

FREE SAMPLE

DANCE TEACHER WEB

The Studio VIP Suite

Four ready-to-brand documents that hand your parents everything they need to know — in your studio's name, in your studio's voice.

The Early Years

Parent playbook · youngest dancers

The Next Level

Parent playbook · competitive & high school

4 Parent Emails

Done-for-you delivery sequence

Studio Owner Guide

Customize & launch in 15 minutes

This sample shows the cover and one real page from each of the four documents. The full suite is editable Word — your logo, your colours, your policies, your voice.

✎ INSERT YOUR STUDIO LOGO HERE

The Dance Parent Playbook

THE EARLY YEARS

STUDIO VIP EDITION

Your guide to navigating, supporting and loving your dancer's first years in the studio.

What's Inside

- Welcome to the Studio Family
- 1. The Drop-Off Dynamic
- 2. The Car Ride Home
- 3. The “Potty” Protocol
- 4. The Dance Bag Essentials
- 5. The Method Behind the Magic
- 6. Studio Etiquette & Communication
- 7. Studio Tech & Kindness Policy
- 8. The Truth About Level Placements
- 9. Recital Realities: What to Expect
- 10. Competition 101 for the Little Ones
- 11. The Nuts & Bolts (Quick Reference)

The Car Ride Home

The drive home is one of the most important moments of the whole day — and the easiest one to accidentally get wrong. After class, your dancer is proud, tired, and watching your reaction closely.

THE MAGIC PHRASE

“I love watching you dance.”

That is the single most powerful thing you can say when they climb into the car. No critiques, no “why didn’t you do the turn?” — just that. It keeps the joy in dance and the pressure off.

- **Be the parent, not the coach.** Leave the corrections to the teachers. Your job in the car is to be their biggest, calmest fan.
- **Let them lead.** If they want to show you what they learned, celebrate it. If they are quiet, that is okay too — a snack and a smile go a long way.

Before that: the drop-off

- **The quick goodbye.** A swift, cheerful hug and a “have fun!” works best. Linger often makes the separation harder for the child.
- **The window rule.** If your studio has viewing windows, try not to tap on the glass or wave. It breaks their focus and pulls them out of the magic of class.
- **Trust the teachers.** If there are tears, let the instructor handle it. They are experts at redirection.

🔧 CUSTOMIZE THIS

Studio Owner inserts your own drop-off procedure, door and parking notes, and who to find if a family needs help.

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The Dance Parent Playbook

THE NEXT LEVEL

STUDIO VIP EDITION

Your guide to the mental, physical and emotional demands of higher-level training.

What's Inside

- Navigating the Next Stage
- 1. The Golden Rule: The Car Ride Home
- 2. The 24-Hour Rule
- 3. The Truth About Level Placements
- 4. The Comparison Trap
- 5. Fuel, Rest and Resilience
- 6. The Mid-Season Slump
- 7. The Logic Behind the Leotard
- 8. Tech Week & Performance Survival
- 9. Studio Communication
- 10. Phones, Social Media & Studio Culture
- 11. The High School Hustle
- 12. The Truth About Trophies

Communication Boundaries

Passionate dancers — and passionate parents — can feel very strongly about casting, level placements and competition results. This is how we keep those conversations productive.

THE 24-HOUR RULE

Wait one full day before you hit send.

If you are upset or confused about a studio decision, we ask that you wait a full 24 hours before sending an email or requesting a meeting. That buffer gives everyone time to process, so that when we do talk, it is productive, respectful, and focused on what is best for the dancer.

The truth about level placements

- **Dance is not traditional school.** In academic school you move up every year. Dance does not work that way. It is completely normal — and expected — for a dancer to stay in the same level for two, three, or even four years.
- **The “boredom” myth.** If your dancer says “we just do the same things every week,” remind them that repetition IS the training. A professional ballerina still does the exact same pliés every morning.
- **The danger of rushing.** Moving a dancer up before their core strength, ankle stability and mental maturity are ready does not help them. It sets them up for injury and frustration. We protect their bodies first.

CUSTOMIZE THIS

Studio Owner inserts your evaluation timeline, who makes placement decisions, and how families are notified.

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Done-For-You

4 PARENT EMAILS

STUDIO VIP EDITION

A ready-to-send flow that delivers your Playbook and keeps parents opening your emails all season.

What's Inside

- How to use this sequence
- Merge tags
- Email 1 — The Welcome & Delivery
- Email 2 — The Follow-Up
- Email 3 — The Season Reminder
- Email 4 — The Re-Engagement
- P.S. lines that get read

Email 1 — The Welcome & Delivery

Send: Immediately after enrollment, or when the Playbook goes out · **Subject:** Important: Your VIP Guide to a Great Dance Season 🌟

Hi {{FirstName}},

Welcome to the {{StudioName}} family — we are so glad your dancer is here!

We know how busy life gets. Between school, work, and running kids everywhere, keeping track of one more activity can feel like a full-time job. So we made you something to take the guesswork out of dance season.

It is called **The Dance Parent Playbook — Studio VIP Edition**, and it is your shortcut to supporting your dancer, saving time, and knowing exactly what to expect this year.

