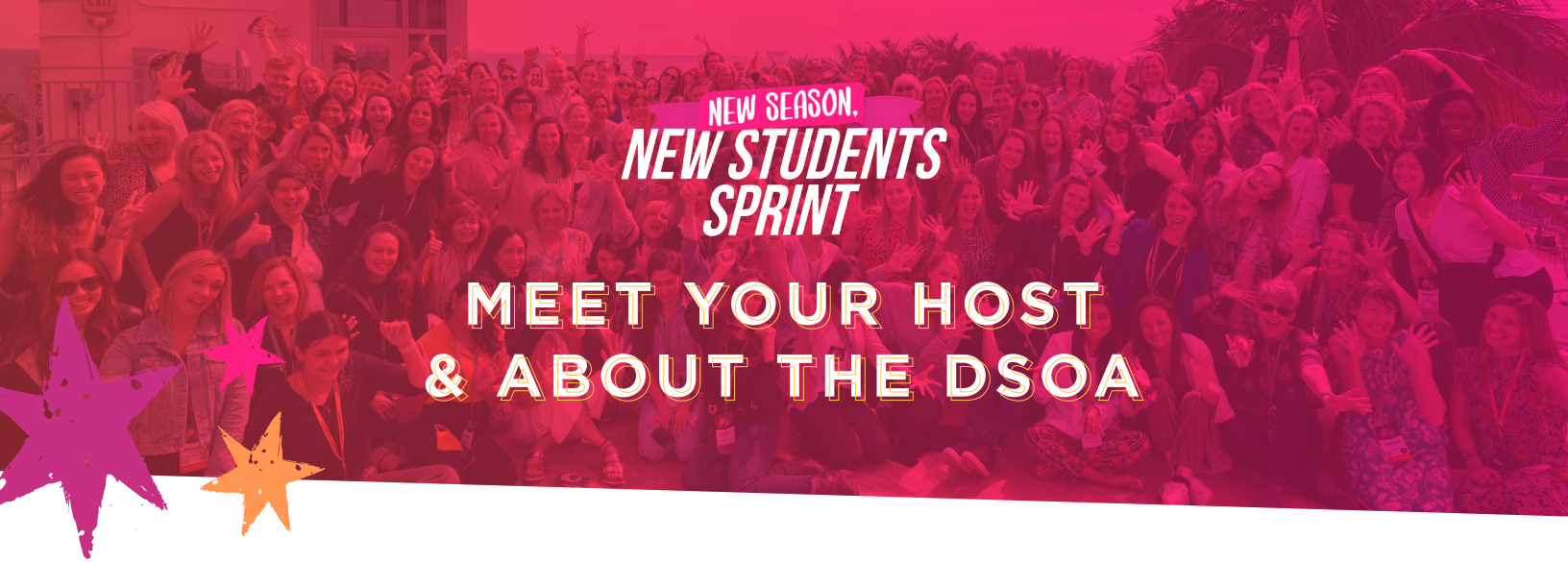
NEW SEASON,

NEW STUDENTS SPRINT

DAY FIVE

STUDIO RETENTION & REJUVENATION ROADMAP

FRIDAY JULY 22ND



MEET YOUR HOST & ABOUT THE DSOA

ABOUT THE DSOA

The Dance Studio Owners Association (DSOA) is the largest community of dance studio owners in the world. The DSOA has helped over 35,000 dance studio owners grow their business, impact their local communities and improve the lives of over 800,000 children through their programs and services. DSOA has been honored with countless awards for its achievements including the American Business Awards Gold Stevie Award for Online Training and Silver Stevie Award for Business-to-Business Services.

The DSOA's Inner Circle membership is the highest level, expert-coaching program exclusively for dance studio owners. Likened to a business school for dance studio owners (but way more fun), the Inner Circle educates, coaches and supports studio owners in the areas of marketing, finance, systems & operations, leadership and team resources – all positioned to help studio owners run profitable businesses, permanently reverse the cycle of burnout, and impact more kids' lives through the gift of dance!

MEET YOUR HOST, CLINT SALTER

Clint Salter is an award-winning entrepreneur and business development strategist on a mission to revolutionize the dance industry. He is founder and CEO of the Dance Studio Owners Association: the largest community of dance studio owners in the world.

Clint is a frequent keynote speaker at the world's largest dance studio events including Dance Teacher Summit, Dance Teacher Web Live, Canadian Dance Expo, Come Together, Victorian Dance Expo, Dance Studio IGNITE, IDEAS Dance Seminars, Pulse Annual Teachers Conference, Dance Studio Makeover, and Dance Studio Domination. As a leader within the industry, Clint has appeared on multiple major news networks including NBC, Fox, and ABC.

Clint is also the author of two books: Dance Studio Transformation: Build a 7-figure studio, increase your community impact and GET BACK YOUR LIFE, and Dance Studio Secrets: 65 Ways to Build a Thriving Studio.

