

# **GROW YOUR BUSINESS**

## **CALLERLAB CONVENTION**

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***SQUARE DANCING NEEDS “YOU”***



# TIPS ON GROWING YOUR BUSINESS

I learned a long time ago that I don't know everything there is to know. However, I also learned that there is "someone" who knows what I don't know. What is important to learn is how to detect those kinds of skills and knowledge in potential leaders. Now some tips.....

## **INTELLIGENCE is not the only secret to success.**

Success is about how you treat (or take care) of those you associate with and how sincere you are about that treatment. You don't have to be smart to treat people well. Swallow the ego and encourage someone to take a leadership position in your club who's good at what you don't have the knowledge (or skills) to do. The only place you find success before work is in the dictionary.

The most overlooked secret to success is not having a **CALCULATED VISION.**

Let's say you are at a dance and someone (or you) says "Boy, this dance would be great if..." That's the vision. Then do your homework to make sure your vision makes sense.

"ALWAYS" be willing to ask, "**WHAT'S WORKING AND WHAT ISN'T**"

You may not have the answer for every question that comes up, but someone does, don't be afraid to ask and act on someone else's suggestion to improve your dance (or club).

One of the most important things I have learned is that "**PEOPLE HAVE THE RIGHT TO FAIL**" Otherwise, they stop thinking and then you need more leaders to lead them because you have to think for them. But when they figure out why they failed, and if they correct it, then the failure has real learning value. Failure is not fatal. Take risks, try something new, if it works – enhance it, if it fails – throw it out. Progress is impossible without change.

**WHAT TO LOOK FOR IN A LEADER.** Energy (another word for motivation) is the answer. If someone says to me that "all I want is a chance." This usually is a person who will have the energy to move on to greatness as a leader.

**KNOW THE DANCERS:** Know what they do for a living. If they have skills to be a manager in business, they most likely have the skills to lead in our activity. Every experience in our lives gives us skills to be successful – take advantage of those skills and use them in the growth of our activity. Study people's needs, real leaders know that if they listen, eventually people will explain how they can be motivated.

**GOOD LUCK AND GOOD INSTINCTS:** Good luck eventually runs out. Go to Vegas and you will find that to be true. Even with the best instincts, you need some luck. Good luck and good instincts are powerful allies.

## **SIMPLE RULES TO LIVE BY:**

**ONE:** Have the patience to train others to do your job so you can *Grow Your Business*. One club I call for has listed under the requirements of Vice President is a statement that they will be willing to move up to President the following year. The time to cultivate a positive relationship with the VP for their Presidential term is a year before they take over as President of the club. *The ultimate leader develops followers who will surpass them.*

**TWO:** Take care of the dancers (customers) There is nothing more important in *Growing Your Business* than dancers and how they are treated.

**THREE** Reward people. Praise is the greatest reward for motivating VOLENTEERS. There is a dangle that reads "ABCD" and this stands for "Above and Beyond the Call of Duty". We present this dangle, sparingly, "during" a dance to those who serve the club ABCD. It's hard for a person to keep a chip on their shoulder if you allow them to take a bow now and then.

**FOUR:** Look ahead at the big picture, not just at the job that is in front of you. It takes just as much energy to wish as it does to plan.

# **LEADERSHIP For GROWING YOUR BUSINESS**

“Volunteers” need to truly participate in the planning stages of volunteer organizations. If dancers do not feel they have an opportunity to participate in the decision making process, they won’t stay. A volunteer does not have to be there. The CEO of Starbucks (Howard Schultz) said of leadership, “I think it’s very difficult to lead today when people are not really truly participating in the decision making process, they won’t stay.”

Leadership is the main ingredient to a successful business, whether it is a company or a social club.

**You Must Have a Vision.** You must be able to communicate your vision or the vision of the club to the people you want to follow you. Here is how that can be done:

A. Learn to paint a picture of your vision with words. Speak it, live it, love it, write it, draw it, touch it. That old saying of: “A picture is worth a thousand words” still is as true as ever.

B. Ask each of the officers in your club to tell you, in their own words, about what they want to accomplish (vision) for the club.

