

THE
Invisible
STUDIO MANAGER™
WORKBOOK



**BROUGHT TO YOU
BY THE DSOA**

Wins in the last 90 days?

A large, empty white rounded rectangle with a thin grey border, positioned in the center of the slide. It is intended for a chart or data visualization related to the question above.

The To-Do List **Trap**

What it really looks like:

WHAT DO YOU NOTICE?

Tasks (To-Do List)

Monday

- Follow up with lead
- Send Welcome Email
- Re-enrollment Reminder

Friday

- Follow up with lead
- Send Welcome Email
- Re-enrollment Reminder

Next Week

- Follow up with lead
- Send Welcome Email
- Re-enrollment Reminder

BEFORE A FULLY FLUSHED OUT TEAM YOUR ORG CHART LOOKS LIKE THIS



THE MENTAL DANCE BAG

WHAT'S WEIGHING ON YOUR MIND?



So, what do you do
if you need an
extra set of hands,
**but can't afford to
hire anyone?**

You build what we call...

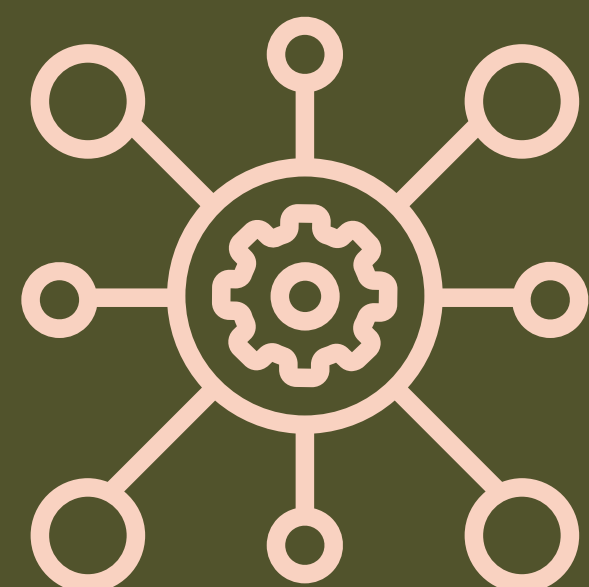
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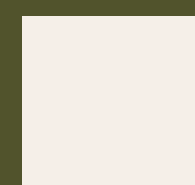
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is how we replace to-do lists with structured support — so your studio runs like it has a manager, even when it doesn't.

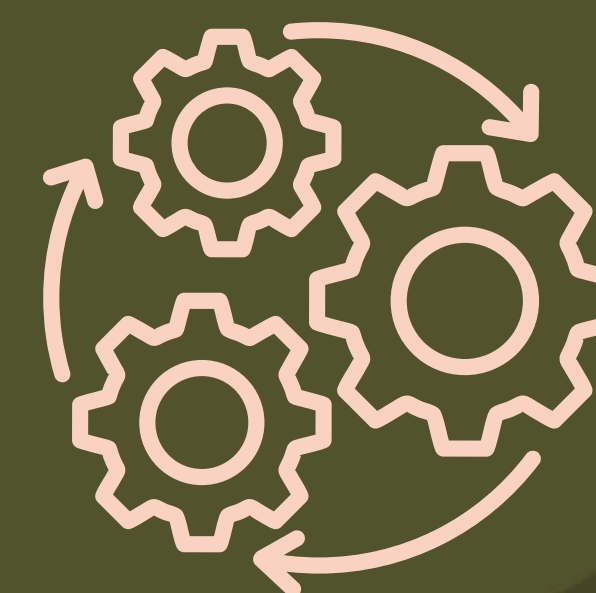
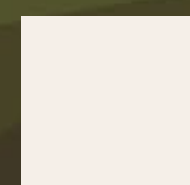
What do you feel is missing from your studio?



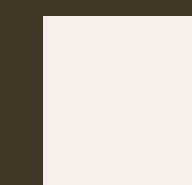
What needs to happen
and when



The right thing to
say, every time



It happens without you
remembering



Let's see what it
can do for your
enrollment
system

I *S* *M* *M*

$$\text{[]} : \text{[]} \times \text{[]} \times \text{[]} = \text{[]}$$

$$\text{[]} : \text{[]} \times 1.10 = \text{[]} \quad \text{[]} \times 1.10 = \text{[]}$$

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Systems

The Repeatable Revenue Engine

**A system is identifying
the that
happen repeatedly
within a job and putting
them in a
order.**

A system is a
_____ cycle.

