

THE
dance business
COACH

THE
dance business
BLUEPRINT

This has been designed to help you create a
more sustainable & profitable business.

MODULE 1

defining success

*where are you **now** and where do you **want to be**?*

Current monthly revenue:

Current monthly profit:

What do you currently pay yourself:

Current student numbers:

Current team size:

Current classes on timetable:

Current locations:

Hours you personally work:

how healthy is the business?

<i>category</i>	<i>out of 10</i>
Profitability	
Cash/Money confidence	
Marketing & Enquiries	
Sales/Conversion	
Customer Retention	
Team	
Systems	
Time/Capacity	
Leadership/Clarity	
Enjoyment/Energy	

what does the business currently need from you?

What **only** happens because **YOU** do it?

Where are you **still essential**?

What **consumes** most of your **time**?

What **consumes** most of your **headspace**?

What **slows down** when you **step away**?

What **stops** when you **step away**?

what's working and what's not?

keep/build on

✓ What's profitable?

✓ What's easy?

✓ What's growing?

✓ What do you love?

change/fix

✗ What's draining?

✗ Underperforming?

✗ Overcomplicated?

✗ Too dependent on you?

*what does **success** actually mean to you?*

What would your role involve?

How would you feel inside your business?

How much money would you make?

What freedom would you have?

How would you spend your time?

The numbers you want (Revenue, Profit & Personal Income)

the role you want...

What do you love doing?

What are you brilliant at?

What do you want to stop doing?

Do you want to teach? How much?

How would your role change as the business grows?

*what are you **not**
willing to sacrifice?*

Time

Peace

Health

Creativity

Income

Holidays

Family

Relationships

Weekends

Nervous System

*if this had been my best year yet,
what would have happened?*

where is the biggest gap?

Current revenue → Desired revenue

→

Current profit → Desired profit

→

Current pay → Desired pay

→

Current hours → Desired hours

→

Current role → Desired role

→

Current dependency → Desired dependency

→

your life and business script

Write out how your life and business is 12 months from now in **present tense**.

MODULE 2

*the founder
bottleneck*

where are you creating the bottleneck?



Time



Delivery



Decisions



Behaviour



Knowledge

what are you actually doing?

Look at the last seven days, not what your job description says.

Write down everything you actually did.

Does this need my skill, authority, experience or voice?

what does that class actually cost you?



*finish this sentence
as many times as possible*

“Nothing happens until I...”



A C T I O N :

*pick **one** recurring problem
and fix the cause this week*

Why does this keep happening?

What would prevent it happening again?

Who should ultimately own this?

are you making it difficult for people to step up?

Do you:

<i>category</i>	<i>yes or no</i>
Take things back when they're not done your way?	
Answer questions people could answer themselves?	
Override decisions you've delegated?	
Step in the second something goes wrong?	
Correct rather than coach?	
Give people tasks without giving them authority?	
Expect ownership but still control the outcome?	

*what do i need to **stop** doing for
someone else to step up?*



*sometimes you're not the bottleneck
because you're doing too much...*

AVOIDANCE

TOLERANCE

INDECISION

DISTRACTION

CONTROL

FEAR

Circle the one that is costing the business **the most** right now...

the decision I've been avoiding is:



the decision I'm making today is:



*fill out what you need to
stop / start / keep*

<i>stop</i>	<i>start</i>	<i>keep</i>

the 7 day challenge

One thing has left or started leaving my plate:

One recurring problem has been addressed:

One decision I've been avoiding has been made:

The capacity I've created has a purpose:

MODULE 3

build for profit

example communication to customers

Dear Parent / Guardian,

We are writing to notify you of the introduction of our annual membership fee of £X which will come into effect from x date.

This fee will cover extra costs not currently covered in your regular class subscription, such as insurance, report cards and additional customer service to really enhance your experience with us as our school grows.

We appreciate your continued support, and we can't wait for a super exciting and FUN year ahead!

What do I do next?

You don't have to do anything at all, we will sort it at our end. Your payment will be collected via our system automatically on x date.

Thank you,
Team "X"

know your numbers

Every month, track **(at the very least)**

<i>category</i>	<i>monthly</i>
Revenue	
Costs	
Profit	
Owner Pay	
Cash	

revenue is vanity, profit is sanity

You can have a £10k month and make very little. You can have a £30k month and still have a money problem. **So stop looking at revenue on its own.**

how much are you actually keeping?

know your profit margins

Profit ÷ Revenue × 100 = Profit Margin%

Example:

£4,000 Profit ÷ £20,000 Revenue × 100 = 20% Profit Margin

start tracking yours every month.