C. As you develop the plans for the club your vision should be in your mind every day, and you need to reevaluate it occasionally so that it stays on track to be successful. Be sure to keep those key dancers informed as to the progress being made.

**You Must Have Passion.** The dancers will need to embrace this passion for the vision of the club. When you talk about the vision (goals) of the club, try to feel the passion in your voice. In the mid 50’s I developed programs for businesses to sell products to other businesses. It’s not easy being excited every hour of every day. I mentioned one time to a marketing class to “slam a door on your hand.” When you pick up the phone to make a call you “will” sound like something special is going on, of course, I mentioned that a better way would be to walk up a couple flights of stairs and then make the call. Passion is infectious, let this passion shine through as you talk about your club’s activities.

**You Need To Learn How To Be A Great Decision Maker.** By now, in most of our lives, we have already established our own personal process of making decisions. Please do not be one of those leaders who are not willing to seek opinions of others who “also” want you to succeed. Do not delay too long in making decisions, but at the same time don’t be too hasty. Be committed to the decision you make, but also be flexible enough to change if a better way is suggested that will work. Too much analysis can cause paralysis. Show concern for other’s opinions and feelings by not being overly obsessive.

**You Must Be A Team Builder.** Normally people become great team members when the team is traveling in the same direction toward a goal. The leader need only to be involved when the team is falling behind on a schedule or deadline and pointing fingers will only begin to tear down the team spirit.

**You Need To Have Character.** Without character, all other skills of leadership are for naught. Be honest, kind, understanding, passionate, - you get the idea!

***Joe Namath (football quarterback) once said:  
“When you win, nothing hurts.”***

## HOW TO BE A LEADER

**Always give credit:** Many leaders note that the most efficient way to get a good performance from others is to treat them like heroes. Catch people doing something right, then tell others.

**Take informed risks:** Remember that taking a risk also comes with the chance of failing. If you do fail, just pick yourself up and start over again.

**Show the way:** Have you ever noticed that when you smile at people, they smile back? The best thing you can do is to get followers to mirror your actions by being what you wish them to be.

**Keep the faith:** Successful leaders often say that if you trust others to do well, they will. Having faith in someone helps promote self-confidence and great results.

**Having direction** will be required: People will not follow a leader who does not know where they are going. If you don't know where you are going – any road will take you there.

**Be competent:** Knowledge is power and the best leaders who know how to get things done will cause people to look to you for guidance.

**Promote enthusiasm:** When people get excited about a special dance project, the excitement just seems to grow and grow – enthusiasm is contagious.

**Be willing to delegate:** “You can't do it alone.” I learned a long time ago that no matter how hard a worker you may be, there is no way you can do everything by yourself. Make people a “part” of your vision

### “PROFESSIONALISM”

#### **A NEEDED QUALITY For Growing Your Business**

An article, with the above title, appeared in the January 1983 issue of *SQUARE DANCING MAGAZINE*. This was written by Buddy Weaver, he lived in Kailua, Hawaii at the time. Here are a few words from that article.

“Are we professionals?” A professional is not just a person who gets paid for what they do, the term professional goes far beyond that. A professional can be defined as having technical knowledge, presentation skills and a good attitude. The most critical item a professional must have is a strong and healthy attitude toward the activity. How the leader feels about leadership will be reflected in those who follow. For the present and future of our activity, take an objective look to see if our behavior matches our thought. After *all*, we are professionals. *Right?* “



