



**MAKING YOUR BUSINESS GROW
BY
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CALLERLAB 2010 CONVENTION, NIAGARA FALLS

1. UNDERSTANDING YOUR BUSINESS

II. WORKING WITH THE ENTIRE ACTIVITY

- A. ROUND DANCE LEADERS**
- B. SQUARE DANCERS/CLUBS**
- C. OTHER CALLERS**
- D. THE NON-DANCING PUBLIC**

**III. WHAT DO I WANT TO BE/KNOW YOUR
LIMITATIONS**

IV. CALLING IS SELLING

V. INDEPENDENT BUSINESS AGENT

**VI. REPEAT BUSINESS MEANS SOMETHING IS
WORKING**

VII. YOU WON'T MAKE EVERY SALE