While the demand- and supply-side are both central to explanations of citizen involvement in organized interests, there is a paucity of research on the supply-side component. Over 50 years of empirical research has consistently highlighted the enduring prevalence of Schattschneider's Heavenly Chorus. Explanations of skewed participation have largely focussed on demand-side issues as the driver of political inequality: resource rich citizens possess the necessary skills and expertise and actively seek social and political involvement. Relatively little attention has been paid to supply-side perspectives and the central role organized interests play in stimulating political involvement. This paper addresses the shift from the politics of the amateur to the politics of the professional – i.e. the professionalization of organized interest politics – which is central to the rise of supply-side participation. The paper highlights that motivations to join can be stimulated, fostered, nourished and manufactured by political entrepreneurs, political organizations and even commercial consultancies and the impact these activities have on the practice and quality of modern democratic politics.