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know your break-even

How many students does that class need before it pays for itself?

If the class costs £300 a month to deliver and each student brings in £50...
you need **6 students** just to break even.

do you have a boundary around minimum class numbers?

look at capacity

How many spaces could you sell?
How many are currently filled?

**The gap is existing revenue potential.
Before you add another class.**

could you make the classes you already have more profitable?

when did you last review prices?

<i>questions</i>	<i>yes or no</i>
Does our pricing cover the true cost of delivery?	
Has the cost of running the business increased?	
Are our margins healthy?	
Are we charging properly for everything we provide?	

Your prices **aren't** supposed to stay the same forever.

where are you leaking profit?

<i>category</i>	<i>tick</i>
Underfilled classes	
Overstaffing	
Unnecessary costs	
Underpriced services	
Discounts	
Events that barely break even	
Things you keep doing because 'we've always done it'	

Small leaks become **expensive at scale.**

don't forget you

<i>category</i>	<i>tick</i>
Are you teaching for free?	
Doing admin because you 'can't afford' someone?	
Working ridiculous hours to make the numbers work?	
Not paying yourself properly?	

If the business only works because you work for free,
the model doesn't work.

you don't need to fix everything

Look at the numbers.
Where is the biggest opportunity to improve profit?
Not 10 things. One thing?

your profit decisions

What needs to happen next?

Increase prices? When?

Move to subscriptions? When?

Introduce or increase annual membership fee? When?

Fill existing spaces? How?

Change or remove an unprofitable class? When?

Reduce a cost? When?

Change staffing? Who/when?

Pay yourself properly? How much and when?

build for profit

<i>category</i>	<i>tick</i>
Track your core numbers	
Review one class for profitability	
Calculate your current capacity	
Review your pricing + payment model	
Make ONE profit decision	

The goal isn't just more students.
Or more classes. Or more revenue.

Build a business what creates predictable income,
pays you properly **AND leaves profit behind.**

MODULE 4

*unlock more
revenue*

start with your revenue gap

What are you making now?

What do you want to be making?

Revenue goal - Current revenue = Revenue gap

EXAMPLE:

£20,000 goal - £15,000 current revenue = £5,000 gap

now we know what we're actually looking for!

how many spaces do you currently have available?

If you have 100 empty spaces x £50 average monthly spend...

That's potentially £5,000 in monthly revenue.

Calculate yours below:

where are the empty spaces?

Which classes are full?

Which are nearly full?

Which have loads of space?

Which days or times are underperforming?

don't just look at student numbers

Average customer spend

Monthly revenue ÷ number of customers = Average customer spend.

track this number each month

Calculate yours below:

Because what each customer spends matters!

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how could you increase average spend?

It costs time and money to attract new people.

What assets do you already have?

What are you currently underusing?

Could your existing assets make more money?

getting new students

How many?

For which classes?

At what average spend?

By when?

“Get more students” **isn’t** a goal.

Get 20 new students into these 3 classes by December is.

where is the easiest, clearest or biggest opportunity for revenue right now?

Write down the 3 biggest opportunities you can see.

Then put a number beside each one.

1.

2.

3.

*which one are you going
to activate first?*

What needs to happen today?

Within 24 hours?

Within 7 days?

action time!

- ☐ **Calculate your revenue gap**
- ☐ **Calculate available capacity**
- ☐ **Know and track average customer spend**
- ☐ **Identify top 3 revenue opportunities**

Circle **one** to activate now.

MODULE 5

*from enquiry
to enrolment*

let's map out your current journey

Where can someone enquire?

Who picks it up?

How quickly does the customer get a response?

What happens next?

How do they book a trial?

Is there any communication before the trial?

What happens after class?

How do they enrol?

Who follows up?

You want a system that allows someone to get a clear, friendly response **quickly**.

audit your current first response

<i>category</i>	<i>yes or no</i>
Does it feel personal?	
Is there an obvious next step?	
Can the next step be taken easily and quickly?	
Too much or not enough information?	

What could you **improve or remove?**

*enquired but
didn't book*

*booked but
didn't attend*

*attended but
didn't enrol*

*said "i'll think
about it"*

exercise:

Walk through your trial as though you are a parent bringing their child for the first time.

What is one unnecessary step that you can remove from your enquiry or enrolment process?

know your numbers

How many enquiries have you had?

How many of them have booked?

How many of them attended their trial?

How many of them have converted to a full booking?

