



Showmanship, Stage  
Presence & Rapport  
(SSR) *aka* **Brand**

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# Principles

- *Showmanship*
  - *How you act on stage*
- *Stage Presence*
  - *How you look while on stage*
- *Rapport*
  - *Emotional connection with each dancer*

One Word

- ***BRAND***

# What comes to mind?

- *What do you see, feel, taste when you hear or see:*
  - *Tesla, Crest Toothpaste, Boot Barn, Domino's Pizza, Wheaties*
- *What happens in your mind when you hear*
  - *Hilton*
- *How about when they hear YOUR name spoken*

# Where is BRAND created?

- *In the mind of each customer or client*

# Pitfalls

- *Dangerous pitfall:*
  - *Self-analysis*
- *How to avoid*

# Dancer Perception(s)

- *When your on stage*
- *Your appearance*
- *Visiting with dancers*

# Building Rapport

- *Microcosm under the heading BRAND*
- *Could be either:*
  - *Showmanship*
  - *Stage Presence*
- *Bottom line – relating to dancers*



# Confidence and Friendliness

- *Invoke your heart*
- *Visit with dancers*

# Summary

- *Approach your "Brand" with everything you have within you*

## Contact Information

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