



**Your A-MAY-zing Month:
Does Everybody Know Your Name?
with Chasta Hamilton**

May 14th, 2020

Hosted By:



DOES EVERYBODY KNOW YOUR NAME?

Branding + Visibility For Your Studio



We are wrapping up Digital Week #9, gang!

NOW is the time to get on your branding and messaging:

- (1) Revisit
- (2) Remind
- (3) Elevate
- (4) Connect
 - (a) Vision
 - (b) Mission
 - (c) Strategy
 - (d) Brand
 - (e) Culture

Make “your brand” your buzzword and spread it like wildfire!

Leadership, staff, students, and families should all embrace the brand and live the culture through the vision/mission/strategy your leadership team creates and executes.

Why Stand Out?

Your goal is to be better than you were yesterday.

Ask yourself:

- (a) Are we moving backwards?
- (b) Are we stuck?

(c) Are we moving forward?

In the neighborhood:

- (a) Who are your competitors?
- (b) What makes you stand out?
- (c) Are you reaching your target audience?

This is so much bigger than “we love dance!” or baseline strategy.

Make it about WHY you uniquely invest time and energy into creating an exceptional business.

Then, train others to understand and uphold it.

Multi-Act Phasing

1. Pre-Arrival
 - a) Perceptions/ Feelings Before Clients Arrive
 - (1) Reputation
 - (2) Digital Impression
 - b) Initial Intake
 - (1) Phone Interaction
 - (2) Email
 - c) Access to Information
 - (1) Policies
 - (2) Safety/ Modifications
 - (3) Understanding of Protocols
 - (a) Dress Code
 - (b) Arrival/ Check-In
2. Internal Experience (Clients Onsite)
 - a) Visual
 - (1) Cleanliness
 - (2) Body language
 - (3) Interaction
 - b) Auditory
 - (1) Vocal tones
 - (2) Language
 - c) Consistency
 - d) Facility
 - e) Acknowledgement
 - (1) Greeting
 - (2) See you soon!
 - (3) Names
 - f) Classroom Material & Engagement During Class

3. End of Experience (the Debrief)
 - a) Based upon student feedback/parent perceptions
 - b) Day
 - c) Semester
 - d) Season
 - e) Performance/ Placement/ Retention
 - f) What motivates someone to walk away

What Creates A Brand Subscriber?

1. Inclusive Environment
2. Custom Designed Cohorts
 - a. Avoid Leveling
 - b. Empower and Inspire
 - c. Focus on Education
3. Critique with Positive Intentions
4. Be Timeless in Appeal
5. Be a Role Model
 - a. Personal and Profession Brand should appeal to 2-year, a 15-year old, a 35-year old, and a 75-year old
6. Feelings of Connection and Community
 - a. Events
 - b. Classroom
 - c. Hallways
 - d. Digital
 - e. Lobby
 - f. Between Colleagues
 - g. In Communication

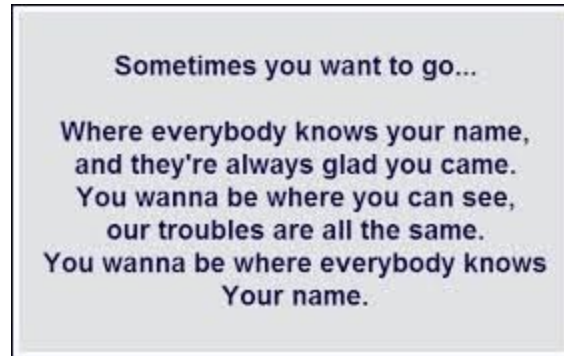
If you were to hand a \$100 bill per month to train your child in dance education, what would you expect to receive to make it a solid return on investment?

Setbacks = Opportunity

- I. If you recognize you've missed the mark, reset.
- II. Make sure your messaging is equal in writing and in action/implementation
- III. The beauty of brand and culture is that it sets boundaries.

Build that Tribe!

Leadership is hard. This is a time for growth, rebirth, and becoming better than you ever envisioned. Do that work now so it pays off later!



Change is tough. But, YOU ARE STRONG!

Let's Stay Connected! The studio (Stage Door Dance Productions) and I (Chasta Hamilton) are on Facebook, Instagram, LinkedIn, and Twitter. My dog is also on TikTok (ElvisTheScottie). Reach out any time!

We're back next week (May 21st) from 2-3pm EST with 5 Aggressive Strategies to Bring Your Business Back! Then, we'll chat with Jackrabbit at 11:30am on Friday, May 29th!