What's the conversion rate for each step?

one measurable improvement

Where is the **weakest point** in your journey
right now and **how can you improve it?**

MODULE 6

*make them
want to stay*

reflection

<i>4 pillars</i>	<i>score 1/5</i>
Belonging	
Progress	
Recognition	
Community	

Reflection:

Which is currently your strongest and why?

Which needs the most attention and why?

map your current journey

<i>stage</i>	<i>what happens now?</i>	<i>what do they need from us?</i>
First class		
First few weeks		
First term		
First year		
Long term student		

What happens in the first 4 weeks that tells you a **person is settling in?**

Could you tell me who **has or hasn't** had a **meaningful touchpoint** recently?

*how are you currently tracking
your customer experience?*

What information would be **useful** for your team to know?

What is the easiest way for the team to communicate?

what are your 3 biggest danger points in your customer journey?

What happens at those points?

01

02

03

what is your cancellation process?

What are the steps taken when someone tells
you they are not continuing with classes?

01

02

03

04

05

*pick your non-negotiable
retention improvement.*

The biggest gap identified is:

The one thing I'm going to implement is:

The person that owns this is:

I will measure results by:

MODULE 7

*systemise
your growth*

*where is your business
relying on memory?*

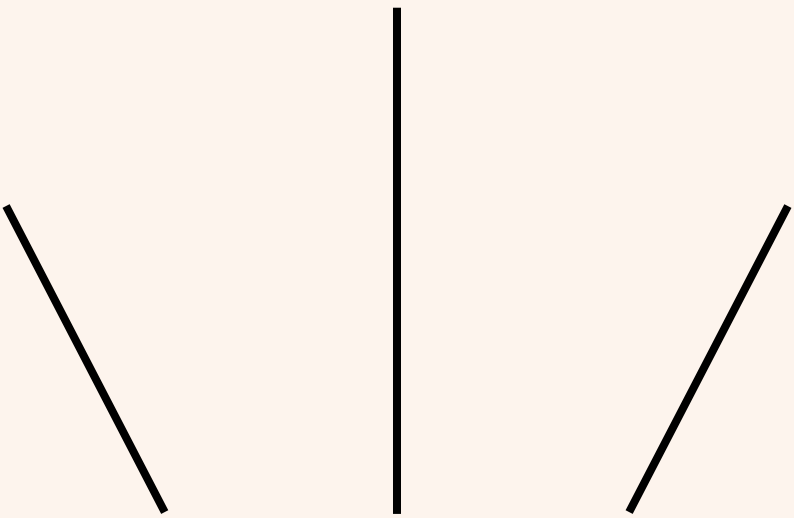
We always seem to be chasing...

Customers regularly ask us...

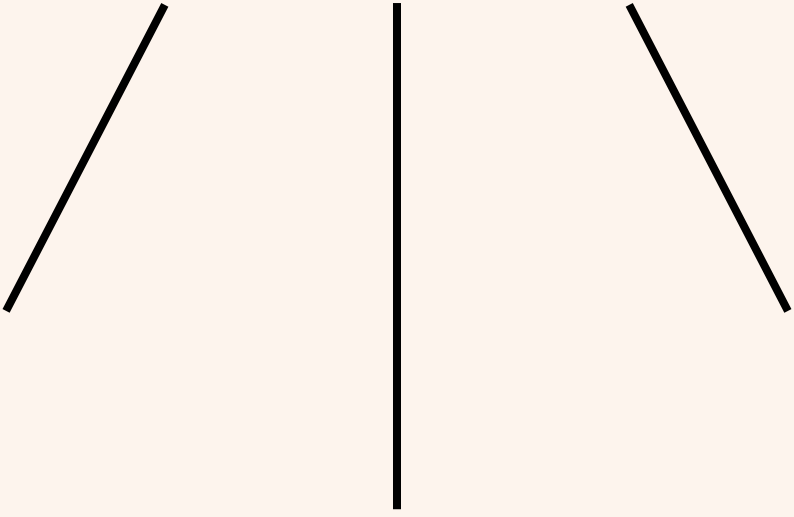
I waste my time trying to find...

always feels harder than it should.

If I suddenly wasn't available now, nobody would know how to...



*what actually needs a
system or process within
your business?*



systems

Choose just **ONE** and fix it first.

What happens right now?

What can you:

Remove?

Simplify?

Automate?

Create a template for?

where does everything live?

Could you find it in 30 seconds or less?

<i>category</i>	<i>location</i>
Customer Journey	
Enquiries	
Classes	
Events	
Marketing	
Systems/Software	
Templates	
Policies	
Calendar	

let's look ahead for the next 90 days

Write down what's coming up

What's happening and how we could
systemise or prepare now?

