



MARK MAHONEY

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Mark Mahoney, CoFounder of Jackrabbit Technologies, has been involved with dance studio software since 1986. His company currently serves 2000+ dance studios & gymnastics schools in 14 countries. His clients have processed over 700,000 online registrations. Mark's passion is helping owners use technology to solve business and operational challenges.

Mark was a gymnast at the University of Georgia and received his MIS degree from the Terry College of Business. Mark currently serves on the MIS Advisory Board for the Terry College of Business at the University of Georgia. He also belongs to the National Eagle Scout Association.

Mark loves living in Davidson, NC and spending time on Lake Norman with his wife Cheryl and children: Alice Ann, Christian and Katie Ann.

--CLASS DESCRIPTION--

“Turbo-Charging your Online Registration”- How to make it super easy for customers to register online.

The goal of this class is to provide tips and tricks that will have your website making money while you sleep.

- 1 - What is online registration and what is not online registration?
- 2 - How can I make online registration easy-to-use for really dumb parents?
- 3 - How can I make sure my website is effective for my particular audience?
- 4 - What is the best way to organize a studio website?
- 5 - How do I meet the needs of clients and potential clients with one website?
- 6 - How do I provide all the information needed for someone to buy?
- 7 - How should I incorporate videos on my website?
- 8 - What information should I not have on my website?
- 9 - How can I prevent an online registration disaster?