

How To Collect **GREAT TESTIMONIALS**

To Help Promote Your Fall Dance Season



Testimonials and Success Story Templates



How To Collect **GREAT TESTIMONIALS** For Your Fall Dance Season

Testimonials are one of the most powerful tools in your fall enrollment toolkit. They build trust, highlight your studio's unique strengths, and help potential families imagine their child thriving in your classes. But how do you get testimonials that feel genuine and impactful?

Here's a simple, stress-free process to help you gather glowing words from current and past studio families.

01 CHOOSE THE RIGHT FAMILIES TO ASK

Start by identifying families who have had a positive experience with your studio - especially those whose children have:

- Been with you for a few seasons
- Grown in confidence or skill
- Participated in past fall classes, recitals, or special programs
- Already re-enrolled for the upcoming season

These are your storytellers! Their words are likely to resonate with new or hesitant families.

02 MAKE IT EASY TO SAY "YES"

People want to help - they just need a little guidance. Reach out with a warm, friendly email or message that:

- Explains why you're collecting testimonials
- Emphasizes how much their opinion means to you
- Offers a few optional prompts or questions (see below)
- Lets them respond in whatever format is easiest (email reply, Google Form, short video, etc.)

The easier you make the process, the more likely families are to submit a testimonial.



Example message:

Hi [Parent's Name],

I hope you're doing well! We're preparing to promote our upcoming fall season and would love to include a few kind words from dance families like yours. If you're willing, would you mind sharing a brief testimonial about your experience at [Studio Name]?

Here are a few optional prompts in case they help:

- What has your child loved most about dancing here?
- Have you noticed any changes in their confidence or skills?
- What would you tell another parent considering fall enrollment?

No pressure at all - and thank you for being part of our dance family!

03 MAKE IT EASY TO SAY “YES”

People want to help - they just need a little guidance. Reach out with a warm, friendly email or message that:



- What was your favorite part of the fall season last year?
- How has your child grown as a dancer or person since joining us?
- Why did you choose our studio - and why do you stay?
- What would you say to a parent considering enrolling this fall?

Pro tip: Let them use their own voice. A heartfelt 2–3 sentence response is often more effective than a long paragraph.

04 GET PERMISSION TO SHARE

Always ask if it's okay to share their testimonial on your website, social media, flyers, or emails. Most families are happy to say yes - especially if you offer to include their child's first name and age (or initials, if preferred).

Example:

“Ms. Gracie helps me dance my best and she is kind and funny!”

Kelsey - Age 6, Creative Ballet
(Shared with permission from Kelsey's mom)



05 SHOW YOUR APPRECIATION

Whether or not a parent says yes, thank them sincerely. For those who do submit testimonials, a small gesture goes a long way - a shout-out on social media, a handwritten thank-you note, or even a small studio swag gift can help deepen the relationship.

Below are 3 testimonial request templates you can send to your dance parents. Each one uses a slightly different tone and approach, so choose the one that best fits your studio's style or the relationship you have with your dance families.

★ *Testimonial Request Template #1 - Friendly & Personal*

Subject: Your Voice Can Help Our Studio Grow!

Hi [Parent's Name],

I'm reaching out because you and [Dancer's Name] have been such a valued part of our studio, and I'd love to include your voice in our fall season promotions.

If you're open to it, would you mind sharing a short testimonial about your experience at [Studio Name]? Just a few sentences is more than enough!

Here are a few prompts to get you started:

- What has your child enjoyed most about dancing here?
- Have you noticed any growth in their confidence or skills?
- Why would you recommend our fall programs to other families?

Thank you again for being part of our dance family!

Warmly,
[Your Name]





Testimonial Request Template #2 - Studio-Wide Message

Subject: Help Us Share the Joy of Dance!

Hi [Parent's Name],

We're getting ready for another exciting fall season at [Studio Name], and we'd love to feature the voices of our current and past families!

If our studio has made a difference in your child's life, would you be willing to share a short testimonial (1-3 sentences)? You can reply to this email or fill out this quick form: [Insert Google Form Link].

Testimonials like yours help new families feel confident about joining, and they mean so much to us.

Thanks for being part of our community!
– [Your Studio Name] Team



Testimonial Request Template #3 - Casual Text or DM

Subject: Help Future Dance Families Find Their Studio Home!

Hi [Parent's Name]!

Quick question - we're collecting testimonials from studio families to promote fall registration. Would you be open to sharing 2-3 sentences about your experience at [Studio Name]?

Totally optional, but we'd love to include your voice if you're up for it. Thanks either way!

FINAL TIP: DON'T WAIT UNTIL THE LAST MINUTE!

Start collecting testimonials in early summer or late spring so you have them ready when fall marketing begins. Keep them saved in a folder or spreadsheet and rotate them throughout your marketing channels during the enrollment season.