

Who are you?

Creating and building the identity and branding of your quartet.

What is the goal?

- I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel”

Maya Angelou



Identify your strengths

- Individually
- Collectively
- Identify weaknesses or discomfort zones

What is reinforcing, what is distracting?

- Name. Does this limit marketing options? Does it define your quartet?
- Costuming. Does this limit marketing options?
- Song selection. Does this limit options?
- Business and correspondence. Is your BRAND evident? Does each piece reinforce and support the rest?
- Characterization. Individual and how it relates?
- Define the roll you play, and amplify the character. i.e. Frenzy's Diva, Storm Front's Goofball, peacekeeper, referee, ditz, prankster, etc.

Being true or being blue?

- Are all members heard and valued?
- How important is it?
- Are all free to discuss openly concerns and passionate topics?
- Are members talking behind other's backs?

Practice, Practice, Practice

- Common misconceptions:
- Everyone will be ok when it comes to the performance. (stress, nerves, etc.)
- Every performance is a time to showcase our quartet and barbershop
- The audience will be as interested in what we do as we are.
- It is important to show off our contest set
- The music is the most important part of our set.

Are you chameleons or peacocks?

- Does your quartet/repertoire/costuming/individual characterization remain true or change dependant on day/event/song or other factor?

Are you actively responsive?

- How long does it take to make initial contact
- What questions do you ask?
- Do you have a normal fee?
- Do you have your brag sheet ready?
- Do you have a website?
- How recent are the articles, photos and other information on the website?
- How often do you update your information?
- ?

Website??????

- Even if???????
- Video/Audio Links
- Photos
- Monthly update or updated how often?
- Current rep list?
- Vision/Mission Statement

Are you Barbershop or A Capella?

- You CAN be both!
- Do you insist on doing MOSTLY barbershop?
- How current is your rep?
- Do you have anything from 2000's?
- Audience participation?

Contract or no?

- ALWAYS!
- ALWAYS! It protects you!
- ALWAYS! It makes things clear for your client.
- What, When, Where, Why, Who, How are all important.
- Samples?
- Be you, but be the most business savvy you there is.