a list of referrals readily accessible.



# TRACK YOUR MARKETING RESULTS

**Pop quiz:** How will you know if your advertising is working?

**A:** If you don't track sales, monitor advertising campaigns, and keep obsessive track of class enrollment, you won't. The Studio Director keeps meticulous track of your expenditures and income, helping you assess which marketing strategies are working.

## KNOW THAT THE FRONT DESK MAKES OR BREAKS YOUR BUSINESS

You've hired amazing instructors, invested in quality dance management software, advertised your incredible studio, and ensured everyone knows your name. But for some reason, you're still not making any money.

Could your front desk be the problem?

It doesn't matter how great your instructors are or how beautiful your studio is if your front desk is awful. Your front desk is your face to the world, so students who don't get excellent treatment when they talk to the front desk staff will move on to the next studio.

The Studio Director takes care of basic studio management tasks. This frees your front desk to focus on customer service. It also enables them to readily access key data points that can help them competently advise potential students. So what should your front desk offer?

- Friendly, enthusiastic customer service that makes new and repeat students feel welcome and wanted.
- Knowledge of dance, of your studio's offerings, and offer basic recommendations about which classes are appropriate for which students.
- Easy access to enrollment data.
- Quickly returned phone calls.

There's no such thing as guaranteed success in the cutthroat and competitive world of dance studio ownership. But with a little luck, a lot of business acumen, and a software program that removes some of the busy work, your studio can become your community's new dance education center.

## TAKE YOUR MANAGEMENT TO THE NEXT LEVEL

## SEE WHAT YOU CAN ACCOMPLISH WITH THE STUDIO DIRECTOR

[VIEW ONLINE DEMO](#)

HAVE QUESTIONS?

TOLL-FREE: 1-877-688-3870

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