

ebook overview

MODULE

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- **01** KNOW WHAT YOU KNOW
Be specific in beginning with the end result in mind.
 - **02** EXPAND THE REACH
Capture the ear of a captive audience in a controlled environment.
 - **03** YOU X 2
Systemize and organize to optimize your efforts.
 - **04** SIMPLIFY AND REFINE
Simplify or let it fly (or replace).
 - **05** NEXT STEPS
Let us know how things are going for you.
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5 THINGS YOU NEED TO KNOW RIGHT NOW

1. **Your Current Students**
2. **Your Competitor's Students**
3. **Your Best/Worst Offering**
4. **Who Do You Love/Loathe**
5. **Your Area**



JOIN THIS TRELLO BOARD TO FIND A TEMPLATE YOU CAN COPY AND WORK ON RIGHT NOW

Know your people. Look at your current student make up. Have you surveyed your current families to see why they even come to you in the first place? Have you asked them what they thought lessons with you would be like? Did you ask them why they continue to choose you as their instructor? Use Typeform, Survey Monkey or Google Forms for quick and easy studio wide surveys.

Know your competitor's people. What kinds of students flock to your competitors and why? Be nosy, but not nasty. Word of mouth and a Google search is just about all you need here. Do you and your competition attract similar, the same, or totally different students? Why/Why not?

Know your offerings. What's the class that's ALWAYS full no matter when you offer it? What's the lesson that never seems to get booked no matter how many times you reinvent the wheel with this one?

Know who you love/loathe. Who are those families you just absolutely adore? What is it about them that has you excited every single week for their lesson? What family do you secretly wish would bounce on a trampoline that lands them safely on their home planet, Mars? What is it about this family that grinds your gears?

Know your area. What are the demographics of your location? What's the median income? What industries are families likely to be in? Where do you fit into the community matrix? What zip codes are more likely to have those students whom you love?