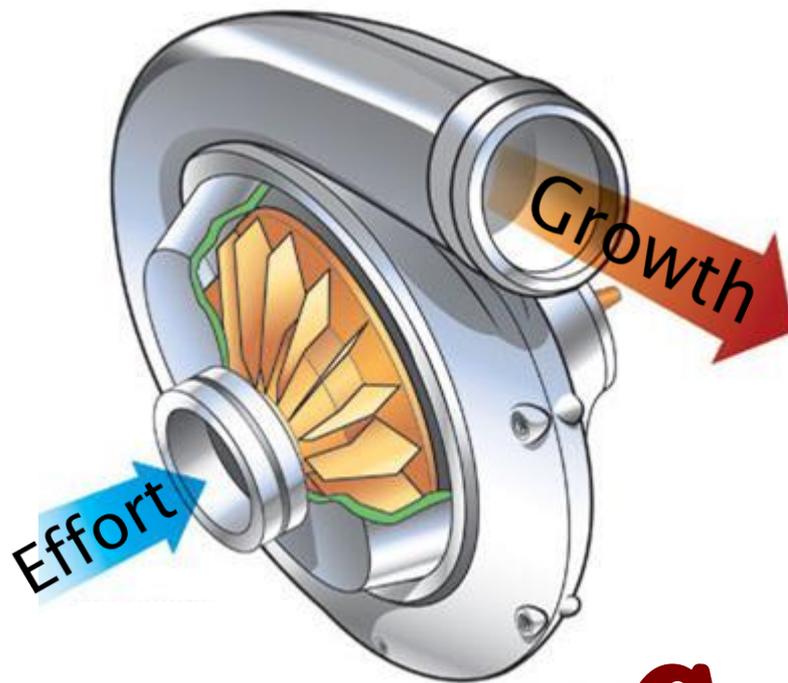
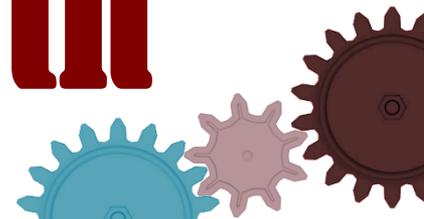


Supercharging Your Chapter!



TURBO Growth





Why do or should people join (or stay)? (What do we have that people enjoy or want?)



FUN!

CAMARADERIE!

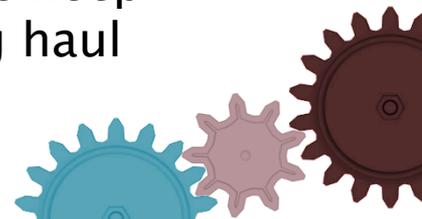
SINGING!

ALTRUISTIC PURPOSE!

This purpose is
ALWAYS more
effective when it is

Unselfish regard for or devotion
to the welfare of others

And this is how we keep
them for the long haul

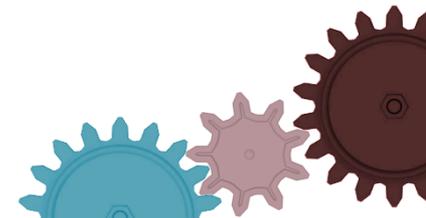




Barbershoppers were asked to write down in bullet format what they felt their responsibilities were to their chapter.

When asked, what percentage of us write down “recruit new members”?

Less than 1%





So We Want to Grow. What is the Most Effective Way of Sharing Our Message?

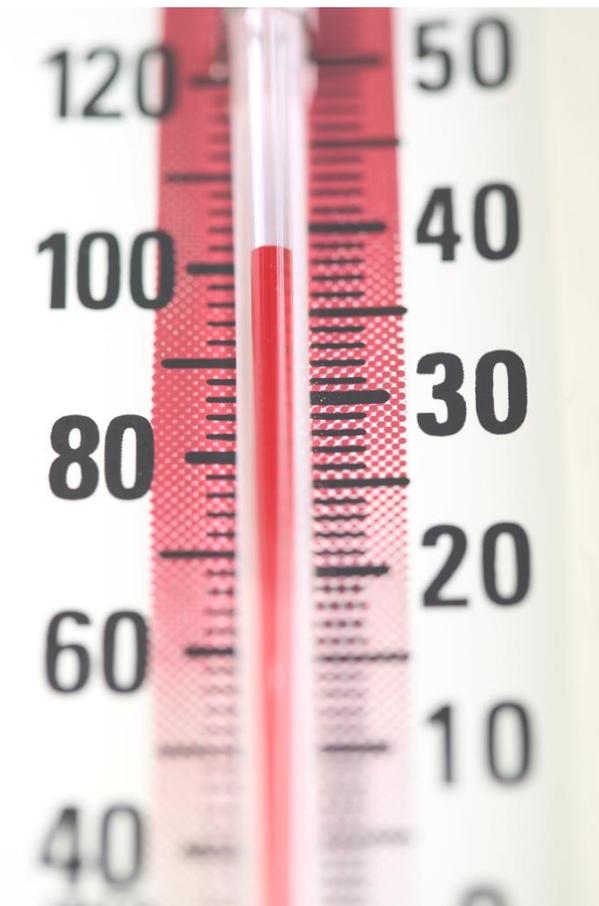
Face to face conversations are the most effective form of communication.
WHY?

