

## **LET'S CREATE A BUZZ!**

Have you ever heard the buzz about a film and just had to go see it for yourself? Has a friend ever come up to you and said, "You just HAVE to see this movie. It is FANTASTIC!" What did you do? Did you see the movie? Most likely you did!

Do you know that we can CREATE that buzz? It is a totally ingenious marketing tool.

Buzz is created in the little things. And the little things add up.

### **E-mail Signatures**

Add a dynamic message to the bottom of your e-mail by designing a personal signature. After your personal details, include an eye-catching, attention-grabbing message like:

Love to sing? Call me for FREE Vocal Instruction  
Looking for Fun, Friendship and Harmony? Ask me how!  
Singers live longer!  
Barbershop singing is highly addictive and seriously good for your health!  
Singers Wanted. Call me now and SING.

You can come up with hundreds of one-liners that will put these attempts to shame. But you get the idea. Create your own tag line, and use it everywhere.

### **Stickers**

You know those little return-address stickers? Create some with your chosen tag line and stick them to every piece of paper that leaves your home. Stick them on bills, letters, cards – everything. You never know who will read them!

### **Online Message Boards, Blogs, Community Web sites**

Tell everyone how fabulous your chorus or quartet is, and why you love singing with Sweet Adelines International. It's OK to go overboard. Imagine the power of 27,000 women blogging about their passion!

When you join bulletin boards and set up your ID, you usually have the option of including a line about who you are. Include your catch-phrase there. Every time you post a message, the world will hear of your passion.

### **Business Cards**

Hand your business card, with your Sweet Adelines tag line, to everyone that you meet. Make sure you take them to weddings, parties, group meetings, lunch dates, shopping – in fact, everywhere you go. Learn to incorporate handing over your card at the end of any and every transaction.

Leave cards in bathrooms, pin them to bulletin boards in stores and restaurants.

You can think of many more creative ideas that would create a buzz. In fact, just by living and talking about your Sweet Adelines lifestyle; singing, dancing, having fun, and enjoying rich friendships, you will be creating a buzz wherever you go.