

YOUR STUDIO'S SIGNATURE WITH SCOTT FOWLER

- 1. WHAT IS YOUR STUDIO'S MISSION STATEMENT?
WHERE IS IT LOCATED IN YOUR STUDIO SO THAT IT CAN BE SEEN,
READ, AND KNOWN?**
- 2. WHAT'S YOUR CODE OF CONDUCT? HOW DO YOU ENFORCE IT?**
- 3. WHAT SETS YOU APART FROM EVERY STUDIO AROUND YOU?**
- 4. WHAT'S YOUR STUDIO'S SIGNATURE STYLE?
WHAT STYLE OF DANCE ARE YOU BEST KNOWN FOR?
AND HOW DO YOU MARKET THAT?**
- 5. WHAT'S YOUR STUDIO'S COLORS? LOGO AND MERCH?**
- 6. WHAT'S YOUR DRESS CODE, INCLUDING MAKEUP AND HAIR?**
- 7. HOW DOES YOUR COMMUNITY KNOW YOU?
WHAT DO YOU DO TO BE SEEN AND HEARD?**

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8. WHAT DO YOU EXPECT FROM YOUR STUDENTS & PARENTS, AND WHAT DO YOU GIVE THEM IN RETURN?

9. HOW INVOLVED ARE YOU, HANDS-ON?

10. HOW IMPORTANT IS THE COMPETITION ASPECT IN YOUR SCHOOL?

11. THE BALANCE BETWEEN PARENTS AND YOUR RELATIONSHIPS WITH THEM.

**12. HOW DO WE KNOW YOUR STUDENTS ARE YOURS?
WHAT'S YOUR "LOOK"?**

13. HOW DO YOU KEEP YOUR HANDS ON THE PULSE OF WHAT'S CURRENT WITHOUT LOSING WHAT MAKES YOUR STUDIO YOU?