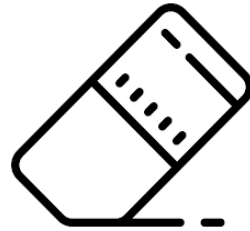


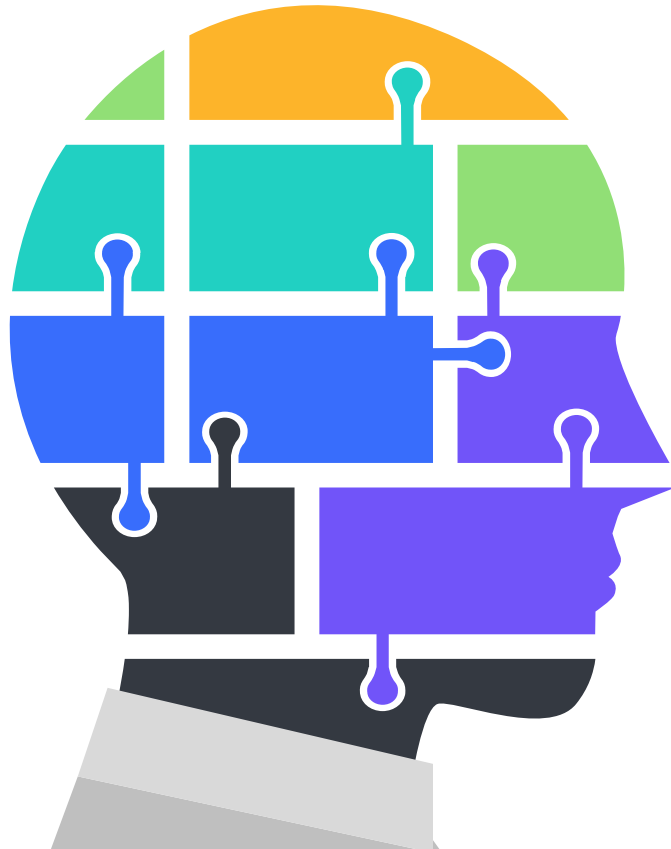
Summer simplified.



SUMMER

erase the past.

1st GOAL



CHANGE
YOUR
MINDSET



2nd Goal

PLAN YOUR PROFITABLE SUMMER EFFORTLESSLY!



