

## ***What is Twinkle Star Dance***

- 1. Recreational dancers are the “core” of any dance school yielding more profit per dancer and make up the largest base of potential customers.*

*It is important to identify the “core” of any business - the “core” is the service or product that yields the most profit, Note that I am talking about profit, not revenue.*

*Profit is the difference between revenue and expense - often times more revenue equals more expense - for example - your company dancers pay you \$300 a month for 15 classes per week, so they are paying less per class hour and require a more expensive hourly teachers, generally. The pool of new customers who already dance at a high level is not as large as pre schoolers and school aged beginners.*

- 1. Keeps business growing from the bottom up - a healthy studio is one with the largest base of young dancers, even if the top of your pyramid is strong. You need a strong foundation.*
- 2. Allows you to offer more full time positions to dance teachers resulting in in less teacher turnover and subsequent stress*
- 3. Expands your choices*

*Smart, succesful leaders and business owners never achieve greatness alone. They enlist the help of other experts to help them expand their business and keep their brand growing.*

*A Dance Studio is a “School” and every school requires a written class curriculum. If you have more than one dance teacher at your school, you must have a curriculum, written and on video.*

## ***Trains Teachers***

*Twinkle Star Dance put the focus on the delivery, not the content. Teacher can focus on the actual “teaching”. It also allows you train new teachers and subs and expand your recreational dance enrollment.*

## ***Protects Business***

*Twinkle Star Dance is a trademarked class curriculum that protects its subscribers from anyone not authorized to teach it - not even the music.*

*Twinkle Star Dance is a pre school and school aged dance curriculum that strikes the perfect balance of structure and fun and is based on sound child development principles.*

- 1. Engaging class curriculum that ensures classroom control, even the most novice teacher.*

*Keeping the dancers engaged and the control of the classroom depends on these factors:*

***Attention Span*** - *Pre schoolers can only focus intently for small periods of time, and will start to be distracted if made to do a focused exercise for too long. Twinkle Star Dance is structured in class elements and exercise that vary the level of focused needed so that they child remains engaged. There are periods of sustained focus followed by free moving movements, and exercises that hold the dancer’s attention in a “follow me” pattern - “Situations that request more than a child can do result in frustration and give the appearance that the children are not following directions. This is especially true when children are transitioning from one activity to another, as following directions can be difficult with the added activity in the room”*

***Repetition*** - *Twinkle Star Dance is created with a structure that remains the same for each class. The dancers know that after they put the hula hoops away, they go to the barre to “paint the floor”. “Preschoolers find comfort and security in the repetition of routines. Having a routine that the children can follow helps them feel that they have control over their environment and helps anticipate events”*

***Transitional Music*** - Keep the class moving, so less time for dancer distraction, by using transitional music that cues dancers to move from one exercise to another.

*Working in circles and lines, with limited one at a time across the floor - "Too many activities that require sustained attention will result in the children losing interest"*

***Class Demonstration:***

*Dancers Enter with arms in Fifth*

*Hand out Bears*

*Adventures of Twinkle Bear*

*Be Our Guest*

*The gLow*

*Pure Imagination*

***How the Program is Structured?***

*Full Class Curriculum start to finish with elements/modules you can add and change - keeping in mind the importance of repetition and varying types of exercises being sensitive to attention span and age range.*

*Actual video of complete classes and breakdown videos*

*Written Lesson Plans*

*Music Playlists and access to edited and transitional music*

*Monthly Updates - Holiday ideas, etc.*

*Written dancer evaluations*

*Written teacher evaluations*

*Camp Curriculum*

***Marketing Support-*** Photos, logos, advertising ideas, national marketing

**Business Support**

*Monthly Teleseminars - Business Consultation, Enrollment Ideas, - we walk through the year with you as your partner.*

**Additional Revenue Opportunities**

*"Sparkle" dance wear*

*"Sparkle" Twinkle Bear*

*Adventures in Twinkle Bear Audio Book*

*Recital Choreography Streaming Videos*

*Costume Sales*

*Recital Tickets*

**Why that's valuable:**

*Helps you train teachers and expand your program*

*Expands the WOM factor with curriculum that is the perfect balance of structure and fun, based on sound child developmental principles.*

*Increased Revenue - Tuition, Dress Code, Costumes, Ticket Sales, Photos, DVD's, Extra Performances*

*Recital/Performance Support -*

***Give to your local community and Be a part of a dance community: Refer to the flow chart of specials.***

***DSO***

***Costume Manager.com***

***Costume Gallery***

***Revolution***

***Etix***

***The Studio Director***

***Mode Dion - Raising the Barre***

***GTM***

***Dance League***

***Break the Flow***