

## *Reprint*

# Killing Square Dancing In Ten Easy Steps

1. **Don't Advertise!** Just pretend everybody knows about square dancing and what it has to offer.
2. **Don't Advertise!** Tell yourself you just don't have time to spend thinking about promoting square dancing.
3. **Don't Advertise!** Just assume everybody knows about square dancing.
4. **Don't Advertise!** Convince yourself that you've been square dancing and calling so long that people will automatically come to classes.
5. **Don't Advertise!** Forget that there are new potential dancers who would be interested in square dancing with you if they were reminded and urged to do so.
6. **Don't Advertise!** Forget that you have competition trying to attract new dancers away from you.
7. **Don't Advertise!** Tell yourself it costs too much to advertise and you don't get enough out of it.
8. **Don't Advertise!** Overlook the fact that advertising is an investment to selling – not an expense.
9. **Don't Advertise!** Be sure not to provide an adequate advertising budget for square dancing.
10. **Don't Advertise!** Forget that you have to keep reminding your dancers that you do appreciate them dancing with you.

Reprinted from Callers Notes October 1995

Reprinted from American Square Dance Magazine – December 2008

Reprinted from DANCERgram – November 24, 2008