



Boost Income at Your Kids Dance Studio



It's time to realise your dance school's true income potential!

As an established dance studio owner, you already know what makes young dancers and their parents dance to the beat of the drum.

So how do use this experience to bring more money into your dance school?

Upselling is a great way to increase revenue streams and improve your customer experience. You need to offer relevant products/ services that will benefit kids at your dance studio and in turn show parents why these are valuable enough to part with their cash.

Need some inspiration to kickstart your studio's revenue-boosting journey? Here's what we'll cover:

- 🌐 1-2-1 Classes
- 🌐 Merchandise
- 🌐 Birthday Parties
- 🌐 Trials & Incentives
- 🌐 Workshops
- 🌐 School partnerships



1-2-1 Classes

Private dance lessons are the ideal way to boost revenue at your dance studio.

Offer these as a premium service that allow the individual dancer to be your sole focus. These classes can be crafted around a child's personal development to compliment their group lessons.

Sharpen technical accuracy, build confidence and strengthen your relationships with kids by giving them your undivided time and attention.

Your young dancers already love your sessions and learn a lot from you, so why not give them the chance to do so more?

Top Tip: Advertise these as a premium service to add more value to your kids club brand. Your private, expert coaching is providing the platform for kids to work on specific areas and goals. Be sure to sell this to parents!

Merchandise

The most exciting dates in the dance school calendar revolve around dance shows. Your kids get to showcase their hard work and make memories that will last a lifetime.

From show-stopping outfits that are integral to the dance routine's theme, to the outfits your dancers wear in between routines, merch is a big part of the dance landscape

Having a recognisable brand and logo visible on your merch can truly take your dance studio's brand to the next level!

This provides a great opportunity to bring more cash into your dance studio. Offer branded items such as hoodies, t-shirts, water bottles and dance kit-bags.

Inside Scoop: ClassForKids allows you to offer bundles when parents sign up to your classes. During the set-up process, parents can choose to easily purchase any merch you have on offer, making the checkout process easy as pie.

Birthday Parties

Think outside the box with this one!

Give parents an easy solution to their birthday party search by offering group events at your dance studio! In the process, you will add even more value to your club and reach a wider audience.

Tailor parties to the kids attending - you might choose to theme these events based on their interests, offer specific dance-related activities or create a birthday surprise! You could opt to offer gift vouchers, too. These make a great gift since you can choose what they can be spent on from 1-2-1 lessons and parties to branded merchandise, the world is your oyster.

Top tip: Use these events as a marketing opportunity! Hand out flyers to kids and parents not yet at your club so they remember you long after they've left the dancefloor.

Trials & Incentives

Turn more interested parents into customers by hosting trial sessions at your dance studio. Give them a taste of what your classes have to offer by showcasing the value your dance school provides.

You can invite parents and kids to classes of a particular dance style or a session which gives a flavour of all the styles you offer.

