



101

MARKETING TIPS *for Dance Teachers*

by Sue Wybrow

Easy to implement, bitesize tips to help
your dance business excel

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By
Sue Wybrow

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For my amazing, incredible hubster - it's all your fault!

To my gorgeous children who inspire me constantly.

To my parents who amaze me with their strength, their positivity and their never ending support.

To the best in-laws you could ever ask for.

To my family and friends for putting up with a manic, crazy bird.

To Lianne, Dawn, Rachel and Kerry - you know who you are and what we've been through!

To Jo - my gorgeous sister who I miss every single day but are lucky to have had in my life.

Dance Is A Passion!

Dance is incredible for body and mind.

Dance can also be a fantastic career - check out these amazing 101 Marketing Tips for Dance Teachers to help you take your passion to another level.

Taken from weekly blogs written to help dance teachers with ideas, motivation and easy to implement things to do to help your dance business to flourish!

How It All Began

I wanted to go to dance classes. I had no dance experience and wanted to get active after having my two children and fancied learning dance routines to pop music from the 80s, 90s and 00s. I'd always fancied being the backing dancer for Kylie Minogue.

I trawled the internet looking for something suitable for a 38 year old mum with two left feet and found nothing. I didn't want to be the frumpy one at the back of a class full of 16 year olds, I didn't want to jump up and down at an aerobics class – I wanted to go back to my youth and learn some simple dance routines to music that I loved.

So, having found nothing to suit me, I worked with amazing dance teachers and created Popdance! With my marketing background and a strong determination for the kind of class that I wanted, Popdance grew from strength to strength.

With our very first class appearing in St Albans in 2009, we now have classes across the UK and THE WORLD with more “popping” up all the time.

Due to demand, we launched Popdance Kids in 2010, with Popdance Tots following in January 2013 with Popdance Fit launching in 2015! Next comes Popdance Seniors for the overs 50s!

You can find Popdance in leisure centres, schools, nurseries, community centres, in activity camps, hotels, corporate events, at Brownies, cubs, at weddings, hen parties and partying everywhere – come and join us!

If you can't yet find Popdance in your area, get in touch and let us know!

We hope you have as much fun Popdancing as we do!



Sue Wybrow – Chief Legwarmer Wearer

Sue can be found Popdancing every Tuesday night in St Albans!

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1. Google Docs

With so many things to juggle as a dance teacher, Google documents aka Google Docs makes life so much easier.

Especially if you are working with a team and want to give your staff/customers/assistants access to certain files that they can read and/or edit.

And, it's FREE! We do love a freebie!

With documents, spreadsheets and presentation slides it also enables you to access your files from anywhere in the world. Work on the go, grab the information you need when you need it, view from your phone!

Simply share with who you want to share the information with – and set access to the level you want – i.e. read only access, or enable certain viewers to edit the file. At Popdance, we use Google spreadsheets to share with our teachers who are running classes with us – they can see all the information on the Popdancers in their class including any medical conditions, emergency contact details etc. and they simply mark in the Popdancer's attendance so that we can keep up with how that class is going, and our teachers have full, up to the minute information on who to expect in their classes.

We also have information that our teachers can download and use via Google share, such as downloads of how to take Popdance into schools, how Popdance works with the National Curriculum etc.

Give it a go – it's free!

2. So, How Do We Make The Most Of Seasonal Events?

Here's our quick checklist of things you can do to get everyone in the festive mood and grow your business too:

1. Use Christmas choreography – of course everyone loves a Chrimbo track and there are tons to choose from.
2. Dress up for Christmas – encourage your class to dress up in festive attire and donate £1 or so per person to your chosen charity – write a press release and share with your local community/ newspaper/ social media.
3. Sell your merchandise – what better for a stocking filler or a Chrimbo gift are one of your T-shirts, hoodies, water bottles, teddies, bags? Add a link to your shop, or hand out visuals of what you have to offer, add items to the bottom of your emails, or your renewal forms for the next term.
4. Have a Christmas party! Everyone needs time to do their Christmas shopping, so why not offer a 2-3 hour party (or any duration you fancy)? Get the kids learning fun dance routines to some festive tracks,

get involved in Christmas crafts (perhaps get the kids making a gift for mum, dad, grandparents), get the wrapping paper out, and why not have some festive games too. All finished up with a “mini” performance of the routine they’ve learnt to parents when they pick them up! Perfect. Charge per head and remember to include costs for things like wrapping paper if you use it!

5. Have an end of term performance – parents love to see what their children have been learning in class – so why not invite them to visit 10 minutes early on the last class before Christmas and, if you are running classes for adults, why not get them to perform a “mega mix” of the routines they’ve been learning – great fun going over routines from the year!
6. Reward your staff/helpers/people that have helped you during this year – even a simple “Thank You” card means a lot – let people know that you value them – it makes a HUGE difference.
7. Why not get your class together (adults) and go out for a social evening – get to know them a bit more – building relationships with your customers is key.
8. Promote your new year classes and perhaps offer an incentive to people that book now – i.e. get a Popdance bag that’s perfect as a stocking filler if you book now.