



TURN YOUR DANCE SHOWS INTO PROFIT

A Complete
Guide for Dance
School Owners



Hey There!

We all know how exhilarating dance shows are—the excitement, the costumes, the lights! But if you're a dance school owner, you've probably faced the headache of making sure the show actually turns a profit. The good news? It's totally doable with the right strategy in place!

In this dance show pack, we're sharing the insider tips from none other than Louise Brough, The Dance Business Coach, who recently hosted her exclusive Dance Show Success Summit. So, let's dive in and discover how you can transform your next show into a money-making masterpiece!



Map Your Way to Profit!

Louise kicked things off with a super simple (but effective!) mind-mapping exercise. Here's how it works:

- **Step 1:** Draw a classic mind map. In the centre, write down the profit you'd love to make from your show.
- **Step 2:** Next, draw branches to ideas on how you can reach your profit goal.

Here are some ideas to populate your map:



1. Dance Show Fees

Price it right: Don't undercut yourself! Charge what you're worth, and ensure your fees cover all the planning and hard work that goes into the show.

Collect fees early: Set show fees months in advance, and bundle in extras like costumes, rehearsal time, and even show merch if you're nervous about the price.

Top tip: If parents grumble about fees, be transparent about where the money goes. Louise once polled parents on the cost of a theatre hire, and the real price was the least guessed—most parents just don't know how much it all costs!

2. Sponsorships

It's all about connections! Build relationships with venues, costume suppliers, and local businesses for sponsorships or discounts to help cover costs.

Switch it up: Think about moving to a bigger venue for more ticket sales (and a wow factor for parents) or go for a cheaper venue and keep the ticket prices the same—hello, higher profits!

“Step out of your comfort because the growth on the other side is so worth it!” – Louise

3. Marketing Your Show

Be everywhere! Share your show in local Facebook groups, go live on Instagram, and post updates regularly. Don't just mention it once in a newsletter—get the word out!

Teach parents: Educate your audience on all the work that goes into a show. The more they understand, the more they'll appreciate the ticket price!

“Be so visible that people cannot ignore you.” – Louise

4. Costumes

Bulk hire your costumes and add a little markup to cover your costs (and make a bit extra!). Let parents know exactly why these costs are necessary to pull off the show.

Top tip: Some dance studio owners are even able to re-use costumes from another show, making the cost for costumes significantly less.

5. More Shows = More Money

Why stop at one show? Hosting more events means more chances to rake in the profit you're after. Some schools do one a year, others do several—it's all about what works for your dance school.

6. VIP Tickets

Everyone loves feeling special, so offer VIP tickets with perks like premium seating, exclusive merch, and early ticket sales. Parents will love the red-carpet treatment (and you'll love the extra cash!).

