

Cheap Talk?

Talk, talk, talk. We all love to talk. So why aren't we doing it? We should be talking about how much we love the singing, harmony, friendship and fun we find as Sweet Adelines.

Word of mouth is THE most powerful marketing tool out there, as evidenced by the plethora of network marketing companies. And talk is cheap ... in fact, it's free!

How many times have I heard, "I never knew you were a Sweet Adeline?" That is an unfortunate thing to happen. Everyone who knows me should be aware of my life-enhancing experiences with Sweet Adelines International.

Let's talk to people...

- At work
- At church
- In stores
- In malls
- In the streets
- At the hairdressers
- At the beauty shop
- At school
- In women's groups
- At parties

Basically - wherever we are – we should be talking!

And let's hand out business cards to everyone we meet. We could leave them in the bathrooms wherever we go. My best friend is an Avon Lady, and she gets lots of business from leaving information in the ladies' restrooms at places she visits. Well, you know, people need things to read in the bathroom!

Did you know that well over 80% of members joined Sweet Adelines because they either saw a performance or knew someone who introduced them. That's a staggering percentage. So... when we are not performing, we need to be talking!

We need to live the Sweet Adelines' life. Singing, harmony and fun is oozing out of our pores, permeating every area of our lives. Let's walk the talk!