**If the same work
keeps happening, it
needs a system —
not a reminder.**

Does your business have these **3 key systems?**



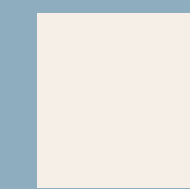
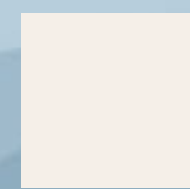
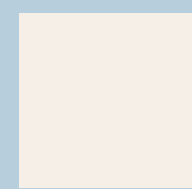
Enrollment



Onboarding



Lead Nurture



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Scripts

The Studio Script Library

A script is the
document used
repeatedly within a
session, so results
don't depend on
mood, timing, or
energy.

A script is a
[REDACTED] message.

If the same
conversation keeps
happening, it needs
a script — not

[REDACTED].

Trial Class Confirmation

SAMPLE SCRIPT:

Hi there, Betty!

This is Megan from <Dance Studio>. It was great to chat with you earlier. This message is to confirm Annie's trial dance class. The details are below.

We're really looking forward to having you and Annie at our studio! If you have any questions whatsoever, please reach out to us!

Class: Preschool Ballet

Day/Time: Monday, May 10 at 10am

Attire: Comfortable Clothes and Bare Feet

Parking Info: There's plenty of parking in front of the building

Please plan come 15 minutes early for your pre-class consult!

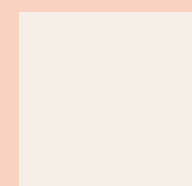
**Thanks!
Megan**

Dance Studio Name

Does your business have **scripts** for these 3 key systems?



Enrollment



Onboarding



Re-Enrollment



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Automation

The Follow Through System

**Automation is
assigning timing to a
system and a script —
so the work happens
without you**



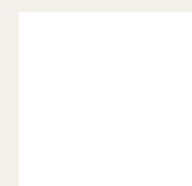
to do it.

**Automation is
consistent execution.
If the same work
keeps getting
forgotten, it needs
discipline – not
discipline.**

Does your business have **automation** for these 3 key systems?



Enrollment



Onboarding



Lead Nurture



STUDIO ENROLLMENT LOOP

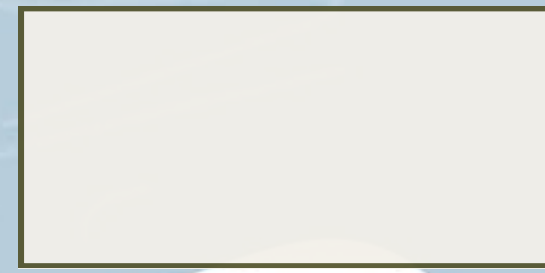
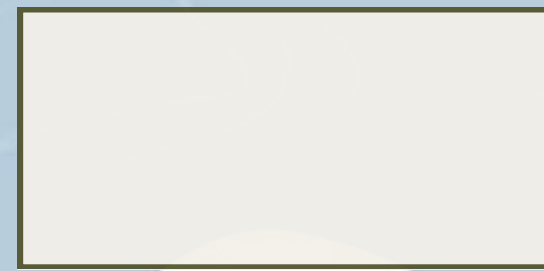
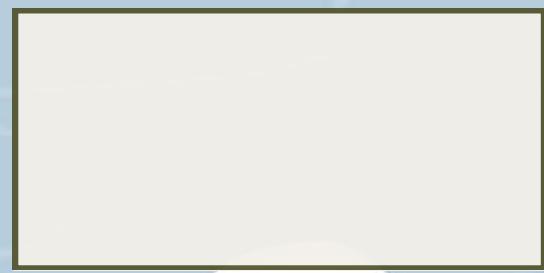
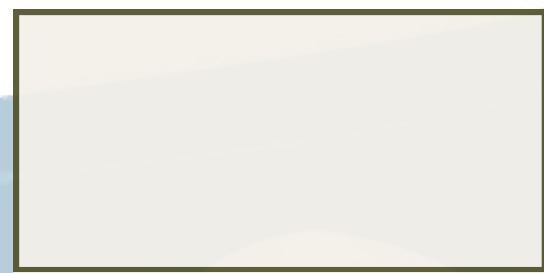
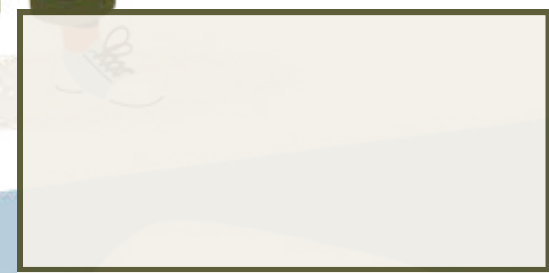
With your Invisible
Studio Manager in
action



What are your biggest areas of growth?

