



# Finance Your Dance Academy

## Spring Into Success Workbook

### SPRING INTO SUCCESS WORKBOOK



WHAT DO YOU DO?:

WHO DO YOU SERVE? WHO  
BENEFITS FROM YOUR WORK?:

WHAT PROBLEM(S) DO YOU  
SOLVE THROUGH YOUR WORK?:

WHAT DO PEOPLE GAIN FROM BUYING YOUR  
PRODUCTS/SERVICES, OR BY ATTENDING YOUR DANCE  
CLASSES/PERFORMANCES/EVENTS? WHAT'S IN IT FOR  
THEM?:



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WHAT IS YOUR MISSION?:

WHY IS YOUR WORK IMPORTANT?  
WHY DOES IT MATTER?:

WHAT ARE YOUR FIVE CORE  
VALUES FOR YOUR BRAND?:

WHAT ARE YOUR TOP 3 PROFESSIONAL/BUSINESS GOALS  
FOR 2019? BE AS SPECIFIC AS POSSIBLE.:



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WHAT ARE THREE WORDS YOU WANT PEOPLE TO THINK OF WHEN THEY DISCOVER YOUR BRAND ONLINE?:

WHY ARE YOU ACTIVE ON SOCIAL MEDIA?:

WHAT MAKES YOU UNIQUE & DIFFERENT FROM YOUR PEERS?:

WHAT ARE YOUR TOP 3 GOALS FOR YOUR SOCIAL MEDIA PRESENCE IN 2019?:



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WHICH TWO SOCIAL MEDIA  
PLATFORMS WILL YOU FOCUS  
ON IN 2019?:

WHO DO YOU NEED TO CONNECT  
WITH ON SOCIAL MEDIA TO  
REACH YOUR PROFESSIONAL  
OR BUSINESS GOALS IN 2019?  
WHO IS YOUR TARGET  
AUDIENCE?:

WHAT ARE THE 3 MAIN  
PROBLEMS YOUR TARGET  
AUDIENCE IS STRUGGLING  
WITH?:

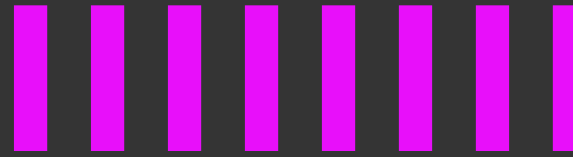
WHAT PROBLEMS CAN YOU SOLVE AND/OR WHAT CAN  
YOU TEACH YOUR FOLLOWERS THROUGH YOUR SOCIAL  
MEDIA CONTENT?:



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WHAT TYPE OF CONTENT DO YOU GET THE MOST ENGAGEMENT ON?:

WHAT ARE THE 3 MAIN TYPES OF CONTENT YOU WILL POST IN YOUR INSTAGRAM/FACEBOOK STORIES IN 2019?:

ARE YOU POSTING IN YOUR INSTAGRAM STORIES EVERY DAY? WHY? WHY NOT?:

WHAT INSTAGRAM/FACEBOOK ACCOUNTS WILL YOU REACH OUT TO, IN 2019, FOR COLLABORATIONS OR CROSS-PROMOTIONS, TO HELP YOU INCREASE YOUR VISIBILITY AND REACH YOUR GOALS?:



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HOW MANY FOLLOWERS DO YOU CURRENTLY HAVE ON INSTAGRAM?

ON AVERAGE, HOW MANY DMS DO YOU GET PER/WEEK FROM POTENTIAL CLIENTS/CUSTOMERS?:

WHAT IS YOUR AVERAGE ENGAGEMENT RATE?:

HOW MUCH MONEY HAVE YOU MADE, DIRECTLY FROM INSTAGRAM OVER THE PAST 2 MONTHS?:



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HOW MANY FANS DO YOU CURRENTLY HAVE ON YOUR FACEBOOK (BUSINESS) PAGE?

ON AVERAGE, HOW MANY MESSAGES DO YOU GET PER/WEEK FROM POTENTIAL CLIENTS/CUSTOMERS?:

WHAT IS YOUR AVERAGE ENGAGEMENT RATE?:

HOW MUCH MONEY HAVE YOU MADE, DIRECTLY FROM FACEBOOK OVER THE PAST 2 MONTHS?:



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WHAT IS YOUR BIGGEST  
FRUSTRATION WITH YOUR  
INSTAGRAM/FACEBOOK  
ACCOUNTS?

HOW MANY VIDEOS DO YOU  
POST (ON AVERAGE)  
PER/WEEK?:

IN WHAT AREAS DO YOU NEED  
THE MOST HELP, WHEN IT COMES  
TO YOUR SOCIAL MEDIA  
PRESENCE?:

IF YOU COULD WAVE A MAGIC WAND, AND GET HELP  
WITH YOUR SOCIAL MEDIA PRESENCE (FOR FREE) TODAY,  
WHAT ARE THE TOP TWO AREAS YOU WOULD WANT TO  
FOCUS ON FIRST?:





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HOW MANY STREAMS OF  
INCOME DO YOU CURRENTLY  
HAVE?:

HOW MANY PASSIVE STREAMS  
OF INCOME DO YOU  
CURRENTLY HAVE?:

WHAT CAN YOUR FOLLOWERS  
BUY FROM YOU ONLINE, OR  
PURCHASE THROUGH YOUR  
WEBSITE CURRENTLY? WHAT ARE  
YOU SELLING?:

HOW MUCH MONEY DO YOU CURRENTLY MAKE (MONTHLY)?  
HOW MUCH MONEY DO YOU WANT TO MAKE (MONTHLY)?  
DO YOU KNOW WHAT TO DO TO REACH YOUR MONTHLY INCOME GOAL?:



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HOW MANY PRODUCTS/SERVICES ARE YOU CURRENTLY SELLING THROUGH YOUR WEBSITE?:

WHAT ARE THE PRICES OF YOUR CURRENT PRODUCTS/SERVICES FOR SALE ON YOUR WEBSITE?:

HOW MANY OF YOUR PRODUCTS/SERVICES DO YOU NEED TO SELL PER/MONTH DO REACH YOUR INCOME GOALS?:

WHAT DOES YOUR IDEAL WORK LIFE LOOK LIKE EVERY DAY? HOW MANY HOURS A DAY DO YOU WANT TO WORK? WHAT DO YOU WANT TO SPEND MOST OF YOUR TIME DOING (FOR WORK)?:



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HOW MUCH ARE YOUR  
MONTHLY PERSONAL  
EXPENSES?:

HOW MUCH ARE YOUR  
MONTHLY BUSINESS  
EXPENSES?:

WHAT TOOLS/APPS DO YOU USE  
(OR NEED TO START USING) TO  
RUN YOUR BUSINESS ONLINE,  
AND/OR IN REAL LIFE?:

WHAT TYPES OF RESOURCES DO YOU NEED IN 2019 TO HELP YOU TAKE YOUR  
ONLINE BRAND/BUSINESS TO THE NEXT LEVEL? WHO DO YOU NEED TO HIRE?  
WHAT DO YOU NEED TO DELEGATE/OUTSOURCE?:



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WHAT ARE 3 HABITS YOU NEED TO DEVELOP TO HELP YOU REACH YOUR PROFESSIONAL/FINANCIAL GOALS FOR 2019?:

WHAT ARE 3 CHANGES YOU NEED TO MAKE RIGHT NOW TO HELP YOU REACH YOUR PROFESSIONAL/FINANCIAL GOALS FOR 2019?:

WHAT ARE 3 MINDSET SHIFTS YOU NEED TO MAKE TO REACH YOUR 2019 GOALS?:

WHAT IS ONE AFFIRMATION YOU WILL SAY TO YOURSELF, EVERY MORNING, TO KEEP YOU MOTIVATED AND FOCUSED ON YOUR 2019 GOALS?:

**Would you like to learn how to use social media,  
and your online brand to create multiple streams  
of passive income?**



## **THE MONEY-MAKING BUNDLE FOR DANCERS IS HERE!**

**TWO WEBINARS (NORMALLY \$97)  
TODAY, ONLY \$19!**

**"How To Create 7 Streams of Income As A Dancer or Dance Teacher"  
"7 Ways To Make Extra Money This Summer As A Dancer"**

**Click Here to purchase my Money-  
Making Business Bundle for  
Dancers today!**



# ASHANI MFUKO CONSULTING WORLDWIDE LLC



## Company Overview

Ashani Mfuko Consulting Worldwide LLC is a global dance consulting firm, based in the state of New York, providing dancers, and dance business owners with innovative social media marketing strategies to elevate your online brand to expert status, and reach your target audience online, so you can stand out from the masses, and increase your income, influence, and impact online.

**We provide business and digital marketing consulting services.**

**1-on-1 VIP business and digital marketing coaching services.**

**Online signature programs, a membership program, online courses, webinars, and digital products.**



# ASHANI MFUKO CONSULTING WORLDWIDE LLC

**Mission Statement:** Our mission is to empower dancers, dance teachers, choreographers, and dance business owners to create a better quality of life, walk in their unique purpose, monetize their passion for dance, and create financial freedom, and financial wealth.

**Vision Statement:** Our vision is to completely shift the entire scope of the dance industry as a whole, by providing dance artists, and dance business owners, with the creative vision, practical tools, knowledge, resources, proven strategies, and support they need, to build wealth and financial stability for themselves, and their peers, as they share their artistic talents with the world.

**Company Values:** Integrity, Excellence, Service with love, Respect, Honest and Open Communication, Kindness, Empathy, Professionalism, Structure, Organization, Giving Back, Blessing Others

**ASHANI MFUKO CONSULTING WORLDWIDE LLC**  
**[www.ashanimfuko.com](http://www.ashanimfuko.com)**

# About Ashani Mfuko

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**I am the CEO of Ashani Mfuko Consulting Worldwide LLC, and the Founder of Finance Your Dance Academy, and Video Mastery Academy. I am a Business, Marketing, and Money Strategist for the dance industry, and also a Professional Dancer/Dance Teacher.**

**With over 10 years of experience in Social Media Marketing and Online Branding, and over 20 years of experience in the dance industry, I use my passion for digital marketing and dance to help dance artists and dance business owners decrease their stress, and increase their income, impact, and influence online.**

I teach dance business owners worldwide how to grow their online brands to expert status, and reach their target audience online, to increase their income, influence, and impact locally and internationally.

I'm Ashani Mfuko, a Business, Marketing, and Money Strategist for the dance industry. Just like you, I was desperately in need of ways to get my business in front of my ideal dance clients fast, and I was drained, frustrated, and stressed out. Then I discovered the secret to growing an online dance brand, that stands out from the masses, and attracts loyal dance clients that pay on time, in-full, and return again and again. That was 10 years ago!

Today, I help dance business owners all over the world, who want to grow and scale their businesses, by building powerful online brands, but just don't know how. I've owned two, successful online dance businesses, and I have a Bachelor of Arts in Dance. But the real reason that I've been able to help major companies like Camille A. Brown & Dancers, Bloch Dancewear, and the Joffrey Ballet School grow their online brands to expert status, is because I know what it feels like to have something incredible to offer the dance world, and just need the right marketing strategy to get the word out to your target audience.



**If you'd like to learn more  
about my products,  
programs, and services for  
dancers, dance teachers, and  
dance business owners,  
click here!**