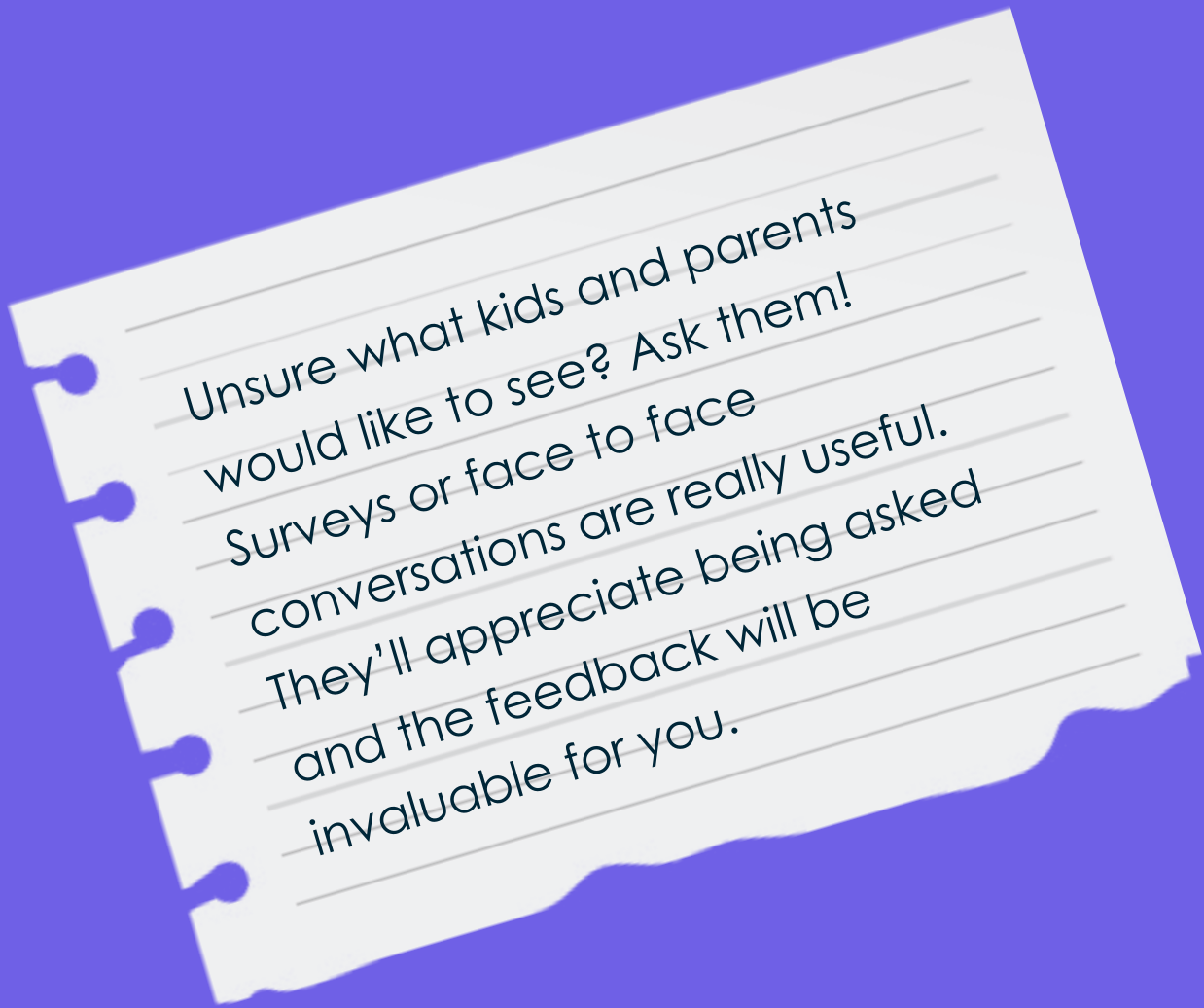
Be sure to invite parents to book into a class following their taster session. You could try offering an early bird discount to secure their interest - if parents feel your offer is too good to miss they'll convert.

Inside Scoop: you can send follow-up invitations straight after trial sessions with the genius ClassForKids system. Hook parents whilst they're still interested and minimise missed opportunities.


Workshops

Feeling creative? Why not bring a new flavour to your dance school by offering some new styles of dance and boost your income in the process?

Whilst your service will already be established, there's no reason you can't expand what you're offering. You can add more value to your dance school by embracing change and offering kids something new.



Unsure what kids and parents would like to see? Ask them! Surveys or face to face conversations are really useful. They'll appreciate being asked and the feedback will be invaluable for you.

