

Reaching Out – Dave@BlueNovaDance.com

There is a huge market of people out there who would love to engage in our activity. They don't know it and they cannot see it. We do not know who they are. We only know that we pass by them every day. We engage people in conversation. We tell them about this wonderful activity, and yet they still don't see it. We hand out flyers, tell them about lessons and direct them to websites, but still they cannot see. Why are they so blind?

Our activity is a simple exchange of communication between people. It is like a grass roots effort in the complex world we call today. A few people know about it, and most do not. Now-a-days, you have about two seconds to obtain and hold the attention of any one person. We need to clearly define who we are, where we're at, what we want to be, and to re-think how we reach out, and to re-think what products or services we want to offer. We should re-think the words we use to describe this activity; if you are not in the know, most of the words are meaningless. Everything takes time and costs money. What resources do we have? Who is willing and able to do things? What is it that we want? How do we get it? To what extent (financially and physically) are we willing and able pursue it?

Answers to these questions are out there. The people we seek are out there. Methods for reaching out are there. Connect the dots. If one method or attempt fails, try another. Times have changed. What worked yesterday does not always work today. People are mobile and connected.

Recently I performed a search on a website titled "meetup.com". I was so impressed that I joined as a member. What I discovered is a powerful tool that enables anyone to find special interests groups. For example if you want to meet others who speak German, do crafts, discuss literature, perform science experiments, climb mountains, dance ...etc, this site allows you to find these groups.

Following this discovery, I decided to create and sponsor a dance group. In order to do this I had to become an Event Organizer. The Blue Nova Dance group was created with a description including pictures and videos. Next, I created two events. Within two days, I started receiving messages from local people who liked what they saw and indicated they were interested in the described activity. Within 6 days, two people had indicated they would be attending lessons. I am writing this article on the 6th day since creating said group. During the last six days, I have responded personally to each and every individual who has joined my dance group. The results of these efforts shall be the contents of a future article. Try and you might succeed. Don't and you won't.

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