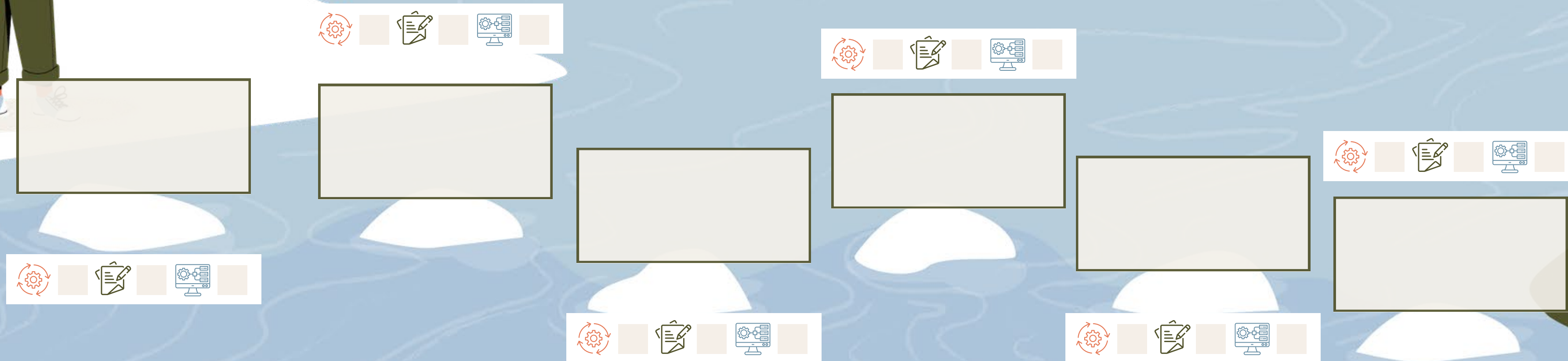


The Enrollment System



Where are your gaps for enrollment?

The Onboarding System



Where are your gaps for **onboarding**?

I [] S [] M [] M []

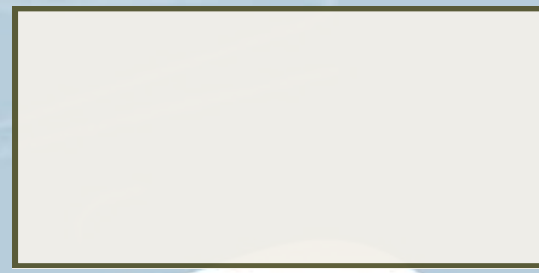
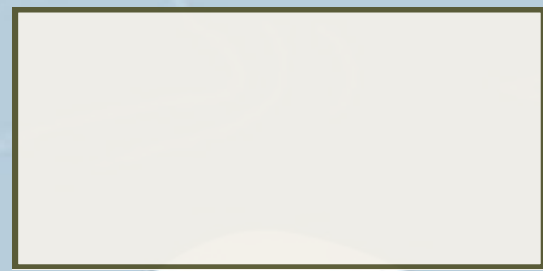
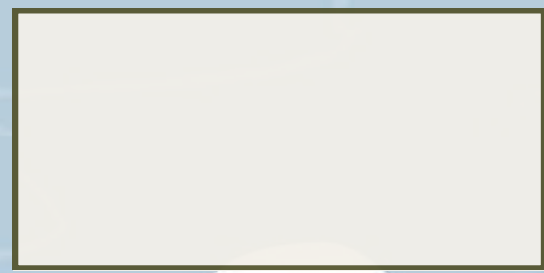
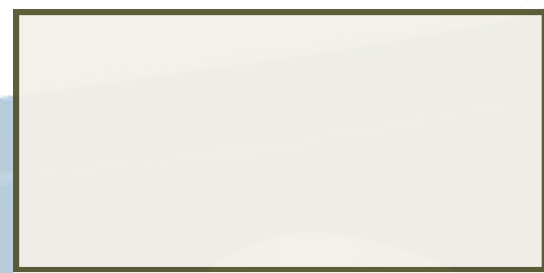
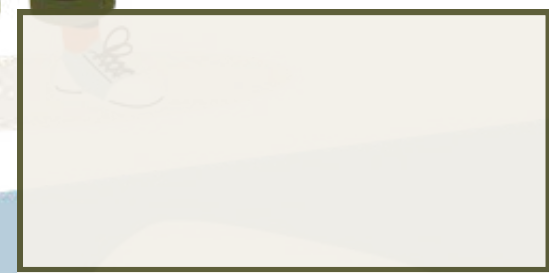
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$$[] : [] \times 0.60 = [] \quad [] \times 0.60 = []$$

