



# The Basics

## Supercharging's Top 10 Concepts



1. The public LOVES what we do at ANY level --- even if we don't.
2. The public LOVES songs that are familiar and approachable to them.
3. Each chapter has an identity. There is no wrong way to enjoy this hobby.
4. Approaches that are ACTIVE and PERSONAL will always be more effective.
5. People join in two ways: **Hearing our music** and **being personally invited**.
6. FUN, CAMARADERIE and SINGING in that order at every chapter meeting.
7. Sing in public wherever you would put a street magician.
8. Get THEIR information.
9. New members and significant others will know more about how to grow than we do.
10. An Altruistic Purpose is the active ingredient to motivate.

BONUS: The key to it all. Use the Online Encouragement Tool and have a WEEKLY mentor for the first 6 months.

