

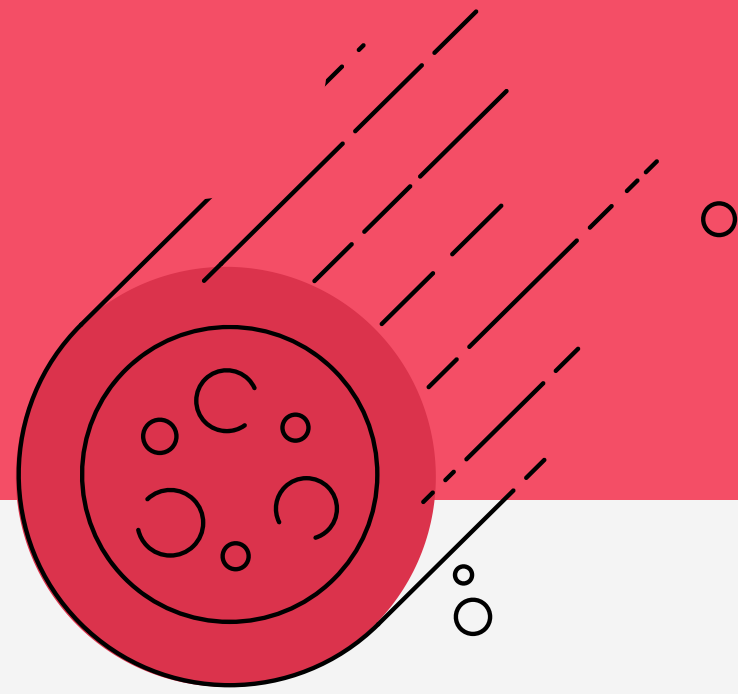
So You Want To Be A Caller

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Problem

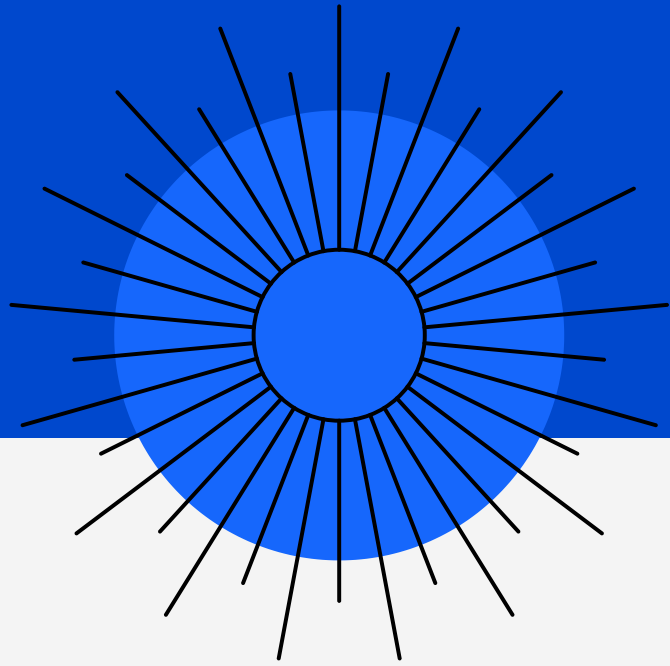


1 Callers: Choreo, Music, Clubs, Lessons

2 Callers: 1st Dance, Great Dance, Poor Dance, Experiences

3 We tend to "get lost" in choreo, flow, relationships, being the coolest

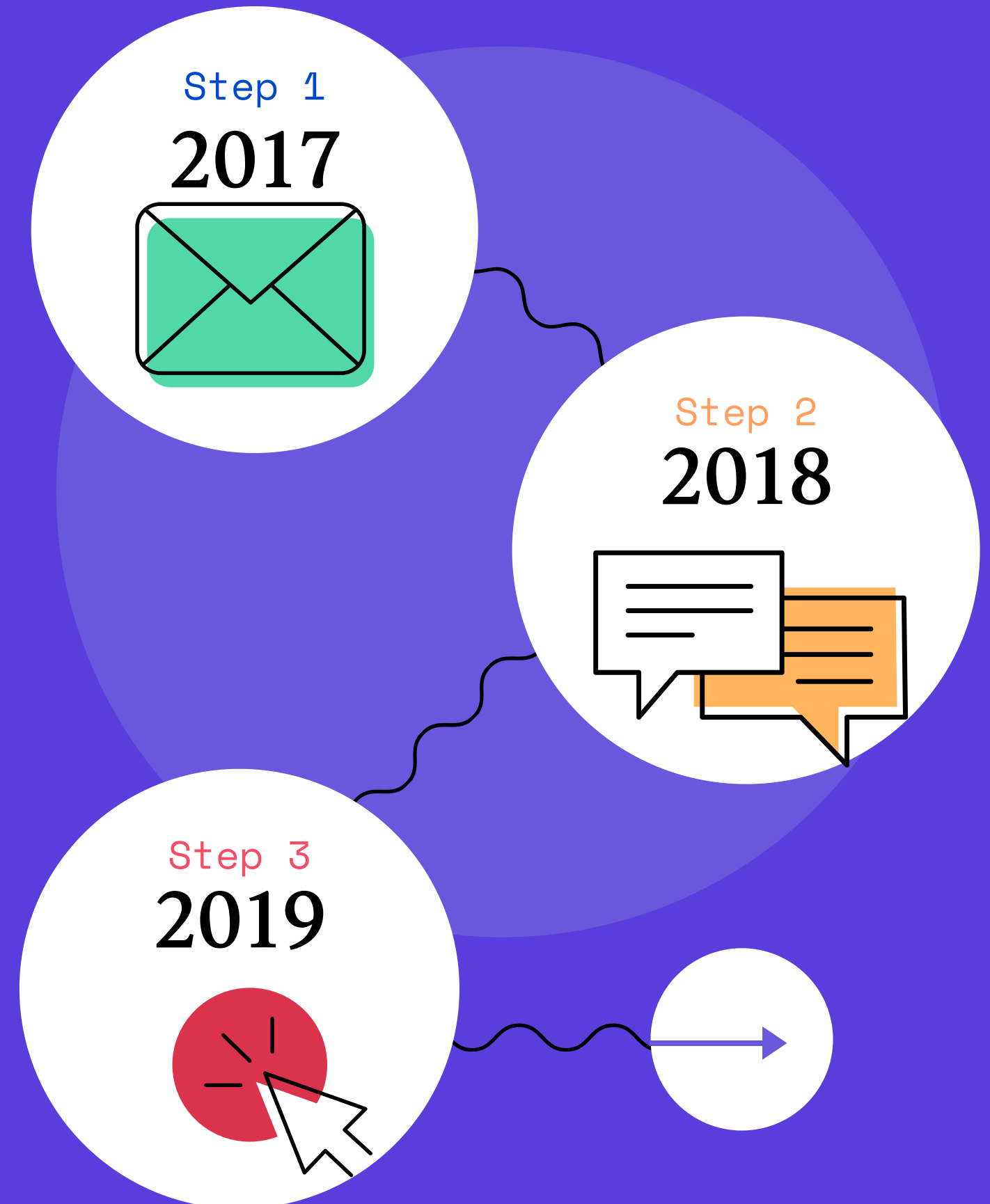
Focus on Calling Business



- 1 License: American Callers Assn, Callerlab, others
- 2 Equipment: Need some just prior to your first dance
- 3 Legal, Accounting, Travel, Taking Money, Tracking

Birth of your company

A simple timeline on how your product or service came to be is a helpful way of visualizing your origin story. What frustrations or ideas led to this? Where do you intend to go with your business?



How Do You Get Dances?

Do you offer dance packages? Lessons?