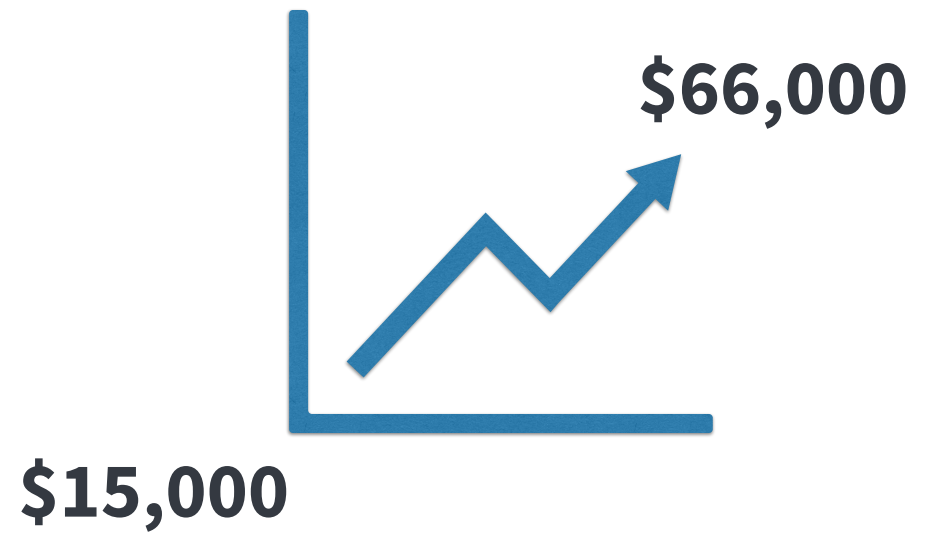
the Camp Lab 



DANCESTUDIOOWNER

Summer Camp Lab 

MEREDITH



9 weeks of summer

Summer Camp Lab 

\$5500 tuition per week

roughly 14 students per camp



Total: \$50k

Sarah

Summer Camp Lab 



Closing doors







EARLY

create your camps early and
market like crazy

Summer Camp Lab 

VARIETY

offer varied camps to encourage
the same students to enroll for
multiple weeks



BUZZ

BUILD A BUZZ



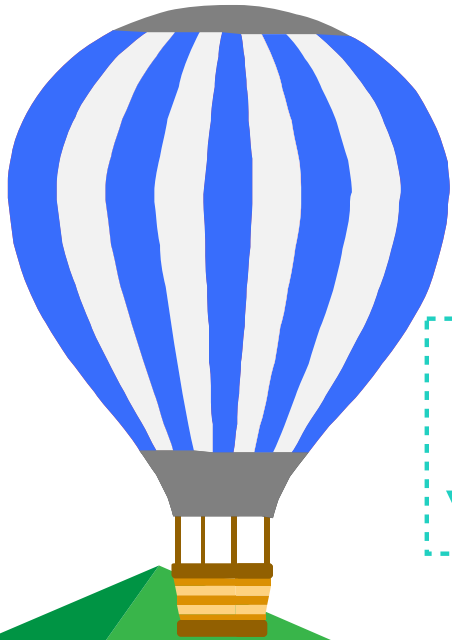
Summer Camp Lab 



SCARCITY

ENCOURAGE SCARCITY

BLUEPRINT TO ABUNDANT SUMMER

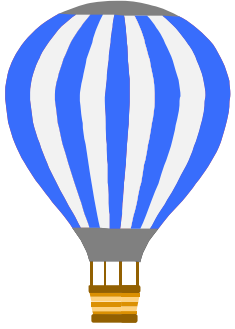


DETERMINE
THE NEEDS OF
YOUR FAMILIES

DETERMINE
PRICE &
COMPETITION

SET
CURRICULUM

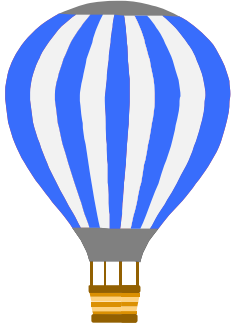
MARKETING



BLUEPRINT TO ABUNDANT SUMMER

DETERMINE
THE NEEDS OF
YOUR FAMILIES

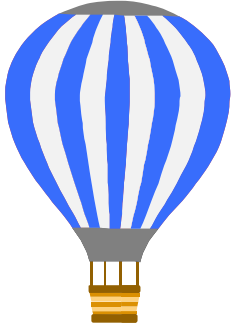
- ✓ What worked/didn't work last year
- ✓ Survey full clientele active and inactive



BLUEPRINT TO ABUNDANT SUMMER

**DETERMINE
THE NEEDS OF
YOUR FAMILIES**

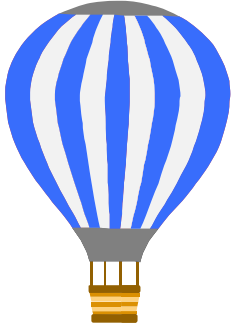
1. Timing: What summer camp hours appeal to you most?



BLUEPRINT TO ABUNDANT SUMMER

DETERMINE
THE NEEDS OF
YOUR FAMILIES

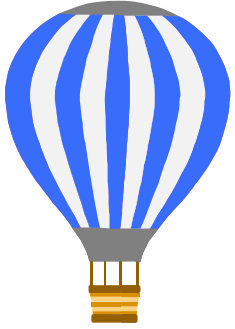
2. Do you prefer half day or full day camps



BLUEPRINT TO ABUNDANT SUMMER

DETERMINE
THE NEEDS OF
YOUR FAMILIES

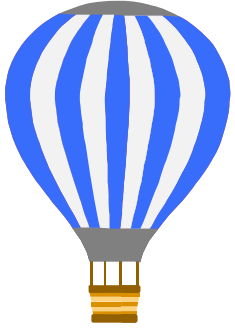
3. Do you prefer single day or week long camps



BLUEPRINT TO ABUNDANT SUMMER

DETERMINE
THE NEEDS OF
YOUR FAMILIES

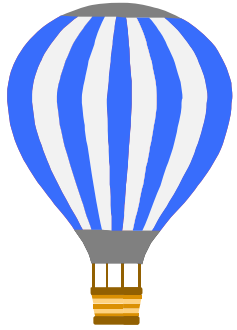
4. What camps interest you check all that apply and put a write in section