👉 **Grab your copy here — {{PlaybookLink}}**

Do us one small favour: take five minutes this week to read it through. It covers everything from what actually belongs in the dance bag to the single most powerful sentence you can say on the car ride home.

Thank you for trusting us with your dancer. Here is to an amazing season together.

With you every step,
{{StudioOwnerName}} · {{StudioName}}

MERGE TAGS USED

{{FirstName}} · {{StudioName}} · {{StudioOwnerName}} · {{StudioPhone}} · {{StudioWebsite}} · {{PlaybookLink}} — swap each for your details, or your email platform's own personalisation fields.

Emails 2, 3 and 4 — the follow-up, the season reminder and the re-engagement — are in the full suite.

Email 2 — The Nudge

Send: 3–4 days after Email 1 · **Subject:** 🚗 The #1 thing to say after dance class

Hi {{FirstName}},

Just checking in as we get this season rolling. If your inbox looks anything like ours, good things can slip through the cracks — so we wanted to bump this back to the top.

We sent your Dance Parent Playbook a few days ago, and it holds one of our all-time favourite secrets for dance parents: **the Golden Rule of the Car Ride Home.**

THE MAGIC PHRASE

When your dancer climbs into the car after class, resist the urge to critique or ask how they placed. The most powerful thing you can say is simply: “I love watching you dance.”

That is just one page. If you have not opened your copy yet, take three minutes today to skim it.

👉 Here is your copy again — {{PlaybookLink}}

P.S. If you already read it — amazing. Reply and tell us the one tip that surprised you most. We read every reply.

WHY THE P.S. MATTERS

The P.S. is the most-read line in any email. Every email in this sequence has one written for you — and every one of them asks for a reply, an open, or a click.

✎ INSERT YOUR STUDIO LOGO HERE

Studio VIP Suite

OWNER GUIDE

STUDIO VIP EDITION

How to customize and launch your Playbook suite — in about fifteen minutes.

What's Inside

- What's in your kit
- Customize it in 15 minutes
- The five steps
- Pro tips
- The master checklist

Customize It in 15 Minutes

Everything you need to brand these documents and get them into parents' hands — in about fifteen minutes.

1. **Add your logo.** At the top of each document you will see a dashed “INSERT YOUR STUDIO LOGO HERE” box. Click it, delete the placeholder and paste in your logo. A transparent PNG works best.
2. **Fill in every grey box.** Each grey  box is a spot only you can complete — your values, dress code, communication policy, evaluation dates. Replace the italic instructions with your real details.
3. **Complete the Nuts & Bolts tables.** Near the end of each playbook is a logistics table. Fill in the right-hand column with your real policies. This single table prevents most front-desk questions all year.
4. **Swap the email merge tags.** Replace every {{merge tag}} with your details or your platform's personalisation fields, and drop in your real Playbook link.
5. **Export to PDF and send.** Save each playbook as a PDF, upload it where parents can reach it, then paste the emails into your platform and schedule the sequence.

PRO TIP

Match your brand colours once and it carries through the whole document. Then refresh the dates and policies each season and you have a brand-new welcome asset every year.

You have read five pages. Here is everything else.

THE EARLY YEARS

✓ **The Car Ride Home** sampled

- The Drop-Off Dynamic
- The “Potty” Protocol
- The Dance Bag Essentials
- The Method Behind the Magic
- Studio Etiquette & Communication
- Studio Tech & Kindness Policy
- The Truth About Level Placements
- Recital Realities
- Competition 101 for the Little Ones
- The Nuts & Bolts quick-reference table

4 PARENT EMAILS

✓ **Email 1 — The Welcome & Delivery** sampled

✓ **Email 2 — The Nudge** sampled

- Email 3 — The Value Tip
- Email 4 — Community & Soft CTA
- Alt subject lines for every email

THE NEXT LEVEL

✓ **Communication Boundaries** sampled

- The Golden Rule: The Car Ride Home
- The Comparison Trap
- Fuel, Rest and Resilience
- The Mid-Season Slump
- The Logic Behind the Leotard
- Tech Week & Performance Survival
- Phones, Social Media & Studio Culture
- The High School Hustle
- The Truth About Trophies
- The Nuts & Bolts quick-reference table

OWNER GUIDE

✓ **Customize it in 15 minutes** sampled

- The master launch checklist
- Which book goes to which family
- Refreshing it each season

THAT WAS THE SAMPLE

Now put your name on it.

The full Studio VIP Suite is four editable Word documents — not locked PDFs. Drop in your logo. Change the colours to yours. Fill the grey boxes with your policies. Rewrite any line that does not sound like you, because it should sound like you.

- **The Early Years** — the complete parent playbook for your youngest families
- **The Next Level** — the complete playbook for competitive and high-school dancers
- **4 Parent Emails** — the full done-for-you delivery sequence
- **Studio Owner Guide** — setup instructions and the master checklist

Included with a Dance Teacher Web membership

New members save 90% off the first month

danceteacherweb.com

Download it after lunch. Hand it to every parent walking through the door at four.