## **24 SIMPLE WAYS TO MOTIVATE YOURSELF TO YOUR FULL POTENTIAL For Growing Your Business**

1. Put your plans on paper. Spell out goals (visions) and ways to reach them.
2. Be specific. The advice you give yourself must be such that you can put it into practice.
3. Break the job down into small pieces so that you have no excuse for not starting.
4. Establish checkpoints so that you can check your teams progress.
5. Remind yourself of benefits you expect from completion of the job.
6. Avoid temptation by avoiding circumstances or thoughts that might sidetrack you.
7. Recognize your limitations, Don't set goals you never can reach.
8. Take advantage of energy peaks, those periods of the day when you are in top form.
9. Take risks, don't be afraid to try new methods to reach your goals.
10. Use positive motivation. Remind yourself of the favorable rewards when you are successful.
11. Keep a time-control budget that may have limited amounts of funding.
12. Set deadlines and hold yourself and your team to them. Use progress reports to stay on time.
13. Make an honest distinction between "I can't" and "I don't want to."
14. Get started, Don't stall.
15. Improve your self-persuasion ability. Learn to know when you are reasoning and when you are rationalizing.
16. Be optimistic, and your chances for success will increase.
17. Decide how you want to start, what needs to be done first. Prioritize.
18. Read. Especially books and articles that relate to your objectives.
19. Use self-signaling devices (notes, reports, cues from team members) as reminders.
20. Promise yourself rewards, small rewards for small accomplishments and big rewards for those big accomplishments.
21. Use the stimulation provided by good news to do extra work and to motivate the team members.
22. Recognize conflicts and make a decision to fix it. Don't let negative feelings set in.
23. Give yourself the right to make mistakes (human shortcomings) No one is perfect.
24. Exercise your sense of humor, laughter indicates a realistic point of view.

***SOMETIMES A MAJORITY SIMPLY MEANS THAT ALL THE  
FOOLS ARE ON THE SAME SIDE***

***Lou Holtz (coach) said: "Motivation is simple;  
You just eliminate those who are not motivated."***

# RECRUITING NEW DANCERS

## For Growing Your Business

“RECRUITING” – I have never really liked the use of the word - recruiting, it almost sounds like I’m about to get back into military service. In the September 2007 issue of AMERICAN SQUARE DANCE magazine, Bill Boyd – Editor, wrote an Editorial that places recruiting on the same level of Sales/Marketing. The following are some of the comments from that Editorial:

*Sales, marketing and teamwork are the lifeblood of any business. In any existing business today, marketing experts will tell you that most businesses lose 10% of it’s existing client base every year. (Sound familiar) These clients will move away, pass away, become dissatisfied or may just change the way they do business. Not only does every lost client have to be replaced, but, the client base must grow to keep pace with inflation. The same is true with square dancing!*

*Clubs that said, “We don’t advertise, why bother, it doesn’t seem to work.” “We don’t send press releases or items of interest to local papers. I wonder why my club isn’t growing?”*

*Major corporation, such as, McDonalds, Sears, Macy’s, AT&T, keeps their name out in front of the public with publicity releases and advertising.”*

Marketing/selling is a year round function of business. As a Caller, whether I like it or not, “I” am the leader of the clubs I call for. It is my responsibility to promote this activity. This includes becoming more skillful at my professional trade, as well as motivating others to promote this great activity.

Knute Rockne (coach, Notre Dame) said, “Show me a good and gracious loser, and I’ll show you a failure.” Now let’s look at some ways to Market (Recruit) square dancing.....

**Person-to-person persuasion:** All club members need to be involved in selling square dancing to others. This has ALWAYS been the most effective of any method used to spread the word. Invite your Sunday School class to OPEN HOUSE. **Demonstrations** at malls, fairs, churches, social clubs and community events will help to develop an interest by others. Some malls or businesses with a western flavor may even pay your group for the demonstration. **Advertising is a must:** Take advantage of whatever free advertising is available. This should be done ALL YEAR LONG, not just in August. Paid advertising allows you to specify where and when the ad will show in a publication. Some newspapers have a Social Section that just may print your **News Releases.** Make up **Printed Invitations** that can be handed out or mailed to prospects. **Dress down** for open house or demonstrations.

Don’t be afraid to take risks, you are only limited by your imagination, try new ideas and then relax and enjoy dancing with some new folks. Why not have a drawing during Open House of those new dancers where the winner will be awarded a FREE SET OF LESSONS?

