

Hints for selling tickets

- Think about why you are a member of BCS and recall how you felt after the last concert.
Exhilarated ?
Disappointment at too many empty seats?
- Tell yourself that there are lots of people "out there" who would have enjoyed it but just didn't know or hadn't thought of coming.
- Make a list of all your local friends and family members. (And listen out for chance remarks from other people whom you may not know well - some will show an interest in music. Add them to your list.)
- Do they all know what you're up to on Monday nights? If not, look for an opportunity to tell them how you love singing and what great music we perform. Enthuse!
- Hand to all of them a season's brochure - NOW. Again, enthuse!
- Make a list of all the local corner shops, public waiting rooms, schools, churches, clubs, hairdressers etc where posters might be displayed. Shops which already have similar window publicity from other organisations are likely to accept ours too.
- Politely pester the committee for early production of concert fliers and posters.
- Take out the posters and hand them to someone personally. Offer blue-tack. Enthuse!
- Take fliers to the people on your list. Enthuse! Offer lifts if you can. If some are on your e-mail address book send them message with a link to BCS website. Describe the works to be sung in your own non-technical terms and how you're excited at rehearsals. "This is going to be good!!"
- If some interest is aroused you might want to treat someone to their first concert.
- Don't give up just because they don't come in November. Try again next time - music-lovers often lead busy lives. Eventually you'll build up a small clientele and you can cross off names of those who never respond.
- For those who say "yes", ask for cash before you order and deliver tickets promptly.
- Remember - every ticket you sell reduces by about £10 the amount which the treasurer has to find from subs. If we sold enough tickets, perhaps membership could be free!

In addition to these suggestions the author also arranges a minibus when people are travelling far from his own church. Perhaps others could do the same?