NEW SEASON,
NEW STUDENTS SPRINT

YOUR NEW SEASON, NEW STUDENTS SPRINT SCHEDULE

JOIN US LIVE ON ZOOM

Join us live on Zoom

MONDAY, JULY 18TH **GOAL ACHIEVEMENT FORMULA**	US PACIFIC - MONDAY, 18 JULY AT 9AM US CENTRAL - MONDAY, 18 JULY AT 11AM US EASTERN - MONDAY, 18 JULY AT 12PM UK - MONDAY, 18 JULY AT 5PM SOUTH AFRICA - MONDAY, 18 JULY AT 6PM PERTH - TUESDAY, 19 JULY AT 12AM SYDNEY - TUESDAY, 19 JULY AT 2AM NEW ZEALAND - TUESDAY, 19 JULY AT 4AM
DAY ONE FAST ACTION SESSION: ASK QUESTIONS & IMPLEMENT	US PACIFIC - MONDAY, 18 JULY AT 12PM US CENTRAL - MONDAY, 18 JULY AT 2PM US EASTERN - MONDAY, 18 JULY AT 3PM UK - MONDAY, 18 JULY AT 8PM SOUTH AFRICA - MONDAY, 18 JULY AT 9PM PERTH - TUESDAY, 19 JULY AT 3AM SYDNEY - TUESDAY, 19 JULY AT 5AM NEW ZEALAND - TUESDAY, 19 JULY AT 7AM
TUESDAY, JULY 19TH **RAPID ENROLLMENT BLUEPRINT**	US PACIFIC - TUESDAY, 19 JULY AT 9AM US CENTRAL - TUESDAY, 19 JULY AT 11AM US EASTERN - TUESDAY, 19 JULY AT 12PM UK - TUESDAY, 19 JULY AT 5PM SOUTH AFRICA - TUESDAY, 19 JULY AT 6PM PERTH - WEDNESDAY, 20 JULY AT 12AM SYDNEY - WEDNESDAY, 20 JULY AT 2AM NEW ZEALAND - WEDNESDAY, 20 JULY AT 4AM
DAY TWO FAST ACTION SESSION: ASK QUESTIONS & IMPLEMENT	US PACIFIC - TUESDAY, 19 JULY AT 12PM US CENTRAL - TUESDAY, 19 JULY AT 2PM US EASTERN - TUESDAY, 19 JULY AT 3PM UK - TUESDAY, 19 JULY AT 8PM SOUTH AFRICA - TUESDAY, 19 JULY AT 9PM PERTH - WEDNESDAY, 20 JULY AT 3AM SYDNEY - WEDNESDAY, 20 JULY AT 5AM NEW ZEALAND - WEDNESDAY, 20 JULY AT 7AM

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WEDNESDAY, JULY 20TH **BULLETPROOF STUDENT ATTRACTION SYSTEM**	US PACIFIC - WEDNESDAY, 20 JULY AT 9AM US CENTRAL - WEDNESDAY, 20 JULY AT 11AM US EASTERN - WEDNESDAY, 20 JULY AT 12PM UK - WEDNESDAY, 20 JULY AT 5PM SOUTH AFRICA - WEDNESDAY, 20 JULY AT 6PM PERTH - THURSDAY, 21 JULY AT 12AM SYDNEY - THURSDAY, 21 JULY AT 2AM NEW ZEALAND - THURSDAY, 21 JULY AT 4AM
DAY THREE FAST ACTION SESSION: ASK QUESTIONS & IMPLEMENT	US PACIFIC - WEDNESDAY, 20 JULY AT 12PM US CENTRAL - WEDNESDAY, 20 JULY AT 2PM US EASTERN - WEDNESDAY, 20 JULY AT 3PM UK - WEDNESDAY, 20 JULY AT 8PM SOUTH AFRICA - WEDNESDAY, 20 JULY AT 9PM PERTH - THURSDAY, 21 JULY AT 3AM SYDNEY - THURSDAY, 21 JULY AT 5AM NEW ZEALAND - THURSDAY, 21 JULY AT 7AM
THURSDAY, JULY 21ST **MARKETING THAT GOES THE EXTRA MILE**	US PACIFIC - THURSDAY, 21 JULY AT 9AM US CENTRAL - THURSDAY, 21 JULY AT 11AM US EASTERN - THURSDAY, 21 JULY AT 12PM UK - THURSDAY, 21 JULY AT 5PM SOUTH AFRICA - THURSDAY, 21 JULY AT 6PM PERTH - FRIDAY, 22 JULY AT 12AM SYDNEY - FRIDAY, 22 JULY AT 2AM NEW ZEALAND - FRIDAY, 22 JULY AT 4AM
DAY FOUR FAST ACTION SESSION: ASK QUESTIONS & IMPLEMENT	US PACIFIC - THURSDAY, 21 JULY AT 12PM US CENTRAL - THURSDAY, 21 JULY AT 2PM US EASTERN - THURSDAY, 21 JULY AT 3PM UK - THURSDAY, 21 JULY AT 8PM SOUTH AFRICA - THURSDAY, 21 JULY AT 9PM PERTH - FRIDAY, 22 JULY AT 3AM SYDNEY - FRIDAY, 22 JULY AT 5AM NEW ZEALAND - FRIDAY, 22 JULY AT 7AM
FRIDAY, JULY 22ND **STUDIO RETENTION & REJUVENATION ROADMAP**	US PACIFIC - FRIDAY, 22 JULY AT 9AM US CENTRAL - FRIDAY, 22 JULY AT 11AM US EASTERN - FRIDAY, 22 JULY AT 12PM UK - FRIDAY, 22 JULY AT 5PM SOUTH AFRICA - FRIDAY, 22 JULY AT 6PM PERTH - SATURDAY, 23 JULY AT 12AM SYDNEY - SATURDAY, 23 JULY AT 2AM NEW ZEALAND - SATURDAY, 23 JULY AT 4AM