BLUEPRINT TO ABUNDANT SUMMER

DETERMINE
THE NEEDS OF
YOUR FAMILIES

5. What are the ages of your child(ren)?

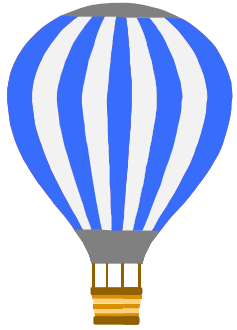


BLUEPRINT TO ABUNDANT SUMMER

DETERMINE
PRICE &
COMPETITION

PRICING & COMPETITION

PROGRAM	PRICE	HOURS	NOTES
Dance School #1	\$325.00	9-3	
Karate	\$300.00	9-4	not competition
Dance School #2	\$340.00	9-3	
Gymnastics	\$225.00	9-1	



Summer Camp Lab 

4 STEPS TO YOUR BOOMING SUMMER

SET
CURRICULUM

CONSISTENCY
IS 

3-7 YEARS

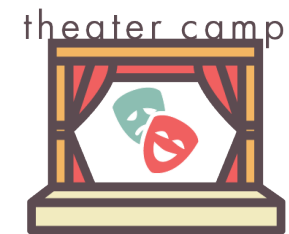


7 & UP



Summer Camp Lab

7 & UP



SET
CURRICULUM

Summer Camp Lab 



FAD CAMPS

SET
CURRICULUM



Summer Camp Lab 

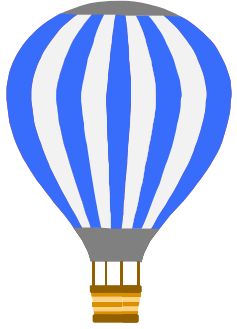
3 hours - 9-12:00
Welcome and warm up section
Dance
Art project
Snack time
Full Size Candyland game
Mini performance





*Full schedules
themed crafts
Spotify playlists
Full size Candy Land Dance Game*

Link to the camp: www.DanceStudioOwner.com/candylandcamp



Summer Camp Lab 

4 STEPS TO YOUR BOOMING SUMMER

MARKETING

MARKETING TIMELINE

CURRENT
STUDENT
REGISTRATION
KICK OFF

BOOSTER
EVENT

ADS

OPEN
ENROLLMENT

PRINT
ADS

**CURRENT
STUDENT
REGISTRATION
KICK OFF**

**BALLOONS & TEE SHIRTS
SNEAK PEAK
COMMUNICATE
POSTERS
INVITE
INSTILL SCARCITY**

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**CURRENT
STUDENT
REGISTRATION
KICK OFF**



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1. notify & inform (create the buzz)



**CURRENT
STUDENT
REGISTRATION
KICK OFF**



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2. Create scarcity, build the buzz



**CURRENT
STUDENT
REGISTRATION
KICK OFF**

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Ah-mazing news!

- the show
- a performance
- an activity or art project
- a favorite teacher



**CURRENT
STUDENT
REGISTRATION
KICK OFF**



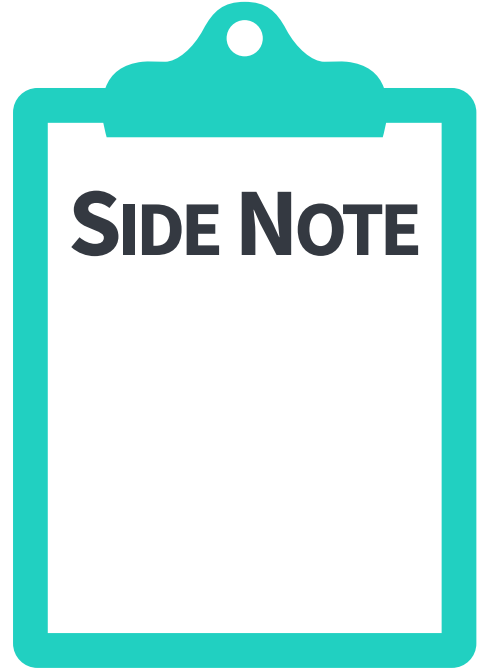
Summer Camp Lab 

3. set the deadline and encourage excitement.

