

# Checklist For Starting a Dance Studio

## Business Planning

- Identify target demographic
- Analyze local market
- Set financial projections
- Define class offerings

## Location

- Research demographics
- Consider accessibility
- Evaluate space requirements
- Negotiate lease terms

## Studio Space

- Install appropriate flooring
- Set up mirrors and barres
- Design reception area
- Ensure adequate lighting

## Licenses and Permits

- Register business name
- Obtain local permits
- Comply with safety regulations
- Secure music licensing

## Staffing

- Define instructor roles
- Conduct interviews
- Check certifications
- Set up contracts

## Business Operations

- Implement scheduling software
- Purchase liability insurance
- Establish payment systems
- Create a cancellation policy

## Marketing and Outreach

- Develop a website
- Utilize social media
- Host opening event
- Offer introductory classes

## Go-to Resources for Starting a Dance Studio

### Scheduling Software

- [Mindbody](#)
- [WellnessLiving](#)
- [Jackrabbit Dance](#)

### Equipment Suppliers

- [Harlequin Floors](#)
- [Dance Equipment Int.](#)
- [Stagestep](#)

### Business & Accounting

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

### Useful Tools

- [SWOT Analysis Generator](#)
- [QR Code Generator](#)

\*All of the resources are clickable links