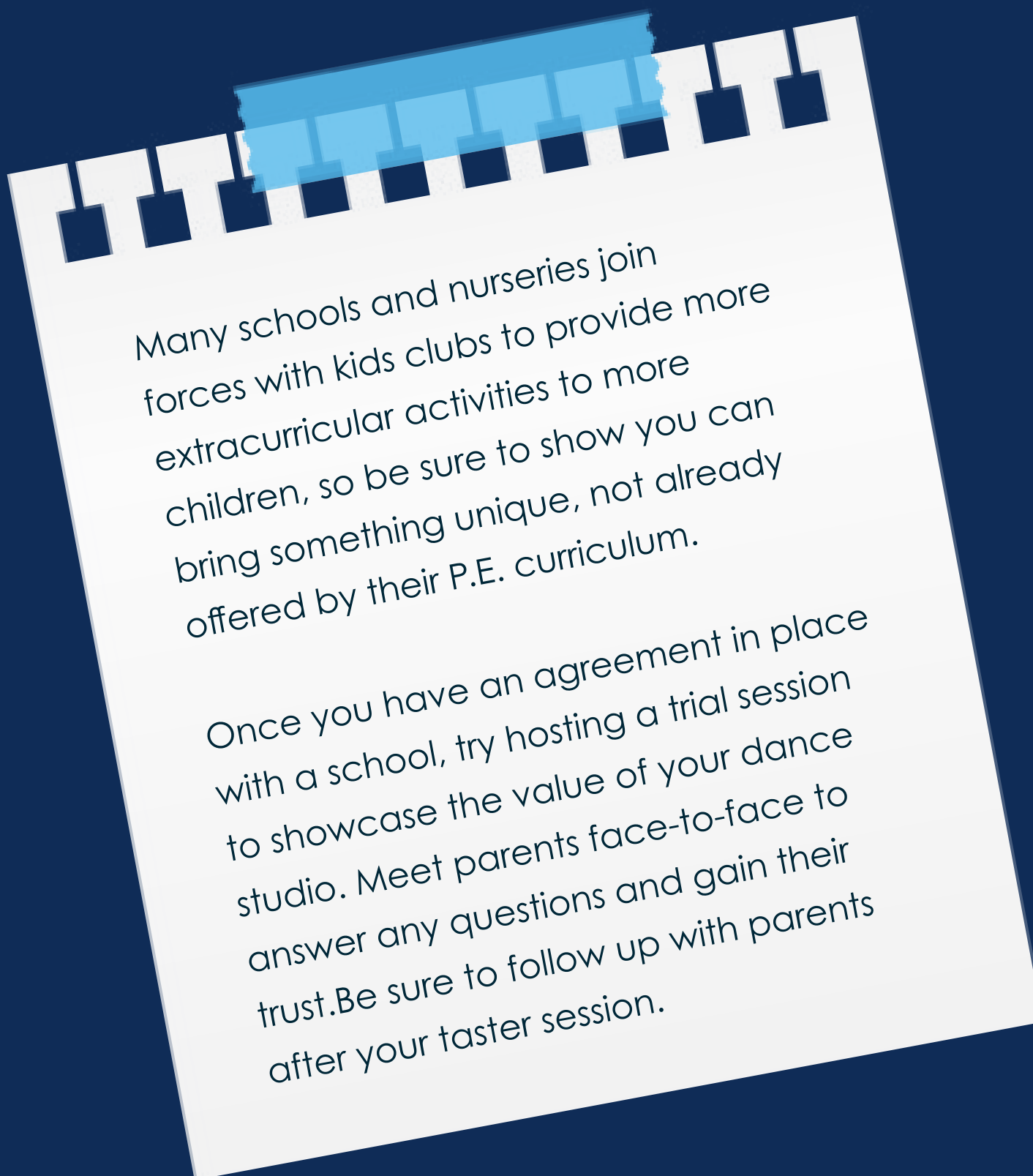


Top tip: Consider inviting an expert in this area to your school to offer a taster session. This will give you a concrete idea of just how interested kids are in a new style and if parents find it valuable enough to pay for.

School Partnerships



Connect with decision makers at schools and nurseries to widen your reach. The likelihood is you'll meet parents and kids who will benefit from your services being hosted in these educational settings.



Many schools and nurseries join forces with kids clubs to provide more extracurricular activities to more children, so be sure to show you can bring something unique, not already offered by their P.E. curriculum.

Once you have an agreement in place with a school, try hosting a trial session to showcase the value of your dance studio. Meet parents face-to-face to answer any questions and gain their trust. Be sure to follow up with parents after your taster session.

Lauren from Avenue Dance Company has built a thriving business by bringing her unique street dance classes to schools across England. She has worked closely with schools to make sure her classes compliment existing curriculums. [Read Lauren's story!](#)

Revenue-Boosting Checklist



Offer 1-2-1 dance lessons as a premium service



Sell branded merchandise that showcases your dance brand



Host personalised birthday parties



Showcase value with trials & follow-up invites



Expand your services by offering new styles of dance



Partner with schools to reach more parents & kids



Was this Helpful?

The ClassForKids booking software is already helping 100s of dance schools achieve their business goals. From simplifying your admin to offering financial tracking tools, ClassForKids is here not only to help your business run smoothly but to facilitate your club's growth, too!

[Show Me!](#)

HERE IT FROM
OUR CUSTOMERS!



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“I physically couldn't live without ClassForKids! I would honestly say if you had a dance school of more than 20 people and you plan to grow, you should start ClassForKids now. Even if you're a bit of a technophobe, the support team is SO responsive. Definitely go for it.”

- Jen, Dance Republic