

Top 10 Tips to becoming a successful dance teacher.

“When your job is your passion - you never go to work!”



One of the best jobs in the world is being a dance teacher.

Would you like to be one of the successful dance teachers who earn six figure salaries?

Would you like to pass on your knowledge, so that others can enjoy the pastime of dance?

Would you like your earning capacity to be under your control?

If the answer is “YES” to any of the above questions, take some time to follow our TOP 10 TIPS to achieve your goals.

1. Personal Knowledge

There is no substitute for knowledge - knowledge is power.

As a professional dance teacher, it is your duty to have the best knowledge possible. This does not mean that you have to know everything right at the start. Your knowledge should continue to develop throughout your teaching career.

2. Personality

Dancing is a creative, expressive social art. After a busy day at work your pupils not only want correct instructions, they also want to be entertained. Whatever sort of day you have had, you must be aware that you are there to make their day special.

3. Professionalism

Professional Qualifications are the backbone of your teaching career. Completing and being successful in examinations on the subject is the best way to keep you ahead of the game.

4. Plan Plan Plan

Successful dance teachers agree that having a plan is vital. Start small and grow with time.

When you start, you need to set clear goals and a development strategy. You will also need to answer key questions, such as:

- How are you going to market and promote your business? Website, social media, 'pay per click', advertising.
- How are you going to brand your business? Logos, business name, staff uniforms, etc.
- How are you going to build up your customer base from a beginner to intermediate and advanced?

5. Professional Support

Belonging to a Dance Teachers Association or Society is vital. There are different dance teaching Associations and Societies all offering many different benefits to their members.

Application to join one of these Associations or Societies is by an examination on the technique of dancing.

You should invest in as many dance teaching qualifications as you can. Whether it's an Associate examination or an OFQUAL recognised level 4 Diploma in Dance Teaching, the knowledge and experience that you will gain is invaluable.

6. PUPILS

Pupils come in all shapes and sizes and ages, some with a little knowledge but most without any knowledge at all.

Below are just a few of the types of ages and grades:

Junior Grade: Taking young students and introducing them into dance is a privilege.

Adult Grade: Adults have many different reasons to belong to a dance studio, your job is to be able to satisfy those reasons.

- a. **Beginner/Social Dancer** - Your teaching will give them a new social aspect to their lives. Slow, steady progress, always with a sense of humour has proven over the years to be the most successful way to happy pupils and a profitable business.
- b. **Medallist** - Through your dance association/society you can train candidates to enter an amateur dance test. Still most enjoyable, but with a technical edge.
- c. **Medallist or Open Competitor** - Your knowledge of basic principles of dance is used into supporting an artistic and performance based routines.
- d. **Professional** - Being responsible for training the next generation of successful teachers. In order to be able to do this, you must have a first class, up-to-date technical knowledge, anything less is not offering your student the best training.

7. Promotions

Over the years your dance business will grow. To continue your success, you need to offer additional styles of entertainment to your pupils, this will create a positive atmosphere and has financial benefits. Some examples are:

Parties and social dance events.

Presentation evenings following a medal test examination.

Dancing holidays and weekends.

One-off promotions inspired by a national or international event applicable to your own country, for the UK an example would be a Eurovision song competition dance.

Dances to celebrate Christmas, New Year or any suitable important date in the life of your country.

Social bonding events outside of dance. The list of additional promotions is endless. The only limit is your imagination.

8. Pillars of Success

The more pillars you build into your business, the greater the security and potential for income. Develop as many strands to your business as you can. Eventually following your success, you may require to employ additional teachers. If this happens, “surround yourself with people that are smarter than you.” You can accomplish amazing things when you have a team that are inspired, hardworking and share your passion. Their respect for your knowledge and business skills is vital to continue to receive the best from them.

9. Progress

It is very important to keep an open mind to advance your business. What is working for your business this year, may not be so popular the next. Like every other form of business, new trends and advertising means are always arriving. A slogan worth remembering:

“IF YOU ARE ONLY OFFERING ALL OF THE SAME PRODUCT THIS YEAR AS YOU DID LAST YEAR - YOU ARE STANDING STILL.”

10. Potential

Your potential is endless, there is nothing you can't achieve by hard work, constant study and an open and pleasant personality.

"THE BEST WAY TO PREDICT YOUR FUTURE IS TO CREATE IT"

