



HOW TO TURN ANY PROBLEM AT YOUR STUDIO INTO YOUR BEST OPPORTUNITY

WITH SUZANNE BLAKE GERETY
& JILL TIRONE

DANCE
STUDIO
OWNER.com

WELCOME

We get up every day to answer one question: How can we help dance studio owners keep the passion for dance alive as they grow their business?

DANCESTUDIOOWNER

GET
INSPIRED.

EXPERT ADVICE
NEW CHOREOGRAPHY
IDEAS FROM OTHER STUDIOS
**TRANSFORM
YOUR STUDIO**

AMAZING COSTUME
BRILLIANT BUSINESS PEOPLE
THE MUSIC

@dancestudioowner

sometimes when
things are falling
apart they may
actually be falling
into place





SUZANNE BLAKE GERETY

DIRECTOR OF DANCESTUDIOOWNER.COM

Suzanne was born into the business. She's the second generation owner of her family's. Suzanne launched DanceStudioOwner.com to help studio owners start, run, and grow their businesses and keep their passion for dance alive.

She and her mom have been columnists for Dance Teacher Magazine's "Ask the Experts" since 2011. Since that time, DSO has become part of the Revolution Dancewear family of brands.

Suzanne's number one priority is to help studio owners businesses thrive. She's a wife and mom of two busy kids and loves connecting with studio owners at industry events around the US & Canada.



JILL TIRONE

WEBSITE MANAGER OF DANCESTUDIOOWNER.COM

Jill Tirone is the website manager and featured contributor to DanceStudioOwner.com.

She also contributes to *Dance Teacher Magazine* and *Dance Retailer News* and presents business and marketing seminars to studio owners at the Dance Teacher Summit.

Jill is a dedicated wife and a mom of two incredible girls and is committed to sharing her passion for dance and marketing and helping dance studio owners thrive.