The Lead Nurture



Where are your gaps for **lead nurture**?

I [] S [] M [] M []

$$[] : [] \times [] = [] \quad [] \times [] = []$$

LET'S RECAP.....

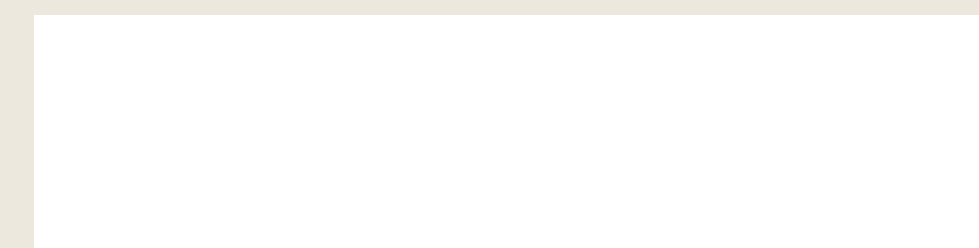
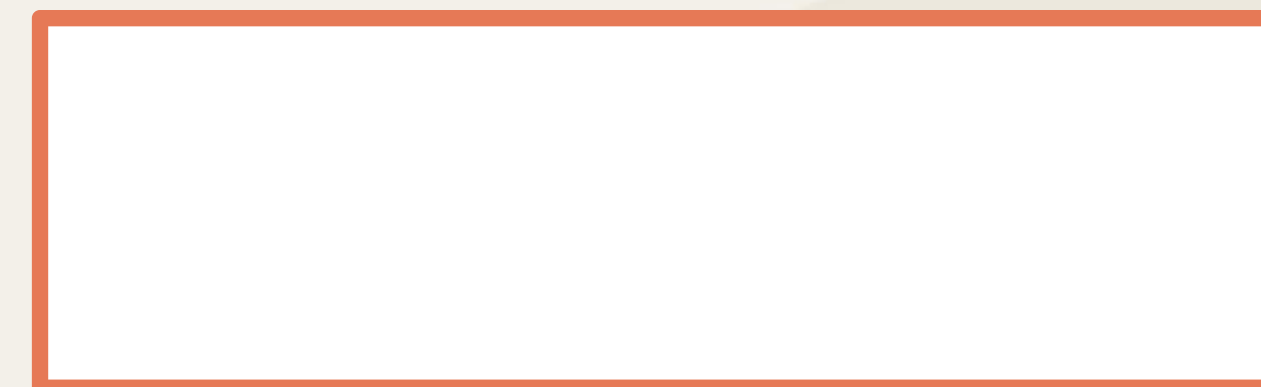
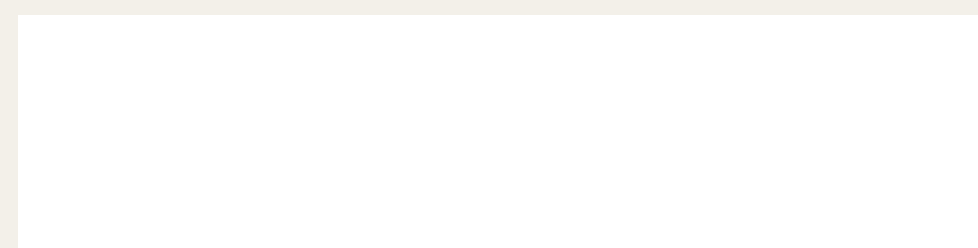
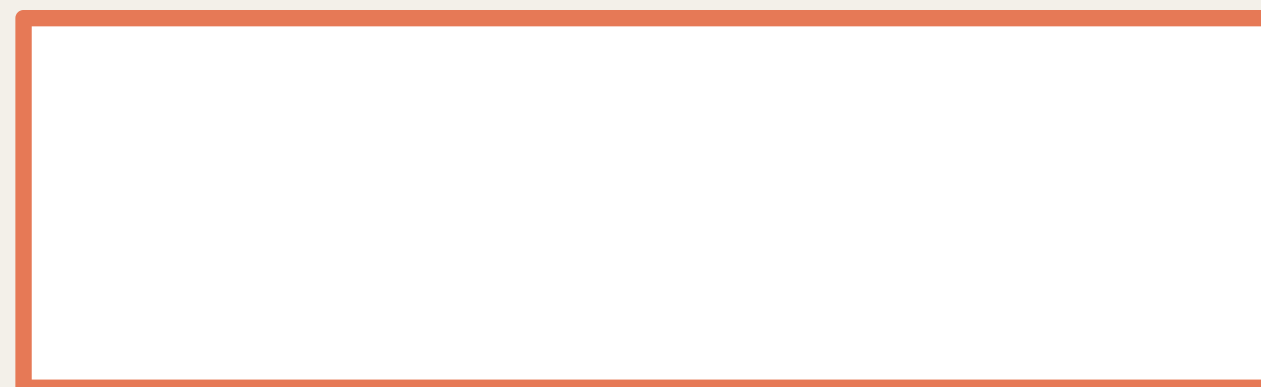
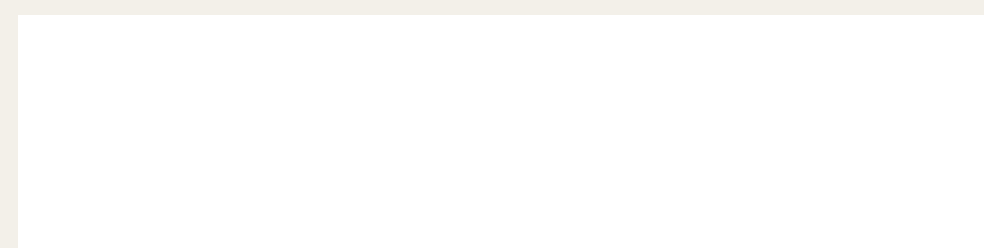
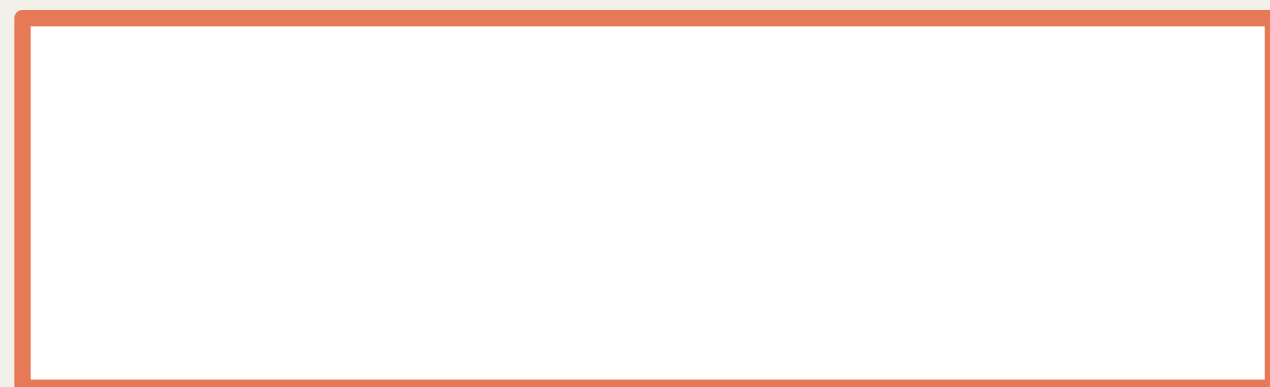
If you implemented the Invisible Studio Manager Framework inside your studio, you would...

Tuition		→	
# of Drops You Would Save			
Total:			

So what's getting in the way?



What will happen if you don't figure this out?



NOTES



The framework you just learned doesn't work if it lives in your notes.

Studio Sync installs the Invisible Studio Manager inside your studio so follow-up, onboarding, and re-enrollment happen without relying on you. If you're ready for structure instead of scramble, this is your next step.

[LEARN MORE](#)

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