



How to run a Successful FREE Day of Dance at Your Studio

1. Get the word out using Eventbrite... It's FREE! Also consider doing pay per click ads on Facebook and a postcard mailing. I use Postcard Mania based in Florida. If you mention my name and Dance Teacher Web you will receive an additional discount. You can get your banners made for only \$5 at fiverr. You can set up an account for FREE. If you like my designs, you can use the link below. Click on the links below to visit these websites.
2. Make sure your staff and faculty understand what the event is about... SELLING!!! Make sure the classes are fun, upbeat and that a short routine is learned so that the parents can come in and watch at the end of class. I recommend each class is 45 minutes long so each teacher can talk to the parent about the best placement for their child.
3. Promote the event to your current families as well as a way to upsell and cross sell. Remember, you can increase your revenue with the students you already have. This is one of the most cost effective and easiest ways to improve your bottom line!
4. The best time of year to do this is right before the beginning of your season. But you can also tie it into a Holiday. Halloween this year falls on a Sunday and we are planning to do another one on that day.
5. Try to get people to register for classes and pay something on this day. Maybe consider waiving your registration fee or giving them other special free item i.e.: free t-shirt or tights. For those who do not sign up follow up with emails and phone calls.

www.eventbrite.com

www.postcardmania.com

<https://www.fiverr.com/hendratok>