3 GOALS FOR THIS WEBINAR

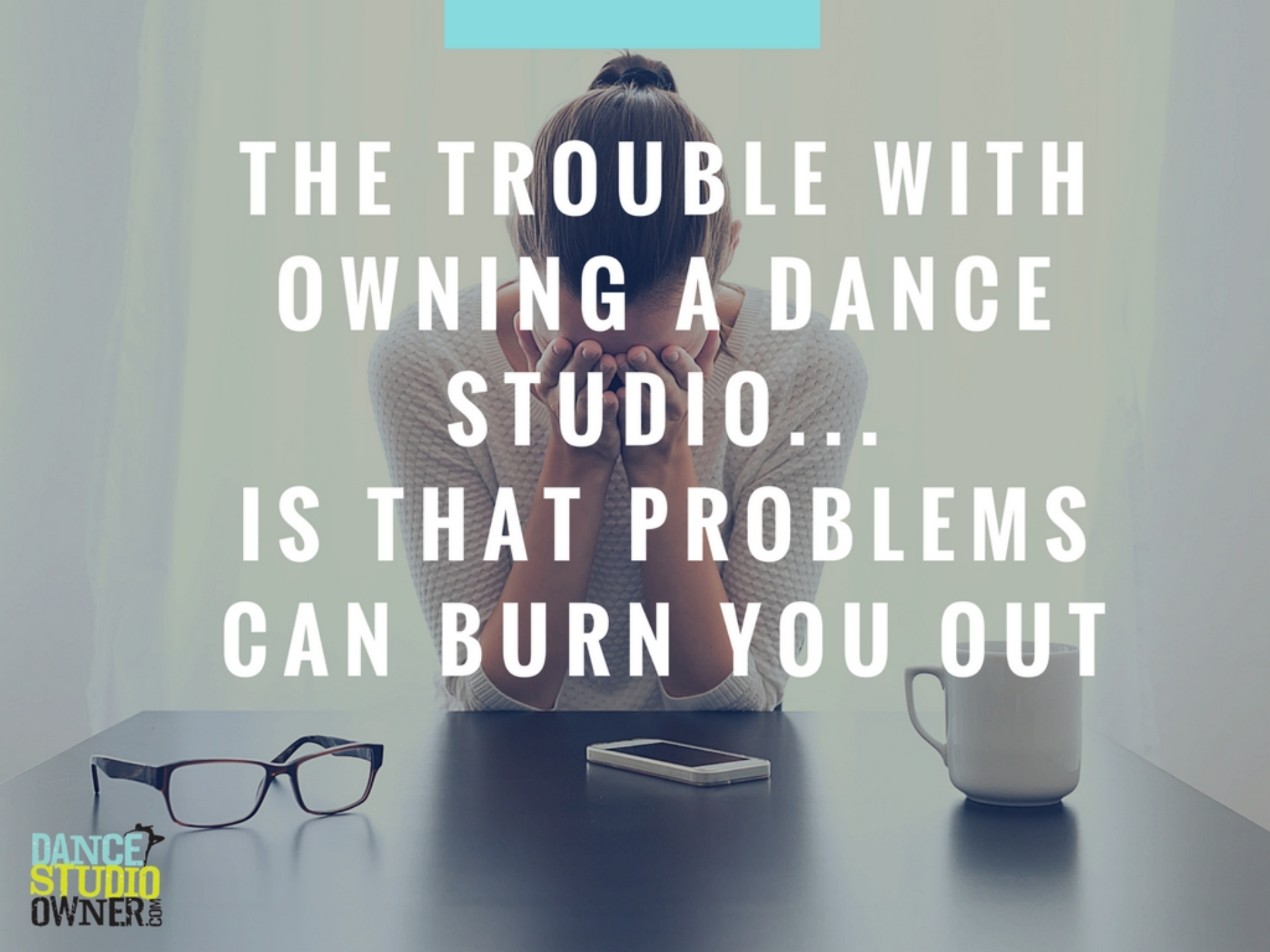
BE INSPIRED
TO TAKE
ACTION



GET EASY TO
IMPLEMENT
IDEAS

SEE WHERE
SUPPORT
WOULD
ACCELERATE
SUCCESS



A woman with her hair in a bun is sitting at a dark desk, her hands covering her face in a gesture of stress or frustration. On the desk in front of her are a pair of glasses, a smartphone, and a white mug. The background is a soft-focus indoor setting with a light blue rectangular shape at the top.

**THE TROUBLE WITH
OWNING A DANCE
STUDIO...
IS THAT PROBLEMS
CAN BURN YOU OUT**

COMPLAINTS AND CRITICISM HURTS

IN THESE THREE KEY AREAS

EMOTIONAL

You put your time,
energy and care into
your dancers and
programs

FINANCIAL

You spend time
and pay others to
handle issues with
parents and
students

CULTURE

Dancers have
friendships,
parents talk,
teachers get
involved



THIS BUSINESS IS PERSONAL

Experts from the outside will try and tell you to keep the emotion out of your business. That's impossible if you're actually running a dance studio. This is 90% Personal and 10% Business on most days!

You give your heart, soul, time, energy and resources to making the hopes and dreams of children through adults come true. You're delicately handling the expectations of parents and solving problems daily.

There is a lot of "grey" area when it comes to people, policies, and procedures.

ANSWER THESE 3 QUESTIONS

YOU WILL BE EMPOWERED TO GROW YOUR BUSINESS

IS THIS A
PROBLEM
PARENT OR A
PARENT WITH A
PROBLEM?

IS THIS
CRITICISM
OR
FEEDBACK?

WHAT
SOLUTION IS
POSSIBLE
FROM THIS
PROBLEM?



WHAT'S NORMAL?

Everyone has an opinion.
Running a business means you're going to
have complaints.
Not everyone is going to like your policies
You can be a growth-minded studio when
you embrace the "normal" of receiving
feedback as a means to improve.

WHAT MAKES PEOPLE UPSET?

They have an unmet expectation = they didn't get what they wanted.

They have an undelivered communication = they didn't get the information they needed to know.

There is something in the way of what they want = they don't like the requirements





HOW CAN YOU PREPARE?

You need to be ready for the problems since they are your greatest opportunity to improve and grow.

You need a path for parents to take their concerns, complaints, and problems or they will take them to whom ever will listen! That's where it can hurt you, your business, and your spirit.

GOOD NEWS!

YOU DON'T HAVE TO FIGURE THIS OUT ALONE

We help studio owners take action and implement information that is relevant and connects with students and families.

You can go from worrying, stressing or quietly suffering through the frustration alone to feeling empowered and in control of your business again.



3 WAYS TO TURN PROBLEMS INTO OPPORTUNITIES

**KNOW YOUR
VOICE,
VISION &
MISSION**

**SEEK
CONSTRUCTIVE
FEEDBACK,
FILTER DRAMA**

**CONNECT TO
AN
EMPOWERING
COMMUNITY**





BE COURAGEOUS



IT STARTS WITH YOUR MINDSET

You have to have the **COURAGE** to stand up for your **VOICE**, **VISION**, and **MISSION** as a studio owner. It's not "if" you are going to be tested, it's when.

Once you use the facts to your advantage, you can confidently move forward with a plan to engage and connect with students and state clearly what you are committed to providing.

Doing so will help you know and identify the difference between a problem parent vs a parent with a problem.

SEEK CONSTRUCTIVE FEEDBACK, FILTER DRAMA

You can't solve problems that you don't know about or that you aren't willing to address. When approached with your courageous mindset, you will find that problems are actually your greatest access to growth.

