

YOUR IDEAL STUDENT AVATAR

THE STUDENT

- Age
- Gender
- Where they live
- What school they go to and their year level
- Interests and other hobbies
- Dreams – Why are they coming to your studio? Fitness, social, professional
- Fears - What's stopping them – parent support, finances, bullying, lack of time

THE CLASSES

- Style of dance (jazz, tap, ballet, hip hop) Could even be a few
- Level or Stream (you may have a fun stream and a performance stream)

THE PARENT

- Age Range
- Gender
- Relationship status
- Occupation
- Salary
- Hobbies and other interests
- Media consumed
- Dream for their child – be a professional performer
- Fears – why not support their child – low in funds, no time, can't see the value in dance