

Sharing the Opportunity with Others



The Approach *(word for word)*

- “Thank you for coming.”
- “So ... where do you like to do your singing?”

The Response

- I SING ALONE: “I like to sing by myself too because no one is there to judge me, but you know what? I feel totally comfortable singing with these guys. Most of us had never sung in front of audiences before joining this group and because most of us can’t read music we get learning tracks. We’re just the guys that sing around the house or in the car, and the nice/cool thing is we all get better together. But, the best part is we do this to (insert your Altruistic Purpose). And it's so fun!”
- I SING IN FRONT OF OTHERS: “Wow! We would love to have your voice with us as I’m sure we could both learn from one another.”

Greasing the Skids for the Next Contact (Skip any segment below that would not apply)

- “I’d like to tell you more about this when it’s convenient for you. Do you have a card? ...”
- **SKIP IF YOU GOT A CARD**: “Ok, what’s a good number at which to reach you?”
- **SKIP IF YOU GOT A CARD**: (have your phone or pen and paper handy and act like everyone gives you their phone number and get their name)
- **ONLY USE IF DON’T GET A NUMBER AND THEY SAY “Can you just email me?”**: You have two possible responses) 1. “I can text it you. Where should I text it to?” 2. “Email doesn’t work that well for me. Hey, so what’s a good evening phone number for you?”
- “Now, you’ll remember me when I call, right? I’ll just say, ‘It’s (your first name) from the barbershop show.’”
 - “GREAT! I look forward to talking to you!”

If a chapter wants to grow, EVERYONE should use this after EVERY appropriate performance.

The “I Can’t Sing” Response: “It’s okay to say, ‘Yes’ ”

*Supercharging
Your Chapter!*

The Response

- “Do you sing Happy Birthday when everyone else is singing? (nod your head in a gentle way while thinking “It’s okay to say, ‘yes’” in a warm and welcoming way and allow them to answer).
- Then ask, “Do you sing in the car when your favorite song comes on and no one else is in the car?” (again nod your head in a warm and welcoming way and allow them to respond).
- “That’s Great! I like to sing by myself too because no one is there to judge me, but you know what? I feel totally comfortable singing with these guys. Most of us had never sung in front of audiences before joining this group and because most of us can’t read music we get learning tracks. We’re just the guys that sing around the house or in the car, and the nice/cool thing is we all get better together. But, the best part is we do this to (insert your Altruistic Purpose). And it’s so fun!”

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“You too can do this” Concept

This “Cattle Call” Alternative should be mentioned during every appropriate show.
(Find out what your numbers are and use them and be ready for “the GASP”)

“Ladies and gentlemen, I just wanted to mention something. Did you know that 70% of these men/women on the stage tonight did not sing in front of people before joining this group and that the majority of them can’t read music? These are guys that just sing around the house and look at how much fun they are having now performing for you tonight and aren’t they doing a great job?!”

What we’ve done is make singing very approachable with every one that sings around the house. And now they are thinking

“I could do that!”

You now have people watching the show looking for ways to join rather than not to join!

As they begin to relate with someone on stage they are already beginning to pick their riser buddy!



The Follow Up Call



*Supercharging
Your Chapter!*

Preparing For the Call

- Make the call and personally invite them to join you at one of the next couple of rehearsals.
- Don't ask a “yes/no” question, like “Would you like to come to our next rehearsal?”
- Give them options like “Which night would work better for you, this Tuesday night or next Tuesday night?”. Notice that not attending a rehearsal was not one of the options.

NOW, PICK UP THAT PHONE!

- OPENER: “Hi, (their name), it’s (your name) from the barbershop show; remember me? It was great getting to meet you and, more importantly, getting to talk with you the other night. I can't tell you how much fun we had performing and the camaraderie and singing just make rehearsals such a blast.
- WHY THEY SHOULD JOIN: “Because the singing and the friendships are such a release from the daily grind, I wanted to call and extend a **personal** invitation to you so you could check it for yourself for a night and just see how much fun it really is.
- THE INVITATION AND NO PRESSURE: “Anyway, we meet (Location/Time) and I'd be happy to share the ride with you. No pressure, just fun. So which night would work better for you; this “Tuesday” night or next “Tuesday” night?”

If their schedule doesn't fit with your meeting night find a chapter that meets on an open night for them. Remember, if they join, they will be bringing in more singers possibly IN YOUR AREA too!

**Remember, it's the “we” approach
not the “us versus them” approach.**