When you become the leader who seeks constructive feedback and uses that for studio growth, you'll be able to filter out hurtful criticism and drama and tune into what actions are needed.

CONNECT TO COMMUNITY

As dance studio owners ourselves, we know that the business of dance can be incredibly challenging. This industry can be lonely and at times the competition fierce.

One of the best ways to increase your ability to address any problem (big or small) is to learn from successful studio owners who are trying new things, sharing what works, and giving practical ideas that you can adapt for your studio.



Like · Reply · 2 · November 3 at 11:29am

Jill I ... Couldn't of said it better Rebecca I ...! The dance studio owner business is a rollercoaster... some years you're on autopilot and feeling great and then some years your struggling to get students, or quality of life, inspiration..... don't write off DSO, it's a group of amazing people that have your backs. Suzanne Blake Gerety has some GREAT information and just implementing a few things a year brings in more money than the membership itself. ❤️

Love · Reply · 2 · November 3 at 11:32am

👉 Suzanne Blake Gerety replied · 1 Reply

Grace I ... I have been in business 36 years and I love DSO. The service they provide is amazing. I have used the information from the webinars, color sheets, recital tab, staff tab, quotes for my newsletter, the list is countless. When I create my annual budget I include them in my budget as a line item. I think you have to evaluate and do what is best for you.

Love · Reply · 5 · November 3 at 11:51am

👉 Suzanne Blake Gerety replied · 1 Reply

Mandy I ... I am going on 24 years here, and honestly would not have survived had I not stumbled upon DSO years ago. It has truly been a life saver and a wealth of information that I have used extensively. I literally pull some tidbit of information from DSO every day. Not only have I learned so much, it has really opened my eyes to seeing how much more I could accomplish- it's helped me to set higher goals after seeing the success of others, gain amazing mentors and foster really great friendships with people who understand exactly what I'm going through. I consider it my ongoing continuing education. In short, it's worth every penny to me. ❤️

Love · Reply · 5 · November 3 at 12:39pm

👉 Suzanne Blake Gerety replied · 1 Reply

Q & A

**BRING US YOUR
BIGGEST CHALLENGES**

WANT TO MAKE IT EASIER ON YOURSELF?

**GET
MONTHLY
HOW-TO
TRAININGS**

**BE SUPPORTED
BY HUNDREDS
OF STUDIO
OWNERS WHO
GENEROUSLY
SHARE WHAT
WORKS**

**TRANSFORM
YOUR BUSINESS
WITH NEW
IDEAS,
LIVE COACHING
& MORE**

FIND YOUR JOY AROUND RUNNING THE STUDIO AGAIN

GAIN CONFIDENCE FROM YOUR SUCCESS



Shannon

September 5



We fully implemented your new student lead process, and it's like magic! My staff and I love it, and it's already resulted in several new students. Thank you for what you do!



You, Joe, Jill Tirone and 5 others

3 Comments



Like



Comment



YOU'RE INVITED TO BECOME A MEMBER!

**\$399/YEAR
PLUS PLAN**

Get all the content, resources, training, and Facebook Group access. You also get REV PERKS, exclusive benefits from Revolution Dancewear & Tenth House.

**\$39/MONTH
ESSENTIAL PLAN**

Get all the content, resources, training, and Facebook Group access. This **does not** include REV PERKS. Cancel anytime.

dancestudioowner.com/join



Get A Personalized One-On-One
Consultation to Boost Your Business

**JOIN OR RENEW
ON OUR ANNUAL PLAN BY
MARCH 31**

DanceStudioOwner.com/Consult

USE OFFER CODE: CONSULT



GET \$10,000. IN VALUE AT A FRACTION OF THE PRICE

The potential financial benefit from implementing just a few of our resources could easily be worth thousands of dollars in profit every year.

The support, ideas, and coaching gives you what you need to move up to a level of success that sets you apart from the rest.

DanceStudioOwner.com is filled with information from professionals currently working with students, parents, and teachers. We know what it takes to start, run and grow this business.

All you need is a browser with an Internet connection. You can access the site and private Facebook group from any device, anytime, anywhere in the world.



*THANK YOU FOR ALL THAT YOU DO FOR
DANCE*

Join or Renew by March 31 to
Get your One-on-One Consultation Bonus

DANCESTUDIOOWNER.COM/CONSULT



A pair of hands is shown cupping a bright red heart. The hands are positioned in the center of the frame, with fingers slightly curled around the heart. The background is a dark blue, textured surface that looks like weathered wood or a painted wall. The overall mood is warm and supportive.

**WE CAN'T WAIT TO HAVE YOU IN OUR
COMMUNITY OF SUPPORTIVE STUDIO OWNERS**

hello@dancestudioowner.com
with any Q's or Comments!
Thank You!

