

EMAIL THAT SUPPLEMENTS SUPERCHARGING'S X-TREME MEMBERSHIP GROWTH PLAN

Gentlemen,

I just wanted to share an experience I had. I had been brought out to coach Wavebox Singing 2.0 with Santa Monica on Monday night and was also being brought out to coach Fresno on the before Thursday and a Supercharging Event on Saturday with them.

A couple of days before I to leave I received a call from Fresno saying that they now had a singout on Thursday and wanted me to come out and, as they put it, "put my money where your mouth is". In other words, they wanted me to come out and show them how to get new members by singing in public, which is part of the plan I would be talking about on Saturday. I was excited about the opportunity and asked that if I did this that I would request only a couple of things.

- 1) I asked that when they sang that they would only sing ONE song at a time (not 2, 3, 4 or 5 songs in a row) as people will listen and then leave if you sing more than one song at a time. Sing one song and then allow me a minute or two to talk to people. When people ask for another song (and they will) then sing one. They agreed.
- 2) I asked that they ONLY sing songs that were familiar and approachable to people. In other words, songs that the public would know the words to even if songs had to be repeated. They again agreed.
- 3) Lastly, I then asked if they have or did have any altruistic purpose. They said that they had supported children with special needs and that they support the veterans.

I asked how long they would be performing. They said that it would only be for one hour. --- Wow! Only an hour to learn the lay of the land and to get to work. However, with this set up, this should be fertile ground for new members and, without doubt, we can do this!

I arrived on Thursday and a met the 15 guys from the chapter for their downtown singout armed only with a pen and a pocket sized pad of paper ready to get people's names and phone numbers that would be interested enough to give me that information. While the guys were warming up, I asked how many of them had not sung in front of others before joining this group and how many of them could not effectively read music. I made a mental note.

How many new potential members did these 15 men get in this one hour with me working the process for them? Well, I am happy to report that they got TEN new people that wanted to be a part of what they were doing! TEN new potential members that each had a personal connection with the group as I introduced each of them to the director after the "one" song. TEN new guys that may be willing to bring in their friends and family. TEN new guys that if and when they join will go out and share the opportunity to bring joy to others with what it is we do. (As a note, there were also two others from out of state that were also interested)

So, what was I saying? I'll tell you. First off, the chorus was singing songs that were familiar and approachable to the public which is another important Supercharging concept. I then would simply watch people and for those that were mouthing the words, I would just walk up to them and engage them and, I would say the following.

"So, do you like this music too? (allow them to respond) Me too. Hey, I know these guys and did you know that over 70% of them guys had not sung in front of people before joining this group? (wait for them to be shocked) And did you know that over half of them still can't read music? (allow them to be shocked again). Yep, it's true. In general, these are guys that just like singing in the car or around the house. They get learning tracks to help them learn their parts so they can practice wherever and whenever they want, but did you know one last thing? They do this to support (finances, time, awareness, et cetera) children with special needs and veterans. (people are totally impressed by this) Yep. And they've asked me to look for people that may want to be a part of making a difference in the lives of others. You know what? I'd love to introduce you to the director. He is a great guy!"

I would introduce them to Adam, the director, and he was very warm and welcoming and I would get their name and number. I have passed each of those names and numbers to the group and fully expect if they follow up with these great men that they will see organic growth from this and that's what it's ALL about.

Just wanted to share this success so we could in turn share it with others or at least encourage people to share other successes.

We have to remember that what we do is AMAZING to the public (even if it isn't to us) and we should capitalize on that while making it approachable by singing songs that are both familiar and not too difficult for people to sing while singing in places that are similar to where a street magician would perform up close magic.

I will continue to say, let's keep sharing other successes and successful approaches as there is never only one answer to any question, or one solution to any problem.

As always, I hope this helps.

Paul Ellinger
cell: 313-444-WOW-4"

And here is the follow up email:

"Some have emailed me asking what the success rate was after the names were provided to the chapter. Calls are still being followed up on, but here is what Adam Kitt, director of the Chorus out in Fresno, posted as a status update on the Supercharging Facebook page in response to the initial post which was taken from this email. Basically, of the ten people I gave him names and numbers for, he has already spoken to four of them and all four are going to be attending. So, four for four so far. And this all for one hour's worth of work.

Adam Kitt This is exactly the truth! So you know, I have made the follow up calls. Out of the 4 that I actually spoke with, one will be at our rehearsal this week, and the other three want to come as soon as their schedules will allow. All are expecting me to call them again. I left messages and will continue to reach out. Stick with the program and let it work for you!

Just talked to Adam and he said that all of the schedules would be cleared up in a month (travel plans due to the holidays) and again that all were looking forward to it!

Paul Ellinger