

Thinking of Opening a Dance Studio?

Ask Yourself These Questions

So you want to be a dance studio owner? That's a worthy goal, but before diving in and seriously committing to it, there are many things you will have to consider. Trust us, it's quite a commitment. However, if you love dance, it can be one of the most exciting businesses you could ever hope to have. Let's explore what you'll need to think about if you have your sights set on dance studio ownership.

Table of contents

1. [What it Really Takes to Run a Dance Studio](#)
2. [What Will Your Rates Be?](#)
3. [Don't Go at it Alone](#)
4. [Choosing the Right Classes to Offer](#)
5. [Other Factors to Think About](#)
6. [Bottom Line](#)

What it Really Takes to Run a Dance Studio

To run a dance studio, you need a strong work ethic, a solid business plan, a good location, a strategy for promoting your business both online and offline and of course a healthy stream of clients. You also need amazing instructors and employees, because spoiler alert, you can't do it all when you are in charge of running the show.

While you're busy promoting yourself and drumming up business, you also have to stay organized, keep your cool, and never forget why you started your business in the first place.



What Will Your Rates Be?

If only the love of dance was enough. To make a go of running a studio, you have to bring in a healthy profit. But, how much should you charge for the dance lessons you teach? Before just coming up with an arbitrary number, get ready to do some math. Apparently, your school teachers were right. All those pesky fractions and multiplication lessons are something you do need in the real world.

Your best bet for deciding on how much to charge your students is to do a lot of research ahead of time. Think about things like your monthly expenses, what your competitors are charging, and what a fair market value is for your classes. Then, add in a profit margin that can keep your studio in the black all year long.

Expenses you'll want to take into consideration:

- Monthly mortgage or rent of your studio
- Utilities such as water, electric, heating, and air
- Staff costs
- Subscriptions, and dues
- Software and hardware fees
- Maintenance and upkeep



Don't Go at it Alone -- You Will Need to Hire Help

Dance studio ownership is hard. It's even harder for the owners who try to take on too many tasks alone. Sure, you could wear all the hats and be responsible for everything from client acquisition to invoicing, payroll for employees to event management. The trouble is, doing too much on your own is a one-way ticket to burnout. We don't want to see that happen to you.

The simple truth is, there may come a time when you will need an office manager to help you with the many moving parts of running a dance studio. And that's okay. The trick is to find the right candidate so that you can feel comfortable handing over the keys to your kingdom at least some of the time.

The 7 qualities of a good manager for your dance studio are:

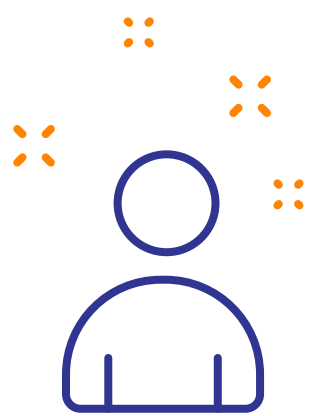
- They are exceptionally organized
- They're always composed and calm
- A good manager is a self-starter
- Their communication skills are on point
- Respect is paramount for them
- They're seasoned dance veterans
- And they are comfortable with working with dance studio management software

Choosing the Right Classes to Offer

This isn't always easy to figure out, but the simplest answer to this complicated question is that in most cases, your community will tell you what classes they are interested in and are looking for.

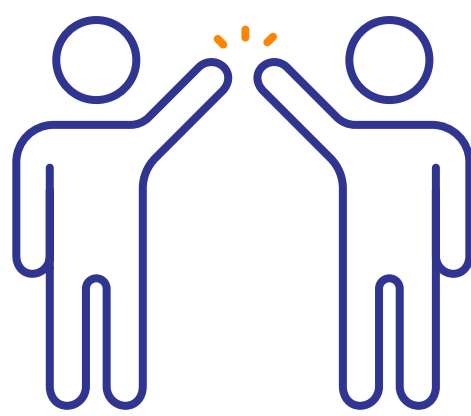
How can you get your community to tell you what they want? Ask them! From hosting free demonstrations of a variety of dance types to posting surveys on social media, there are several ways to reach out to the people in your area and ask them exactly what they want. Then, once you have the answers, to be as successful as possible, create a schedule of classes giving them what they asked for. It's as simple as that. Notice we said simple, not easy.

There are generally four types of classes you can teach in your dance studio:



Private classes:

One on one with student and instructor



Couples classes:

One couple or possibly a few couples with one instructor



Small group classes:

One instructor with three to five students



Couples classes:

One instructor with five to 10 students

*Although some large group classes can have even more than 10 students, the more students a class has, the more likely they will require a second teacher to assist students with the choreography and technique

But let's touch on the variety of classes you might offer and why they are profitable, rewarding, and strong considerations for your studio. Have you thought about any of the following?



Adult Dance Classes

At some point, the idea of adult dance classes may come up for your dance studio. While most dance studio owners teach children, the reality is that many adults want to learn how to dance as well. Whether it's a young couple wanting to learn some fun moves for their upcoming wedding, or a group of girlfriends looking for a fun way to spend a night out, adult dance classes can be a wonderful way to expand your studio's offerings and increase revenue.

For many dance studio owners, their studios sit empty during school days, after 8 p.m. on school nights, and on weekends. These are all prime times to offer adult dance classes.



Youth Modern Dance Classes

There will likely always be a market for the classic favorites of jazz, tap, and ballet dance classes when it comes to teaching children to dance. But what about trendy classes that kids want to take these days? Should you hop on the bandwagon and start teaching modern youth dance classes as well? Maybe, but maybe not.