Most Effective
More Active and Personal

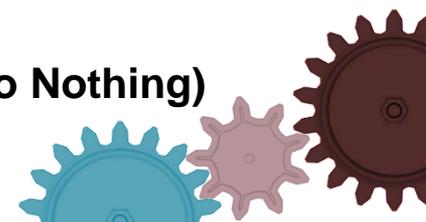
LITMUS TEST!
Regardless of price, the more active and personal your chosen approach is, the more effective it will be!



More Passive and Impersonal
Least Effective



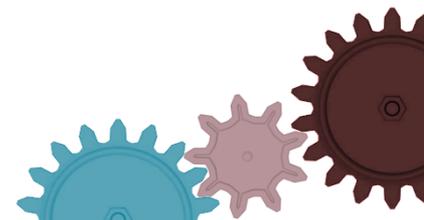
- Face to Face Conversation
- Phone Conversation
- Hand Written Letter
- Personalized Letter
- Mass Mail or Advertisement
- Silence (Do Nothing)





The only two effective ways that people begin their journey into barbershop is by:

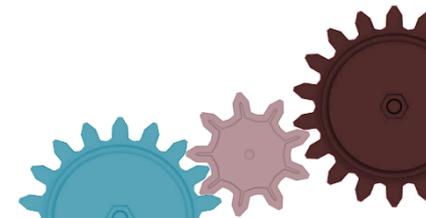
1. personally inviting them
2. allowing them to hear our music.
--- period.





So, to have the highest success rate we should:

**Personally
Invite People –
After They Hear
Our Music!**





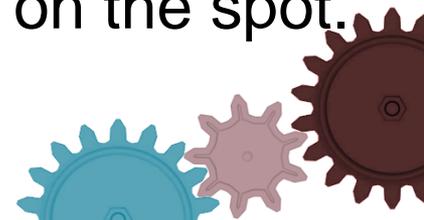
The Temptation

Although each person is different, the temptation is to want to spend more time selling the person on the idea at this point, but realize this is a passing conversation and not one that they planned on having.

So the order of the day is ---- get in and get out while being positive, encouraging and without being abrupt.

Then make sure to follow up with them!

Of course, if the person shows a genuine interest then feel free to invite them right there on the spot.





Get Their Name and Number!



Name
Number

Not their mailing address

Not their email address

Not their Facebook page

Remember a personal phone call is always more effective (ACTIVE and PERSONAL) than an email, letter or Facebook invitation.



YOU CAN DO THIS!

Doing it is actually less scary than thinking about doing it.



*Supercharging
Your Chapter!*

“But I won't know the people that I'm talking to.”

- THE TOM HANKS/JIMMY FALLON/OPRAH EFFECT: If someone you liked on TV was sitting next to you at a restaurant, you'd feel totally comfortable leaning over and saying “Hey, I really enjoy you on your show.” Yet, they wouldn't know you at all. Now, realize this. You are that “famous person” to the audience after the show as they just saw you perform for an hour. They know who you are. It's not awkward to them at all.

“I am not a sales person.”

- That's right, you're not. It's not your job to sell anyone anything. It's just your job to get them to rehearsal and let the chapter meeting do the rest. If you have a driver's license you possess all of the credentials and abilities you'll need to be successful. Again, no selling. We're simply out to help people by finding out which ones like to sing and offering them the opportunity to enrich their lives.

“I might fumble and forget where I'm at.”

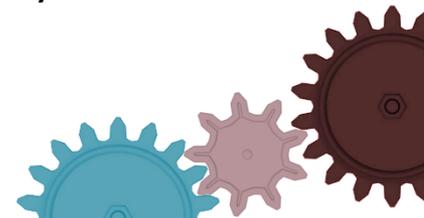
- It's just like Music! Practice those transitions. Make it second nature.

“They might say ‘no’.”

- We aren't worried about the “no's” we are only worried about the “yes-s”.



No one is in the sales department (we don't need to sell or repackage singing), every member is simply in the transportation department!