**HABITS THAT WILL HELP:** It is said that doing something for 21 days in a row will eventually turn into a habit for you. And a marketing habit is a great thing for any business person to have. Choose three to five things every day that are related to marketing for your club and do them at the beginning of the day “before” you start fighting the daily fires of you life. Here are some things you might want to consider doing:

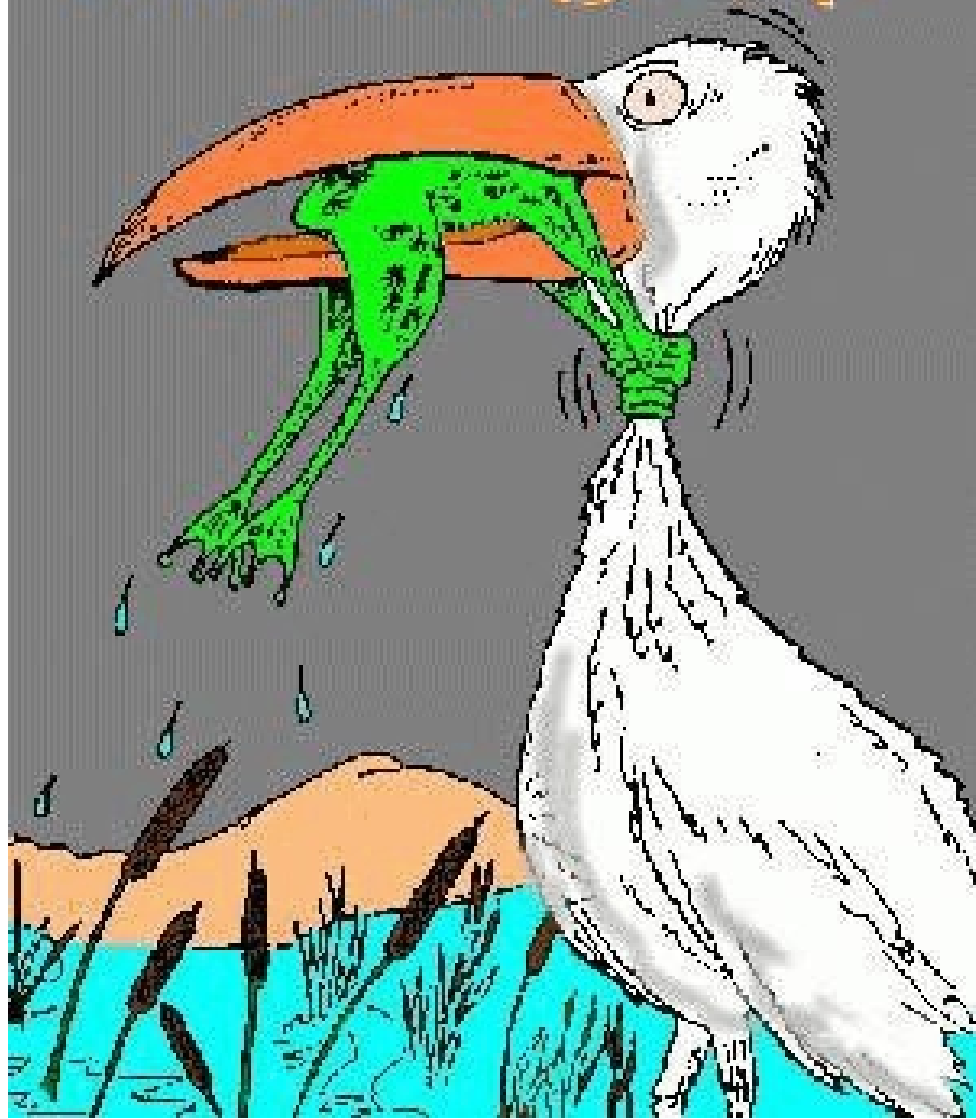
- Make a list of prospects
- Brainstorm the ideas that you want to use for marketing
- Write an article to your local paper
- Try to engage Medical offices to allow brochures in their waiting room
- Write press releases to the Feature Editor of a newspaper
- Compose an e-mail sales/marketing letter
- Post information on your website
- Follow up on letters or e-mails to remind prospects of the Open House
- Re-Record your answering machine to pitch Square Dancing six weeks before Open House
- Revisit what you do and make changes that will enhance your efforts

**Make your habits work for you and your club;  
remember marketing/selling/recruiting is a**

**YEAR LONG ACTIVITY THAT WILL BRING**

**“GROWTH TO YOUR BUSINESS.”**

Never ever give up!





**“NOTHING**  
**IS MORE**  
**IMPORTANT**  
**THAN THE**  
**DANCER”**

*“Thank you for attending  
Grow Your Business”*