But keep in mind that kids love trends and keeping up with what is “cool”. Some modern dance classes that studios are now selling are hip-hop, contemporary, Latin, lyrical, and swing. These styles may open the door to new students, and more overall interest.



Special Needs Dance Classes

A question that may come up for you when you open your dance studio, is whether or not you should offer classes or accommodations that cater to students with special needs. The truth is that offering these types of classes can be difficult in some ways, but there are several benefits to those who have special needs that take dance classes. And, many dance studio owners have shared that it is a very rewarding experience for them to serve students with special needs.

Not only do students that have special needs enjoy benefits like physical fitness and a boost to flexibility and motor skills, but dance classes are also great for building self-esteem, strength, and relieving stress. Dance has no rules, and that’s why it’s a wonderful tool for bolstering imagination and creativity.



Wedding Dance Classes

Not only can wedding dance classes give your dance studio an additional revenue source, but it’s also something that you can easily create, package, and sell multiple times over. Sure, you may need new choreography and music occasionally, but you can easily arm yourself with a dozen or so song and dance choices to market and sell to several couples.

When offering these types of classes you’ll need the time and space to teach them, you might need an extra instructor or two, and you will need students to teach. There is already a market out there of couples looking to wow their wedding guests with an amazing first dance. This may be just what your studio needs to boost its bottom line. Consider it a match made in nuptial heaven.

These are just a few class style and offering ideas, the list can go on from here. The key to choosing your class offering is that you choose types and styles people in your area are actually interested in. The goal is to create buzz and to constantly be filling your registration sheets.

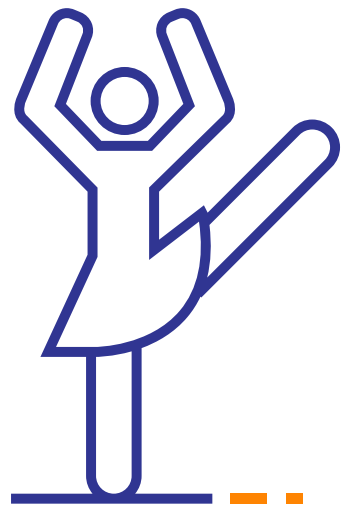
Other Factors to Think About

There are many aspects of your studio itself that become critical to your success. You really need to stop and think about things like location, design, equipment, as well as, proper materials used in your studio. Even a good software or platform to help you run the business smoothly becomes important to your overall success and flow of the day to day operations. These might not be things that you have thought about initially, but they are definitely worthwhile to assess.



Location! Location! Location!

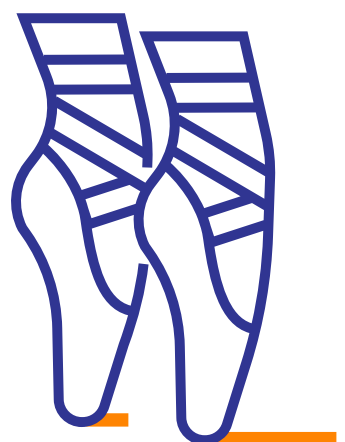
Before you put your business on the map, you should research the location extensively prior to committing to a lease or mortgage. Accomplished business owners know that in a brick and mortar business, location is one of the biggest keys to success. Just a few of the things you need to keep in mind when choosing a location are nearby landmarks, traffic to the area, the size of usable space, parking accommodations, who your neighbors will be, the cost, distance from your competitors, and zoning rules and regulations.



What about Installing a Ballet Barre?

Ready to raise the 'barre' for your dance studio? Long before you open, you'll need to think about the installation of a ballet barre. Even if you won't be teaching ballet, a barre is a crucial element for your students.

Not only are ballet barres great for warm-up exercises, but they can also help your dancers improve their strength, endurance, flexibility, and posture. Once you decide to install one, you need to consider things like whether you'll use a permanent or portable barre, the height at which you will install it if you need one or more than one and wherein your studio you will place it.



The Dance Floor

When designing your dance studio, one of the decisions you will have to make is about the flooring your dancers will dance on. Unfortunately, like choosing a barre, it's not as simple as just picking something and installing it. There are many elements involved in the decision including what your budget is, the type of dance you will teach, the height of your ceilings, whether or not you are allowed to install permanent flooring, and so much more.

The safety of your dancers is the most important factor when choosing your flooring. In fact, making the wrong choice could open you up to liability issues. This is why it's important to do your research on dance floors and make sure you choose the option best suited for your studio.



Dance Studio Software: Makes Success Much More Possible

It's no secret that business owners are always looking for an edge in making their entrepreneurial lives easier. To have something that will save them time and money is a no brainer. Dance studio software is the answer to a large number of problems that keep studio owners awake at night and glued to their office.

Just a few of the things that become much easier with software are:

- Billing
- Event management
- Inventory
- Client communication
- Paperwork organization
- Scheduling classes
- Marketing

Dance studio software not only helps you to be more efficient, but it also gives you back some of your freedom. The good news is with tools like The Studio Director there has never been a better time to open a dance studio of your very own. Software can help you streamline many of your tasks, and save you countless hours and headaches every single day.

Bottom Line

At the end of the day, there is a lot that goes into dance studio ownership. And the truth is, we've barely scratched the surface of everything you need to know about running a dance studio. However, by now you've realized that the decision to open a dance studio is not one that should be taken lightly. There is so much that you will have to consider, and the more you can plan and research in advance, the better.

Ready to **Start Your New Dance Studio?**

GET STARTED NOW