

Maximise Your Club Profits



Increase your prices. You're worth it.

Many clubs still sway over increasing prices. Why? Because they're scared of losing customers. And we get it - changing prices CAN be scary. But often, it's not the price increase that customers are frustrated with; it's how you as a business owner handle and communicate it.

The main thing to ask yourself is "**why am I increasing my prices?**" and "**how will I inform my customers?**".

If you can answer those two questions, you'll be able to approach your customers with confidence.

[Read for a guilt-free approach to increasing your prices](#)



Be smarter with costs.



Understanding your financials and your data as a dance school owner is essential. It allows you to see the areas worth investing in and areas where you could save going forward.

Perhaps you have a few classes that are half filled? Merge into one to save on overheads and run a waiting list for a new class, only launching when it reaches full capacity.

[More info](#)



Get paid more consistently.

Before jumping in to add more revenue streams, go back to basics and review how you take payments. It's one of the most common oversights.

Revising your payment structure could help you know your cash flow in advance and understand your financial projection to make better business decisions. It also means no payments falling through the cracks. Here's the difference between some options....

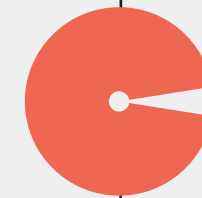


Online Bookings.

Many of our clubs absorb the fee, so that it leaves customers no option but to pay online to streamline their fees. Clubs can afford to increase their fees this way to both cover the cost of the class, the transaction fee and make a little extra. Why? Because our psychological response is to avoid breakdown costs and accept one fee. Which do you think looks more favourable?

A popular payment options with clubs is monthly subscriptions.

It encourages long-term commitment, no fee chasing, and makes it affordable for parents. Clubs looking to maximise their revenue generally opt for this, as they can include products to the price that appear as part of the 'package'. Eg. Instead of £20 a month, £25 a month which includes a kit for the year.



Paid Offline

Block of 4 Classes	£20
Transaction fee	£0.90
<hr/>	
Cost	£20.90

Paid Online

Block of 4 Classes	£22
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Cost	£22



Subscription

Monthly fee	£20
*payable 1st of the month.	



The diagram consists of three concentric circles. The innermost circle is dark blue and contains the text 'Merchandise & Equipment'. The middle ring is divided into five segments of different colors (teal, pink, blue, orange, teal) and contains the following labels: 'Gift cards', 'Shows, displays & tournaments', 'Competitions', 'Camps', and '1-2-1 lessons'. The outermost ring is a solid dark blue and contains three labels: 'Birthday parties', 'Schools & nurseries', and 'Shows, displays & tournaments'. Each label is accompanied by a small circular icon with a wedge removed, matching the color of the segment it belongs to.

Get new business from your existing customers.

Merchandise
& Equipment

Gift cards

Shows, displays
& tournaments

Competitions

Camps

1-2-1 lessons

Schools &
nurseries

Birthday
parties

Before you look to increase your revenue, you should understand profit. Profit isn't a bad word - as a club owner and a business that should be a priority. The sooner you understand your profit margins, the sooner you're able to make the right decisions to invest in an area of business, try something new or call something quits. What is profit? It's the total cost minus the expenses spent. (Rent, overheads, staff...) Knowing this is not only required for your accounts, it's the most important step in identifying profit opportunities.

Next, You Need To Work Out...



What is your total monthly revenue? (add up all your sales)



What are your total monthly expenses? (add up all your expenses from each revenue stream)



What percentage of your monthly revenue does each revenue stream account for?



What percentage of your monthly expenses does each revenue stream account for?





	Sales (£)	Expenses (£)	Profit (£)
Merchandise	1400	1000	400
Schools	3500	900	2600
Private Lessons	5000	2300	2700
Parties	800	50	750

What Did we Learn?

Expenses in **merchandise** are quite high for a small return so a decision might be made to put more time into increase the sales of **parties** as the expenses are so low and profit margin high.

And Remember...

You should always assess your profit margins to see where you can make changes and improve. If you're putting a lot of energy and work into something that yields a small profit, is it worth it? If there's a profitable area that requires little expense output, should you be doing more of this?

Was this Helpful?

Want to know how club long-term, sustainable growth for your dance school? Great! Get in touch with one of our friendly business coaches, they'd love to hear from you.

GET IN TOUCH



An awesome platform to use, it has helped us scale incredibly in a short time. Staff are always contactable and they actually care about their clubs, which makes all the difference. Great company and great to work with.

John Leitch, PlayIt Lovelt