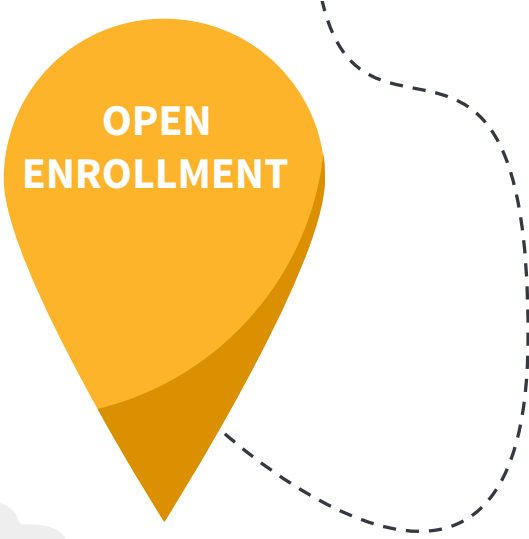


**CURRENT
STUDENT
REGISTRATION
KICK OFF**

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SIDE NOTE



OPEN
ENROLLMENT



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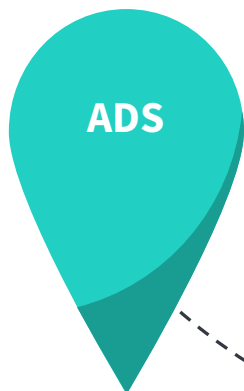
OPEN ENROLLMENT!



BOOSTER
EVENT

Summer Camp Lab 

MEET THE TEACHERS
SCROLLING PICTURES/VIDEO FROM CAMP
EXAMPLES OF PAST CRAFTS
HAVE A CRAFT AVAILABLE



ADS

BOOST A POST

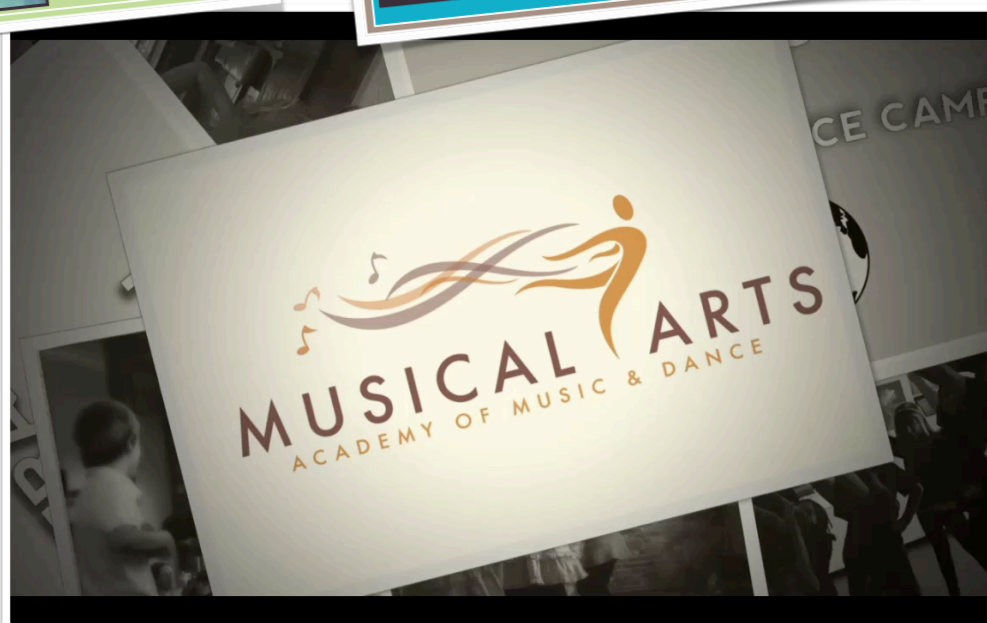
TEXT AD

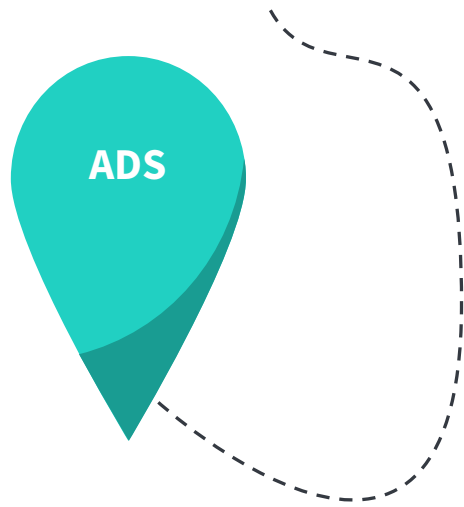
VIDEO AD

FACEBOOK LIVE



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Boost a post
create a picture ad
video ad
facebook live