Western Style

One Nighters

Traditional
(Eastern or Hoedown)



Target Market

Who are the customers you want to cater to?

How can you identify your target market?

Western clubs typically book 2 years in advance... Will you wait?

Your competition is other Callers!

Newbies have no image, no track record, no expectations from the dancers, unknown entity

Target Market 1

What are their profiles and visual personas?

Target Market 2

Visualize the people who will turn to you for solutions.

Competitive Advantages

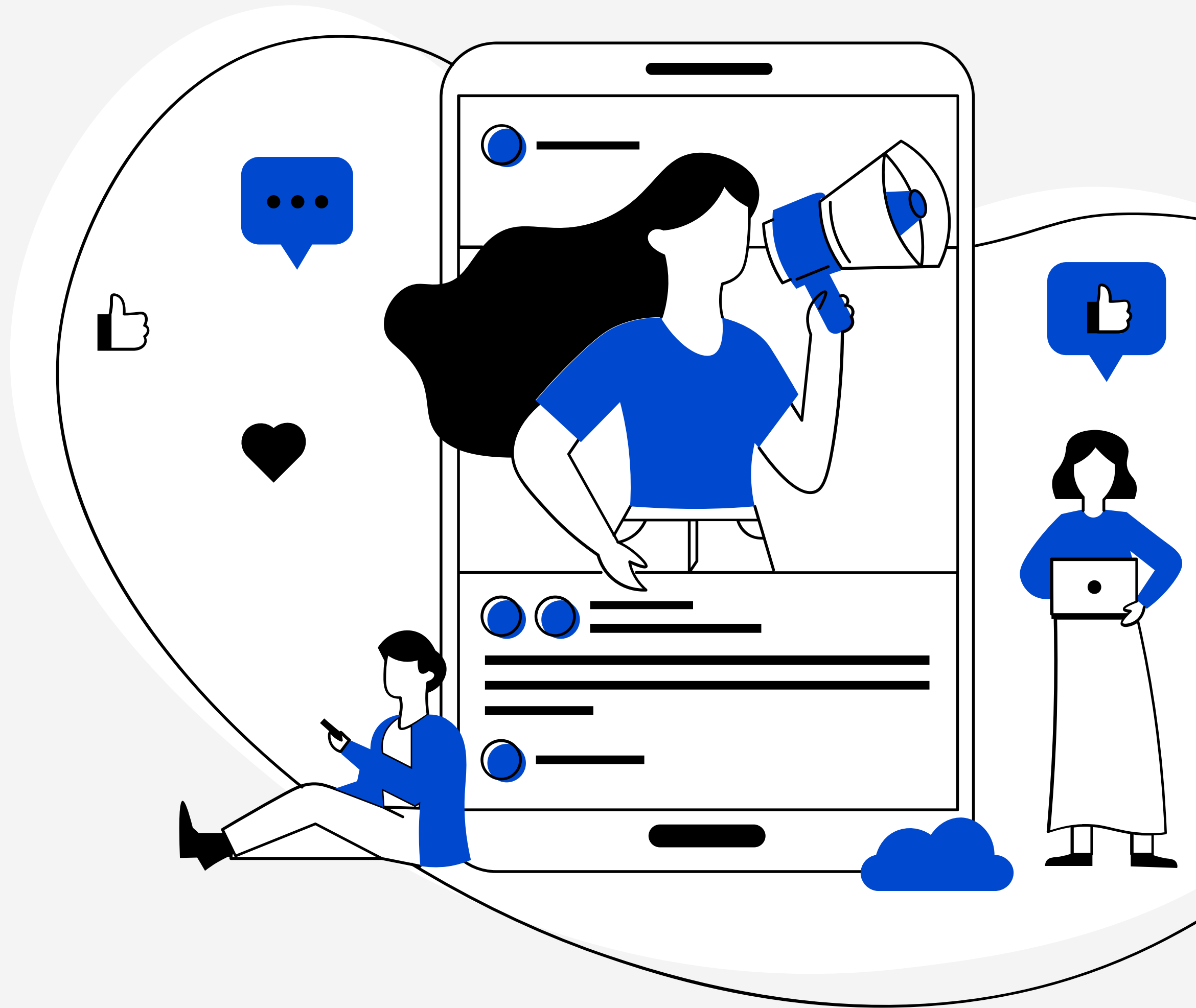
What do you do different than every other Caller?