NEW SEASON,

NEW STUDENTS SPRINT

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DAY FIVE FAST ACTION SESSION: ASK QUESTIONS & IMPLEMENT	US PACIFIC - FRIDAY, 22 JULY AT 12PM US CENTRAL - FRIDAY, 22 JULY AT 2PM US EASTERN - FRIDAY, 22 JULY AT 3PM UK - FRIDAY, 22 JULY AT 8PM SOUTH AFRICA - FRIDAY, 22 JULY AT 9PM PERTH - SATURDAY, 23 JULY AT 3AM SYDNEY - SATURDAY, 23 JULY AT 5AM NEW ZEALAND - SATURDAY, 23 JULY AT 7AM
MONDAY, JULY 25TH **DAY SIX JOIN US FOR THE STUDIO MARKETING MARATHON EVENT**	US PACIFIC - MONDAY, 25 JULY AT 9AM US CENTRAL - MONDAY, 25 JULY AT 11AM US EASTERN - MONDAY, 25 JULY AT 12PM UK - MONDAY, 25 JULY AT 5PM SOUTH AFRICA - MONDAY, 25 JULY AT 6PM PERTH - TUESDAY, 26 JULY AT 12AM SYDNEY - TUESDAY, 26 JULY AT 2AM NEW ZEALAND - TUESDAY, 26 JULY AT 4AM

This is the final piece of the puzzle where you will learn:

- **Studio Impact Matrix:** Connect what lights you up to what draws them in. 9 pillars to understanding who you are and truly stand out from the competition.
- **Thrive Model:** Take your studio from surviving to thriving! 8 steps to ultimate satisfaction and operating at your highest capacity.
- **Follower to Fanatic Blueprint:** Learn the process to not only retain new students, but turn them into raving fans who refer others to your studio!
- **Future Proof Roadmap:** Chart the path to your ideal outcome and assess the cost of inaction.

ADD ALL OF THE EVENTS TO YOUR CALENDAR HERE

NEW SEASON,
NEW STUDENTS
SPRINT

A-HA MOMENTS

DAY 1	
DAY 2	
DAY 3	
DAY 4	
DAY 5	
DAY 6	

DAY FIVE - STUDIO RETENTION & REJUVENATION ROADMAP

NEW SEASON, NEW STUDENTS SPRINT

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APPLY TO JOIN THE INNER CIRCLE TODAY

JOIN US BACK ON ZOOM AT 3PM ET / 12PM PT FOR THE DAILY FAST ACTION SESSION: ASK QUESTIONS AND IMPLEMENT!

UP NEXT!

MONDAY, JULY 25
AT 12PM ET / 9AM PT

MASTER 4 RECESSION-RESILIENT MARKETING STRATEGIES FOR A STAND-OUT, PROFITABLE STUDIO

ON DAY 6 YOU WILL:

- Learn the 9 pillars to understanding who you are and what makes you truly stand out from the competition.
- Discover how to take your studio from surviving to thriving
- Get the blueprint to turn followers into fanatics
- Chart the path to future proof your studio
- Meet some exciting surprise guests & get a chance to win an amazing prize (worth over $499!)

JOIN US LIVE TO RECEIVE YOUR FREE ONE PAGE STUDIO BUSINESS PLAN

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ABOUT THE INNER CIRCLE

The Inner Circle is a year round, one-stop shop for studio owners who want to transform their studio from a 'hobby' to a bonafide business that runs smoothly and efficiently with or without their day-to-day involvement.

LEARN MORE ABOUT THE INNER CIRCLE

"Being in the Inner Circle has totally changed my life. I really feel like I was running my business pretty much alone for so many years, and now I have this **incredible family and support system** around me."

-ALISA FINNY

"My personal life has really taken a 180. I was working 7 days a week and wasn't spending much time with my family. But in the past few months, I've been able to **reduce my hours by 15 hours each week and I'm at home 5 nights a week**."

- LINDSEY HADLEY

"Since joining the Inner Circle, **we've increased our students by 50%**. Our **revenue has jumped by $70,000** from what we were originally doing."

-STACIE GREINER

ABOUT THE INNER CIRCLE

This intimate mastermind program is unlike anything you've ever experienced before. By joining us, you'll spend 12 months working closely with Dance Studio Owner Mentor Clint Salter and a small group of other dedicated Dance Studio Owners from around the world. You'll experience growth in your enrollments, retention rates and sales. You'll create systems that allow you to work more on the business than in the business, maximize profitability, and achieve those big goals you have always dreamed of!

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