*what does a system
review look like for you?*

in the next 7 days i will...

MODULE 8

*build your team
for growth*

where are we right now?

Where does your team genuinely make life easier?

Where does managing your team currently create more work for you?

What still comes back to you that probably shouldn't?

If you disappeared from the business for 2 weeks, what would struggle without you?

what does the business actually need?

<i>area</i>	<i>who owns it now?</i>	<i>who should own it?</i>
Teaching/delivery		
Enquiries/sales		
Customer experience		
Marketing		
Daily admin		
Events		
Team		
Operations		

*write down every task
you do this week*

people can't own what isn't clear

Does your team know?

<i>category</i>	<i>yes or no</i>
What am I responsible for?	
What outcome am I responsible for?	
What does done look like?	
What decisions can I make?	

Tell someone what to do.



tasks **vs** *outcomes*



Tell someone what they're
responsible for creating.

*choose **one** person on your team*

Their role is...

They are responsible for...

The outcomes I'd like them to achieve are

They know they're achieving them when...

They can make decisions without me about...

They should involve me when...

choose one role or area

What outcomes do they own?

What numbers would tell us that it's working?

What is the target?

How often will they be reviewed?

Does this person know these numbers?

*what's 3 things you do regularly
that you ask someone else to do?*

01

02

03

create your standards

What do you **expect** from **everyone** regardless of their role?

Where are you currently **tolerating** something that
doesn't meet those standards?

what's your team rhythm?

When do we discuss/catch up?



Where do they communicate?



How do I know when something needs escalating?



Where do they find information?



solutions, not problems

What does your team come to you for **unnecessarily**?

the conversation you're avoiding...

Is there a conversation you know you need to have?

What specifically needs to be addressed?

What outcome do you need from that conversation?

When will you have it?

who could step up?

Who on my current team could take on more responsibility?

What do I see in them?

What could they potentially own?

What responsibility could I give them now to help them grow?

If you need your team to take more ownership...

What am I transferring?

Who will own it?

What is the outcome that they are responsible for achieving?

What does 'done' look like?

What are the numbers that will tell us it's working?

What do they need to know or follow?

What do I need to train them in?

What can they decide without me?

How and when will we review the progress?

What will I STOP doing once they own it?

my commitment

The one area I will transfer ownership of is...

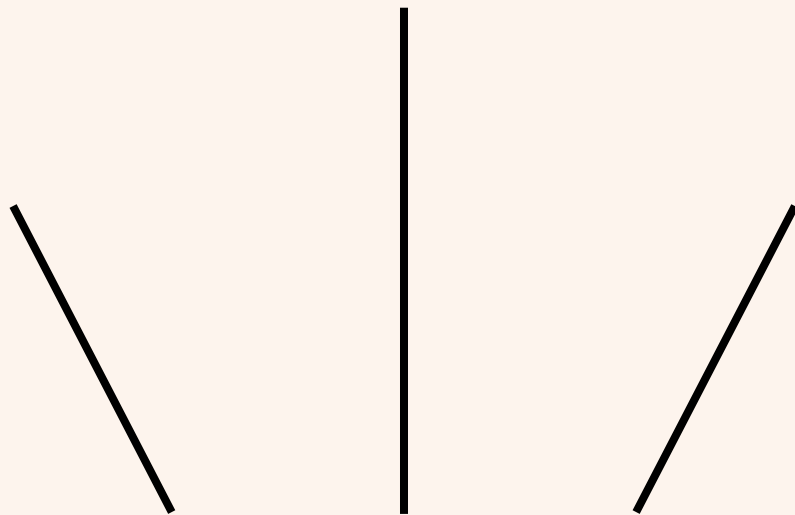
The person who will own it is...

The first action I will take is...

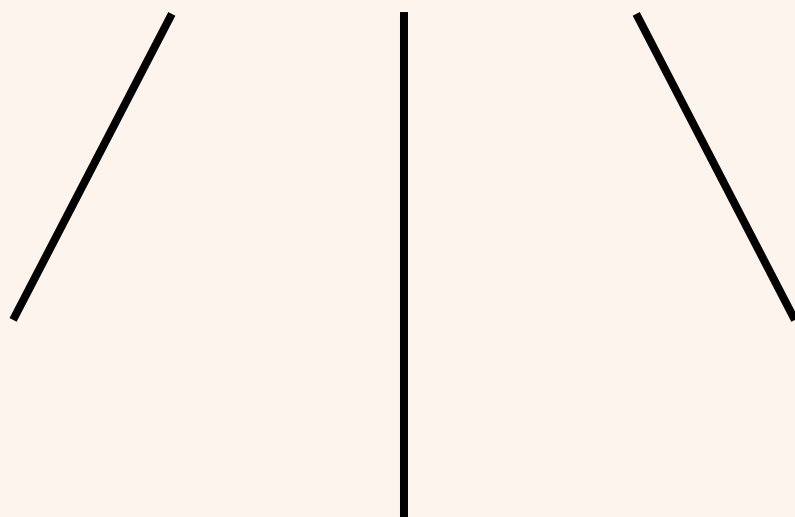
I will do this by...