Can you share than "new, different, distinctness" in 10 seconds? Develop your Pitch.

Give them a reason to book YOU

Book with other Callers and "Borrow their audience"

MAKE YOUR OWN DECISIONS



Revenue



- 1 ARE THEY BUYING WHAT YOU ARE SELLING??
- 2 ARE YOU REALLY SELLING WHAT THEY ARE BUYING??
- 3 Touch upon key metrics here too, such as Life Time Value (LTV) and Customer Acquisition Cost (CAC). Start Tracking



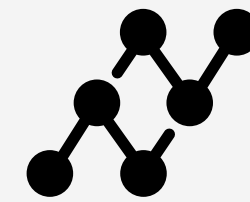
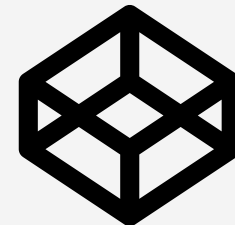
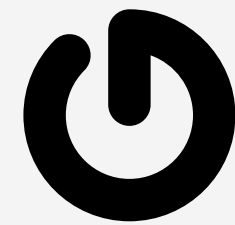
Marketing Approach

- 1 How will you set your company from the competition?

- 2 What's your path to reach your customers?

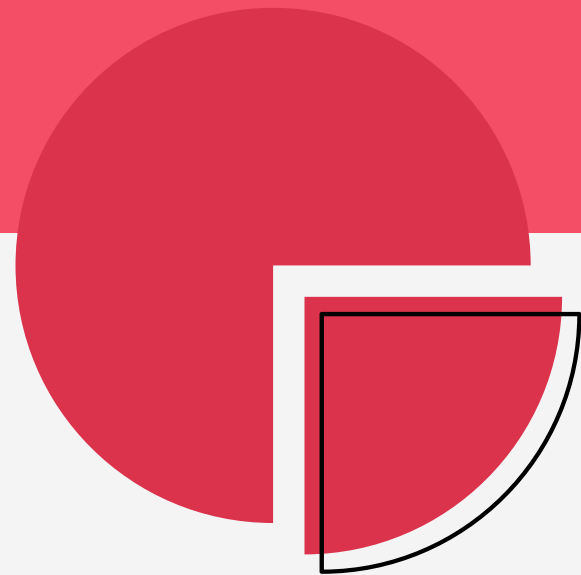
- 3 Events, partnerships, ads — list the effective ways to reach them.