PRINT
AD

Summer Camp Lab



Brochures
Postcards
Flyers
Posters

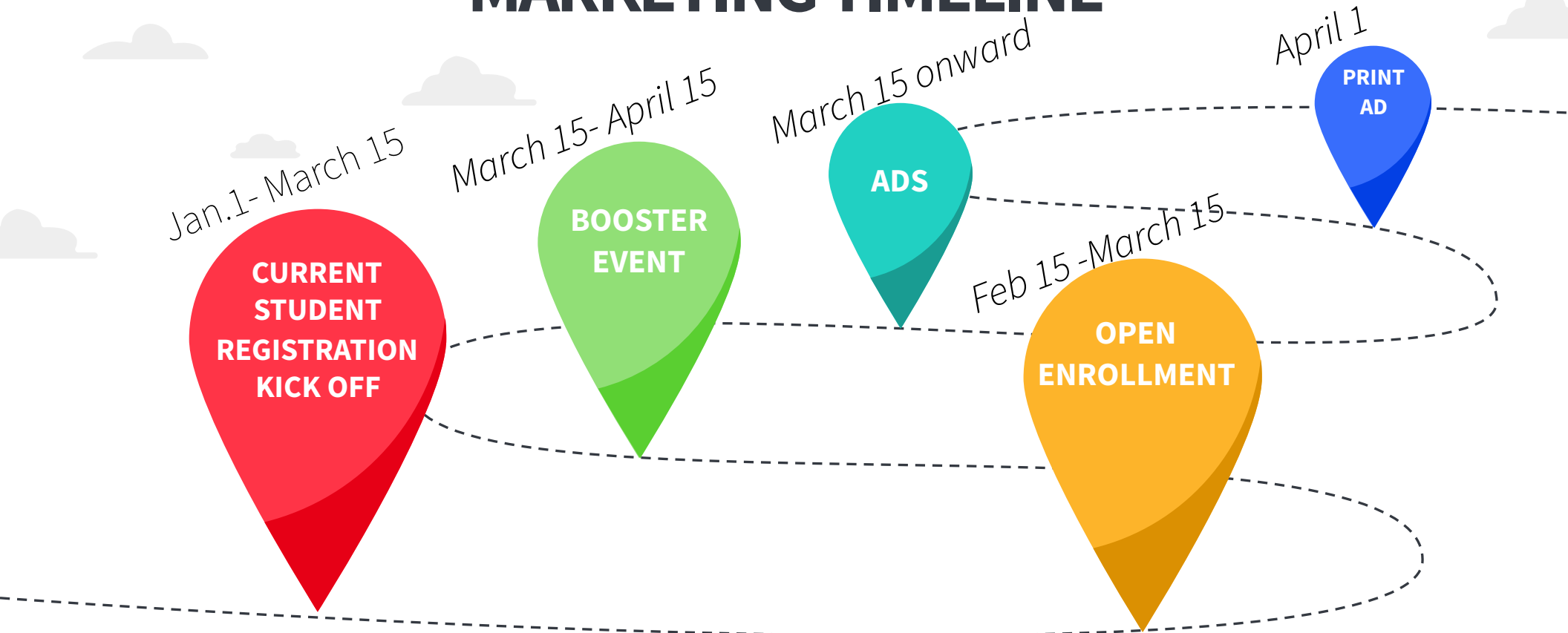




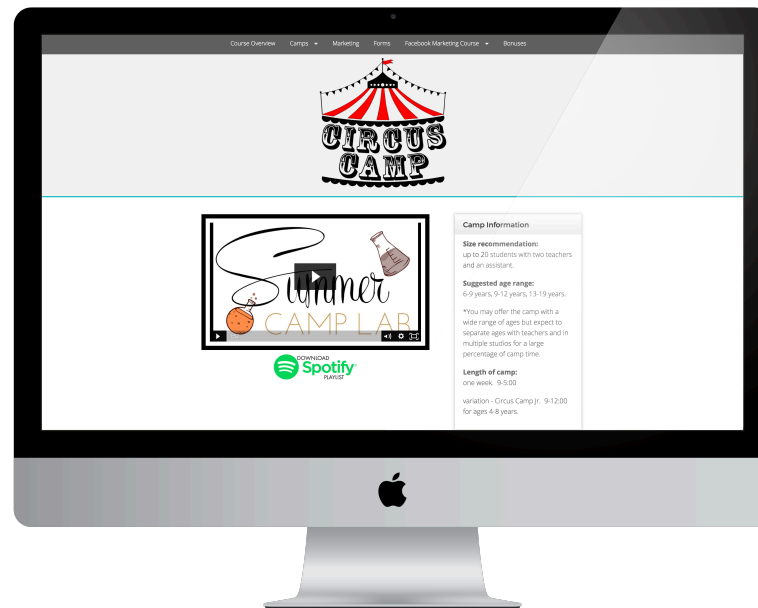


Summer Camp Lab ☀

MARKETING TIMELINE

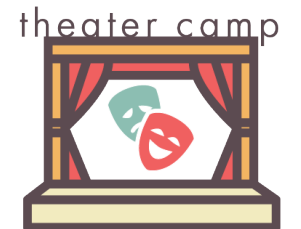
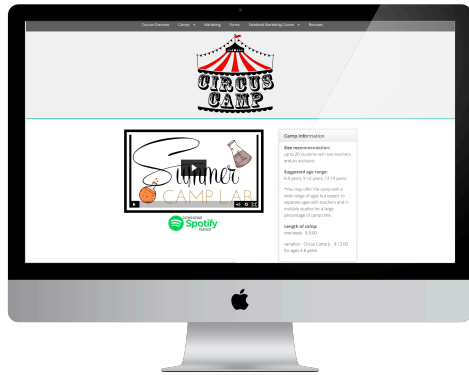


Summer simplified.

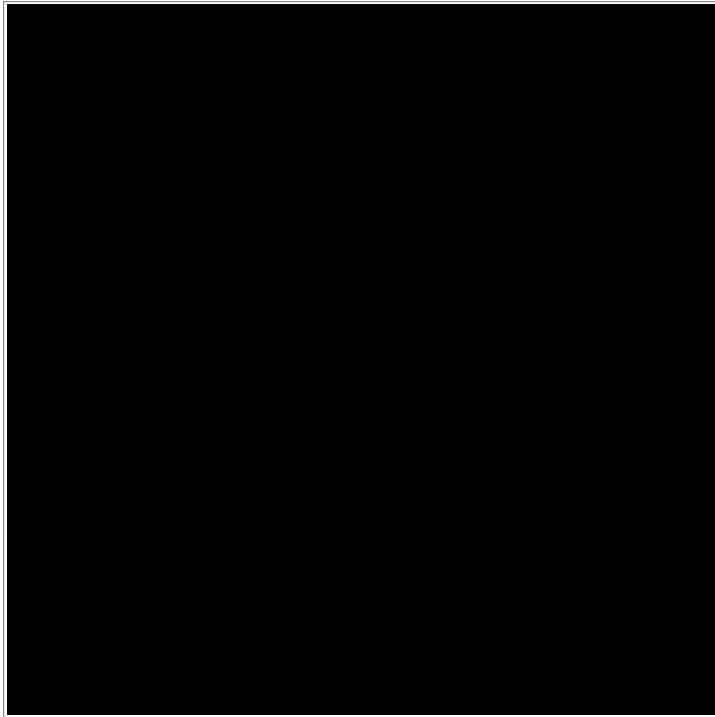


Summer simplified.

Summer Camp Lab 



Summer simplified.

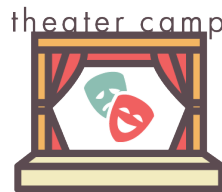


Bonus!

7 Day planning group starts February 19th.

FALL RETENTION BOOSTER

EMAIL SWIPE FILE



Space is limited.
Enrollment will close in
one week!



to enroll...

WWW.SUMMERCAMPLAB.COM/ENROLL/REF/1

Summer Camp Lab
\$397

10 Full Summer Camps

Craft videos

Logos for every camp

Full walkthroughs - what to do

Spotify music playlists!

ADD TO CART

Summer Camp Lab +
\$597
MOST POPULAR

10 Full Summer Camps

Craft videos

Logos for every camp

Full walkthroughs - what to do

Spotify music playlists!

Massive marketing plan

Essential forms to get your camps
in order

How to position your camps

Marketing templates to get you
started today

7 day Plan It! Group

Complete Facebook for Studios
Course - 5 modules and 18 video
lessons

ADD TO CART

Summer Camp Lab +
Blockout
\$997

10 Full Summer Camps

Craft videos

Logos for every camp

Full walkthroughs - what to do

Spotify music playlists!

Massive marketing plan

Essential forms to get your camps
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How to position your camps

Marketing templates to get you
started today

7 day Plan It! Group

Complete Facebook for Studios
Course - 5 modules and 18 video
lessons

Ability to block out 3 studios from
using the curriculum.

ADD TO CART