

IMAGE – It's Up To You!

Are you Proud to be a member of Sweet Adelines International?

Members of Sweet Adelines International are the Sweet Adelines' image. You are the face and the embodiment of Sweet Adelines. Whether you are aware of it or not, YOU represent Sweet Adelines wherever you go, in whatever you do and in whatever you say to people.

You don't realize how important you are. You don't realize how you influence the image, as it is perceived by the public.

Every outfit you wear, every word that you say and every action you take shows who you are and what you represent.

This is a Lifestyle... Not a Hobby!

In a recent survey, one of our members said she was embarrassed to admit that she was a Sweet Adeline. If a member is embarrassed about being a Sweet Adeline, what kind of a message will that send out to potential members? Even without verbally expressing that, her body language and evasiveness will indicate to the prospect that something is not right, and our potential new member will quickly head in the other direction.

Being a member of Sweet Adelines International is so much more than just a hobby – it is a lifestyle. It is a passion that invades and saturates every waking, (and sometimes every sleeping) moment of our lives. We are Sweet Adelines all of the time, not just when we are on stage. We ARE Sweet Adelines - we are not just a part of it.

We need to be diligent about **how** we are presenting ourselves at all times. Are we presenting a professional, admirable image? Are we speaking positively to others about the passion that has taken over our lives? Are we women others want to emulate?

From my personal experience, people are not very receptive to my giving them information they did not ask for, no matter how noble and admirable my cause. Even though I have discovered something that has changed my life, and I believe the whole world should know about, the rest of the world is not much interested. Don't you just hate that?

What I've learned, however, is that people are influenced so much more by example. If I live my life how I believe I should, and exemplify my lifestyle, people will come up to me and ask, "Where does that glint in your eye come from? How come you have so much energy and enthusiasm for life?" THEN I've got them!

If I do choose to approach a stranger with my message, my energy and how I present myself has a powerful effect on whether they will listen to me or not. We all know that something like 97 percent of communication is non-verbal. Consciously or unconsciously, my emotions, thoughts and motivations are perceived by the person I am approaching.

Let's be Proud Sweet Adelines

When you are at work and others see you enjoying your life, and loving what you do, colleagues are much more receptive to hearing about the thing that fills you with such joy.

Any strangers you come across in your life are bound to be more receptive to a woman who oozes confidence and happiness. They will want what you have.

So, let's be proud to be Sweet Adelines. Let's think about what that stands for: music, singing, performance, learning, friendship, sisterhood, love and fun, fun, fun.

If we begin thinking in these terms, the whole perception of the organization changes. The public sees us as confident, happy, fun-loving women who are a pleasure to be around. Others will want what we have. And we will be glad to tell them all about it!