Marketing Insights



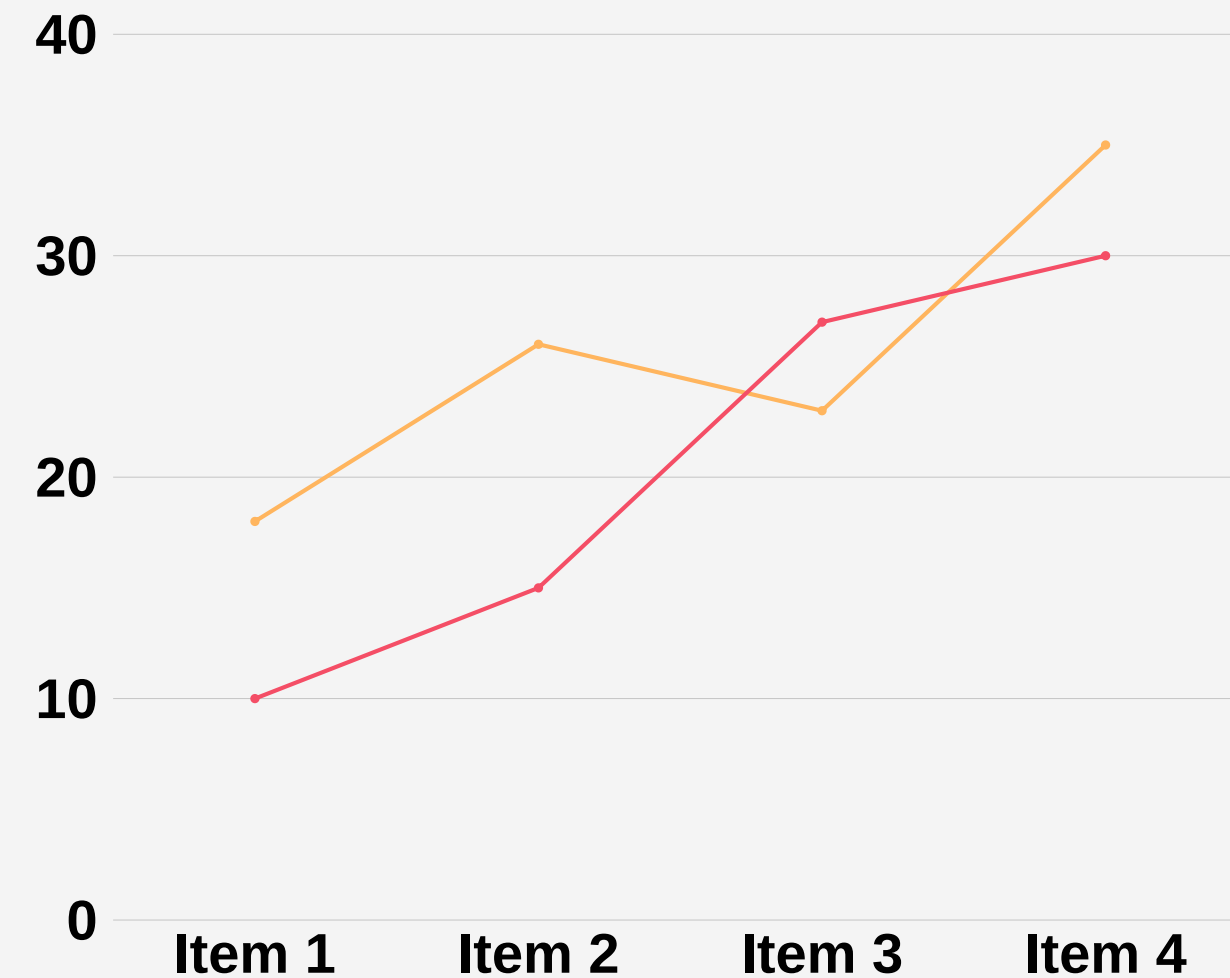
Look at Features -- Buy On Benefits

Top Of Mind Awareness



You have got to be out there to gain any traction

Johnny Cash recorded 93 albums.. Were they all hits? No, but he became a consistent name in Country Music





Competitive Approach

- 1 Safe does the same old boring thing and expects change
- 2 New does exciting, video, radio, podcasts, print ads, break stereotypes
- 3 Events, partnerships, create a marketing fund — brainstorm and list the effective ways to reach your target market(s).

Future Roadmap

What are your next steps and goals?
How much support do you need from investors and what will it get you?

How do you grow the activity?

How do you grow your business?

Make a Timeline...

Change.. Adapt.. Adjust



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America's Traditional Square
Dance Fun

The Rest Of The Story Of Being
A Square Dance Caller - It's Your
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**THANKS To
Mel + The
Team**

**Time Now For
Questions +
Discussion**



Team Member 1
Caller

Team Member 2
Caller



Team Member 3
Caller

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