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“Attracting New Dancers” - 2012 — Spokane, Washington

Part I.

We are going to explore 2 recent “success” stories.....

(That is; the formation of new square dance “clubs” in Arkansas)

A. How were these achieved?

The answer is directly related to the definition of a Manager

“The ability to get things done through others”

B. Specifically, recognize an existing CORE GROUP and sell square dancing to the group as opposed to selling to individuals. A CORE GROUP may be.....

Case 1.....

The *Circle Up Squares*, in Charleston, Arkansas sold square dancing to the local school.

a. Schools

- 1) PTA
- 2) School board
- 3) Administration
- 4) Staff

Local dancers sold square dancing to a core group within the administration and in turn, let them make it a peer thing among themselves.

It was like multi-level marketing

Case 2.....

The *Diamond Squares*, in Hot Springs, Arkansas, sold square dancing to a local church group.

b. Churches....

- 1) Church choir
- 2) Youth group
- 3) Men’s breakfast group
- 4) Mission group

They sold the product (square dancing) to just 1 or 2 people to a very small church group. In turn, **the church group** sold the idea to the rest of the group.

Think “Avon calling” – the people at the top don’t do any of the grunt work.....

They just MANAGE.

Now, those in the trenches **need the tools to sell** and that’s where **MARKETING** comes in.

Part II. Marketing.... the first step to selling

A. We need to get Modern Western Square Dancing on the front page.

1. We start this with Brainstorming. We Brainstorm for ideas for exposure. (One of the hardest things about brain storming is to not allow negative input of any kind).

Comments such as....

- “We’ve tried this before and it doesn’t work”
- “We’ve never done this before”
- “It costs too much”
- “It’ll never work”
 - “They won’t like it”
- “Don’t tell me what to do”
- “Do it my way or I quit”
- “Why?”

.... Cannot be tolerated, are **absolute killers** and are **not allowed** in a brainstorming session. Good ideas will only hitchhike on positive input.

a. Positive “brainstorming” allow you to “Hitchhike” on other ideas.

- Good or bad are ideas are not the issue here.

1) Some examples of hitchhiking ideas

- Television exposure. Examples:

How about a square dance in an elevator –

Inform NBC or at least their local affiliate.

- Square dancing for the mentally or physically challenged –

These people love the attention and so does the media.

Local newspapers are always looking for good reading material.

2) Write about Henry Ford’s contribution to square dancing. *

3) How many people know that square dance calls are always done in English throughout the world?

4) How about the history of square dancing. You could write a book here.

5) Did you know that Roy Rogers was a square dance caller?

Part III Ideas for marketing or selling your New Dancer Program –

I recognize that I’m preaching to the choir, but this is for you to prepare your dancers to sell for you.

Don't sell 'classes' or "lessons" – sell a "New Dancer" program

1. **Demonstrations**, planned performance, shows, street dances, wherever people gather * (Red shirts) A word about demonstrations..... Consider this; when doing an "expo" ...
 - a) Wear "dress-up" square dance clothes when you are entertaining a group with no hope of recruitment, i.e. a nursing home or dementia group.
 - b) Wear a "uniform" when entertaining for recruitment or general exposure at the local farmers market or festival. You may love to 'dress up', but you must think of the "outsiders". The "uniform" could be red shirts with the logo...

"Dance in a Square, Make a Circle of Friends" or
"Fun is Just Around Your Corner".

Light colored slacks can complement the "uniform".
2. Phone campaign (with follow up calls)
3. Letter campaign (invitations)
4. **Fancy 'free ticket' handout** *
5. Interpretive piece developed as a handout
6. **Placemats in local restaurants** *
7. **Flyers that double as posters** *
8. Personal contact with doctors. Sell them on the benefits of this kind of exercise.
(brochures in waiting rooms) i.e....
veterinary office, auto repair shop, dentists office
Create a Rubics cube puzzle. *
9. **Tri - folds** left in hotel literature racks, local visitor centers
(and other places which allow this) *
10. Flyers & tri – folds at supermarket checkout counters, or in every shopping bag
11. **Brochures at welcome center racks** (state lines)
13. Billboards in the area
14. Square dance information signs, edge of town
15. Airport posters, full size, colorful
16. Banner across main street
17. Front yard sign at home. "Learn to Square Dance - inquire within."
18. Supermarket bulletin boards
19. **Chamber of Commerce** information.
Get on the club directory or in the monthly bulletin.
20. Personal letters to all club presidents (Chamber of Commerce Club

Directory)

21. **Welcome Wagon**/Newcomers, distribute information to new residents
22. Mayor's proclamation of Square Dance month.
23. Window displays for Square Dance month.
24. Newspapers - daily, weekly, "shoppers," news and paid ads
25. Radio, free spots, paid ads, weekly forum series, talk show call-ins
26. Want ads
27. Church bulletin boards, programs and newsletters
28. Area magazines, national magazines for dancers
29. Television, cable offers golden opportunity for series
30. Personal gimmick opportunities; wearing gambler tie to work, square dance pins, emblems, aerial flags, bumper stickers, jackets, "You have been patronized" cards.
31. More visibility for club dances; spectators, "glad you came to watch flyers."
32. Sponsor benefit dances
33. Service club programs
34. Create a float for an area parade
35. Yellow Pages phone contact - hooked up with answering machine
36. 800 number for wider exposure.
37. One night stands; church couples clubs, campground programs
38. Library - posters, magazines on racks, donate teaching records.
39. "Recycle" new dancer program for dropouts
40. Keep new dancer program open first three nights.
41. Joint sponsorship of class; YMCA, YWCA, Community Adult Education, Community College, church, radio station.
42. Larger companies provide great dividends; company pagers, signs in shop areas, sponsorship of class, providing hall and finances.
(Xerox in Rochester, New York)
(Electric utility company in Denver, Colorado)
43. Electronic bank sign
44. Moveable trailer sign
45. Piggy-back bulk mailing opportunities; companies, utilities, car dealers, merchants, colleges.
46. Postal meter plates, logos on personal checks, address label logos.
47. Square dance video cassettes.
48. Local movies, drive-ins, cinema slide blurbs.
49. Computer telephone canvasses.
50. Nationally known Western Star publicly endorses square dancing.
51. Does your state have an official state license plate?

52. Get your club activities listed in the local “Events” calendar.
53. Adult Education Centers
54. Art Centers
55. Barber Shops
56. Beauty Shops
57. Square Dance Shops
58. Churches
59. Video Rental Stores
60. Movie Theaters
61. Dentists Offices
62. YMCA/YWCA
63. Dry Cleaners
64. Health/Fitness Clubs
65. Senior Centers
66. Hobby Stores (music, craft, etc)
67. Shopping Malls
68. Service Clubs
69. Laundromats
70. Sporting Goods Stores
71. Chamber of Commerce
72. Local Colleges
73. Mail to ex-dancers
74. Visitor Magazines
75. Restaurants
76. Company Recreation areas
77. Real Estate Offices
78. Doctors' Offices
79. Grocery Store Bulletin Boards
80. Western Shops
81. Teen Centers
82. Libraries
83. Municipal Offices

(Those underlined will be mentioned –
Those with a * have a Show & Tell)