MODULE 9

*find your
constraint*



*what needs your
attention now?*



what does your business need next?

<i>category</i>	<i>tick</i>
More eyeballs	
More leads	
Better conversations	
Higher retention	
More capacity	
More ownership	
More profit	

where is growth getting stuck?

<i>category</i>	<i>tick</i>
Awareness	
Attention	
Understanding	
Trust	
Value	
Urgency	
Distribution	
Conversion	

*read through each section and
answer honestly...*

Awareness

Do enough people know you exist?

How many new people are discovering you?

Where are they coming from?

Do you need more eyeballs?

Attention

People are seeing you. Are they paying attention?

Stop - Watch - Read - Click - Respond

Are you getting noticed?

Understanding

Do people understand - What you offer?

Who it's for? Why it matters?

What to do next? Is your message clear?

Trust

Do they trust you enough to take the next step?

Reviews - Results - Testimonials - Recommendations - Consistency -

Social proof. Where's the evidence?

Value

Do they WANT what you're offering?

Do they understand the value?

Does the offer solve something they care about?

Is the value obvious?

Urgency

Why should they act NOW?

What moves them from: "I'm interested" to "I'm in"?

Distribution

Are you getting your message in front of enough people?

Email - Social - Ads - Referrals - Partnerships - Community - Existing customers

Where else could you be seen?

Conversion

How many:

Enquire? Book? Show up? Join?

Where are you losing people?

where is the gap?

<i>category</i>	<i>tick</i>
Awareness	
Attention	
Understanding	
Trust	
Value	
Urgency	
Distribution	
Conversion	

where are the empty spaces?

Which classes are full?

Which are nearly full?

Which have loads of space?

Which days or times are underperforming?

MODULE 10

*knowing what
to focus on*

Where are you now?

What has changed?

What have you implemented?

What results have you seen?

What still feels stuck?

What do you still need to take action on?

what does your business need next?

<i>category</i>	<i>1-7 in priority</i>
More eyeballs	
More leads	
Better conversations	
Higher retention	
More capacity	
More ownership	
More profit	

reflection

When I started The Blueprint...

Now...

The biggest change I've made...

The biggest result I've created...

where is growth getting stuck?

<i>category</i>	<i>tick which needs attention</i>
Awareness	
Attention	
Understanding	
Trust	
Value	
Urgency	
Distribution	
Conversion	

score the business...

<i>category</i>	<i>out of 10</i>
Leadership	/10
Money	/10
Marketing	/10
Sales	/10
Customers	/10
Team	/10
Systems	/10
Growth	/10

Where are you strongest?

Where needs more work?

find the gaps...

leadership

What's working?

What isn't?

What's missing?

What needs attention?

money

What's working?

What isn't?

What's missing?

What needs attention?

marketing

What's working?

What isn't?

What's missing?

What needs attention?

find the gaps...

sales

What's working?

What isn't?

What's missing?

What needs attention?

customers

What's working?

What isn't?

What's missing?

What needs attention?

team

What's working?

What isn't?

What's missing?

What needs attention?

find the gaps...

systems

What's working?

What isn't?

What's missing?

What needs attention?

growth

What's working?

What isn't?

What's missing?

What needs attention?

WEEKLY: What moved? What didn't? What needs attention?
What needs deciding? What matters this week?

MONTHLY: What do the numbers say? What worked?
What didn't? Where are the gaps? What needs changing?

QUARTERLY: Where are we? Where are we going? What has
changed? What's the constraint? What needs our attention next?

back to you...

What still needs you?

What no longer needs you?

What are you holding onto?

What are you avoiding?

How does your role need to change?

back to the beginning...

You defined success.

So ask again:

Is the business you're building creating it?

your business now...

What's working?

What's not?

Where are the gaps?

What's the current constraint?

What needs my attention?

What am I measuring?

What am I committing to next?

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