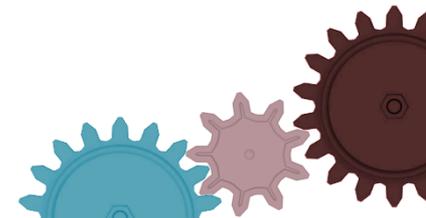


Why So Often? Once I've Learned It, I've Learned It.



Because here is what will happen:

- People are creatures of habit and will go right back to what they have always done and in short order you will no longer be thinking of growth for even 5 minutes a rehearsal.
- It keeps growth in the forefront of the Chapter's mind.
- It makes growth the responsibility of each of us, not just the guys that are currently doing it.
- Practice makes habits.
- It trains all of us to always be thinking of growth, even when we just hear someone humming behind us in the checkout line, which creates even more opportunities!
- **AND MOST IMPORTANTLY ---** it changes the mindset of the entire chapter to one of singing **AND GROWTH** which creates an environment of success!





Location, Location, Location

When it comes to growth, increase your chances and choose the performance locations that offer the best opportunities to engage singers afterward!

Altruistic performances are exempt from this rule.





The Street Magician Concept

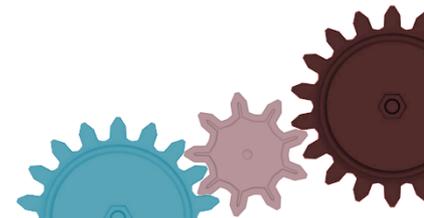
People LOVE to hear our music up close!

QUESTION: Where are the best places for us to perform----- to get new members?

ANSWER: Wherever you would suggest a street magician should perform.

IMPORTANT: Sing a song, then talk to people. Sing a song, then talk to people. Wash rinse and repeat.

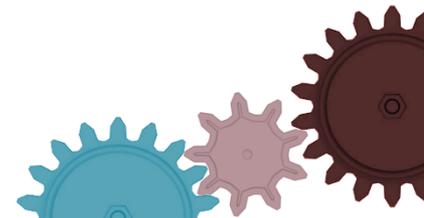
DO NOT sing multiple songs in a row like a stage performance.





Perfect Ways to Fail

- Go back to doing exactly what you have always done.
- Do cattle calls from the stage.
- Be the guy that doesn't participate!
- Do it for a little while and then stop.
- Measure how many new members you get.
(Remember, it's participation and effort driven!
Those lead to the successes!)
- Have successes and then stop, resting on your laurels.
- Not measuring improvement which leads to successes.
- Choose the wrong things to measure.
- Don't spend five minutes at EVERY rehearsal working on your invitation!





Perfect Ways to Succeed!

- **Host a Supercharging Your Chapter Regional event!**
- Use the 4 minute online measurement process.
- Work at making the 5 minutes a part of EVERY rehearsal.
- Work at encouraging EVERY man to take part in the 5 minutes.
- Measure what percentage of the members made a contact.
- Measure how many members obtained a phone number.
- Maintain a database of contact numbers.
- Measure how many follow up calls were made and put them on a follow up as necessary.
- Wear nametags to every rehearsal.
It reminds us that we need to grow and is good for when people start coming through those doors!
- Share successes! (no matter how large or small)



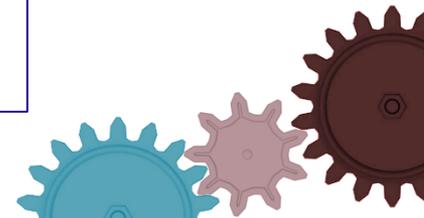


The Other Side of Newton's First Law of Motion



New members will be excited and filled with kinetic energy.
DO NOT look to absorb that energy. Look to emulate it.
Remember, they know more about how to grow our chapters than we do.

The goal is not to come to a static position,
but to all be “moving together”!





The Tidal Wave of Tradition

Q: How do you fight it?

A: You don't. You start a Regional Event of your own and ride the wave!





Supercharging Your Chapter!

Do you know what's better than
talking about a plan?

Having a plan.

Do you know what's better
than having a plan?

**Actually executing it and then sticking to it
even after it works!**





The 411 (Important Info)

www.TinyURL.com/SuperchargingYourChapter
(this is the online Supercharging Your Chapter encouragement tool and THE most important tool to creating success! Make it a favorite!)

www.Facebook.com/groups/Supercharging/
(join the group and share successes today!)

Paul Ellinger

email: Ellinger.Paul@gmail.com

cell: 313-444-WOW-4 (that's 313-444-9694)



SUPERCHARGING
YOUR CHAPTER!