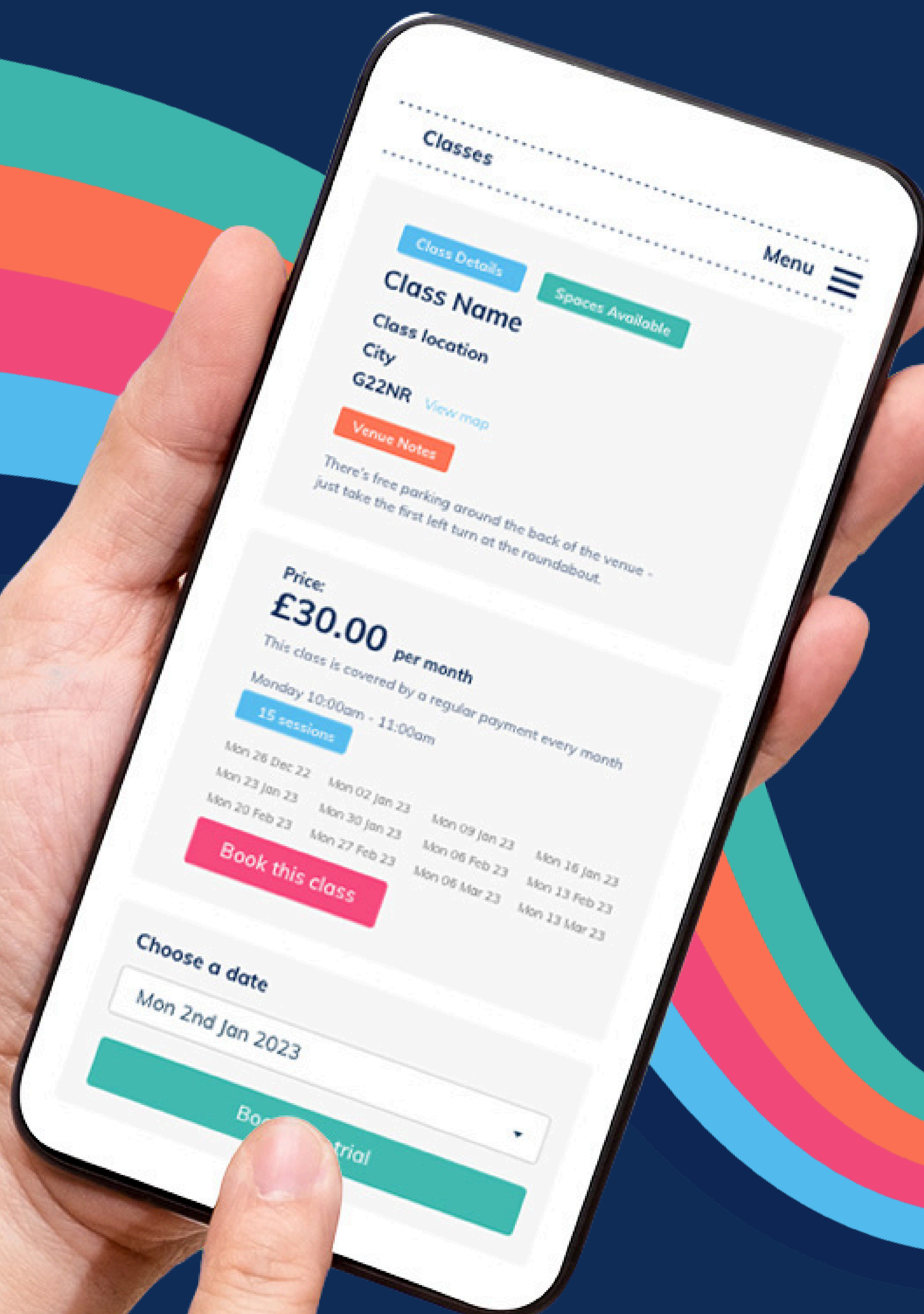


7. Limited Edition Merch

Louise always creates **show-specific merchandise** for parents and kids to buy at her shows – an added touch that is beloved and expected now! She likes to involve the kids at her school in the design of the merchandise too, adding another layer of fun.

Top Tip: In addition to limited-edition show merch, you can easily use your show to sell other little extras, like light-up wands, roses or branded treats!

[Learn More](#)



Estimate Your Earnings

Now it's time to get down to numbers! The second task Louise set was to estimate how much each of your ideas could bring in.

1. Set Smart Prices

- **Don't wing it**—calculate your prices based on the number of students, venue size, and costume costs. Remember, most schools charge way too little for their shows!
- **Keep costs low**, but prices high: Moving to a cheaper venue doesn't mean you have to drop ticket prices. Keep the savings for your profit margin, and parents won't know the difference.

2. VIP vs Standard Tickets

- **Think about your ticket pricing tiers.** Maybe you charge £18 for a standard ticket and £25 for a VIP ticket—whatever works for your show!
- **Early bird tickets** are another great idea for getting parents hyped up for a show. Just remember, never decrease your prices, or parents will think the show has lost its value.

“You have to set your prices according to what will help you reach your profit goal – not according to what you think parents want to pay!” – Louise

Max Out Your Sign-Ups and Ticket Sales

The last task was all about filling seats. Louise shared her top 10 ways to create buzz and sell out those tickets:

- **Create Hype:** Get parents and kids excited by involving them in the journey—whether it’s sneak peeks behind the scenes or countdowns to the big day.
- **Teach, Don’t Just Sell:** Don’t just tell parents to sign up—explain why the show is great for their kids, from boosting confidence to celebrating progress.
- **Be Loud and Proud:** Shout about the show everywhere—on social media, in newsletters, in person. You can’t just assume everyone knows about it!
- **Countdown to Ticket Release:** Build excitement with a countdown to the ticket release date. Make it a big deal!
- **Run a Competition:** For a bit of fun, offer a prize (like a year of free classes) to the family that buys the most tickets.



- **Show Off Testimonials:** Got happy parents from previous shows? Use their feedback to encourage others to sign up!
- **Personal Touch:** Don't rely on mass emails—give parents a personal call or text reminder. They'll appreciate it, and it'll help boost sign-ups.
- **Repeat, Repeat, Repeat:** Parents are busy, so don't be afraid to remind them multiple times about tickets. Repetition is key!
- **Marketing Tip from Louise:** "People complicate marketing—it's essentially doing a great job and shouting about it!"
- **Confidently Handle Complaints:** If a parent complains about changes or costs, don't back down. Be clear about why the change is happening and stand firm in your pricing.

"It's scary when you do something new but have courage to try anyway!" – Louise



And That's a Wrap

With these tips from Louise, you're now armed with all the strategies you need to turn your next dance show into a profitable, fun-filled event for everyone involved. And remember, ClassForKids' management software can help take care of the admin so you can focus on the magic of the show!

Now go out there and make those shows shine!



ClassForKids Helps You Run Your Dance School with Confidence

Cut down hours of admin and become the business owner you dream of being: speak to a ClassForKids team member about how our software can help you!

“Best business decision we ever made! Frees up so much admin time and makes running the club, collecting fees and holding accurate data so easy!” – David, Nottingham City Gymnastics

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