

SKILLBUILDER SYSTEMS

VICTORIOUS VOICES

BE more
 &
DO more
 &
HAVE more

IN THIS ISSUE:

- Victorious SkillBuilding
- Newsletter Offer!
- Victory Quote
- Victory Stretch
- Victorious News
- New Website Feature
- Upcoming Events

VICTORY QUOTE

**“VICTORY IS
 CONTAGIOUS.**

CATCH IT

AND

SPREAD IT

AROUND!”

- Annmarie Kelly

Victorious SkillBuilding

HAD ENOUGH OF GIRLS GONE WILD YET?

Brittany Spears, Anna Nicole Smith, Paris Hilton, Nicole Ritchie, Lindsay Lohan... *we know the names*. Their disappointing, sad or tragic stories are all too familiar to most of us. *WHY?*

Clearly, these young women are more famous for being rowdy and undisciplined than for their talent, smarts or wit. The salacious stories about their partying and “desperately seeking to be noticed” misadventures seem to imply that behaving badly is an acceptable way to get lots of attention – *and it’s as if that’s all that is important*. Misguided suggestions that these young women are flaunting their celebrity and/or girl power are ludicrous. *Power to do what?* Teach a whole generation of girls that it’s cool to be sleazy, substance addicted, pregnant, or dead?

Of course, with the seemingly never-ending radio-television-tabloid coverage, it’s easy to point fingers at the media. However, while the media surely has some responsibility, the bottom line is advertising. That’s where we come into the picture. Advertisers promote their products but, in the end, they take their cues from us, the buying public. As long as “girls gone wild” sensationalism attracts viewers for the advertisers, that’s what we’ll see and hear.

I have a suggestion. **Let’s turn it around.** Let’s show real power, *Victorious Woman Style*.

First, let’s get our own values straight. We can’t say, for instance, that we value our intelligence and then dumb down to attract a man. We have to prove we value ourselves as we are.

With values clarified, we can insist on seeing them reflected in the media. For instance, most of us value confidence. So, we can demand advertising that positively shows the poised, strong, self-assured side of women instead of air-brushed, anorexic, catty, desperate-without-a-

man images. That negative advertising subtly tells a woman that she’ll never be good enough for almost everything...and should settle for and be happy with whatever life dishes out. *Since that isn’t really true, we must expect* advertising to feature more positive, life-affirming examples.

Next, we back up the words with our money. We support **ONLY** companies whose ads elevate women. Similarly, we don’t support programming that diminishes women and don’t buy the products that support it.

Will that work? *You bet!* According to Business Week, “rising female consumer power is changing the way companies design, make, and market products.” It’s not only because we have the money to spend, but also because women are the primary decision-makers, making “80% of buying decisions in all homes.”

We can stop allowing the media to impose on us (and our children) the unflattering images and coarse values that demean and degrade us. Instead, **we can choose** the values and images we want to see and totally impact the media.

Yes, you and I can make this happen. If you are tired of seeing images of women that are weak and unsettling – and even more tired of your daughters and sons seeing them – then consider rethinking and recommitting to **the power you have** to make a positive difference. The Dove company has already noticed, and is doing something about it. Others will follow if they think they will sell more products by elevating women rather than belittling them.

The **Victory Stretch** on Page 2 offers you three ways to advance your personal power. Share them with your partner and children...*and take action.*

Newsletter Offer for You

My e-course, “Seven Steps to Victory” is yours for the asking. Send an email to e-course@victoriouswoman.com with “send my ecourse” in the subject line.

If you’re looking for more...

For some encouragement to help you positively change your life, you *must* read my book, *Victorious Woman! Shaping Life’s Challenges into Personal Victories*. You’ll be inspired by the stories I tell about women, just like you, who overcame seemingly impossible challenges. You can get your copy at <http://www.victoriouswoman.com/order.htm>. *You don’t want to miss it!*

VICTORY STRETCH — LET'S TURN IT AROUND

To reverse the "Girls Gone Wild" craziness, you can start at home. It's one step at a time. This Victory Stretch gives you three ways to personally get stronger, raise the victory bar for yourself and encourage your daughters (and sons) to do the same. Let's start the tide turning.

1 - Develop respectful personal standards and strong boundaries AND stick to them.

Nancy Hill, featured in my book, *Victorious Woman! Shaping Life's Challenges into Personal Victories*, lived poorly and in an abusive marriage. With the encouragement of Sadie, an older woman with strong middle class values, Nancy made new decisions about how she wanted to conduct her life. She changed her behaviors and turned her life around for the better. Nancy advises, "Do not compromise your life for nothing and nobody just to have a few quick things."

With that in mind, consider how often many of us exchange our self-worth, self-respect or moral principles by using a sliding scale for our values. Sometimes it seems as though our self-esteem is the first thing we give away, often for nothing.

Think and Act: What three standards (life rules) will enable you to live feeling valued, respected and appreciated? Example: I'm a person who tells the truth—or—no one is allowed to yell at me.

2 – Set and achieve personal goals and expect your children to do the same.

So many women give up their goals to accommodate others. In the process, they teach their daughters and sons that it's what a woman does.

Setting and achieving personal goals impacts your life, as well as the people around you, in two very important ways. First of all, success puts some sparkle in your eyes and raises your self-esteem. Life becomes more satisfying and fulfilling, which improves your body, mind and spirit. *Victory* changes the present & creates new future possibilities for you *and* your loved ones.

Secondly, when your children watch you set a goal and, step-by-step, bring it into reality, you are showing them how achievement happens, especially that *it is a process not an event*. They discover obstacles are a natural occurrence, patience is a requirement, frustration is part of the game, benefits balance effort and skill-building is crucial. In other words, you are teaching them those all-important life skills, and that's the most powerful and vital job any parent has.

Think and Act: When was the last time you set a goal and let your child, or someone else, share in the ups and downs of the process as you forged your way to a successful completion? If it's been a long time, or maybe never, start today.

3 – Be a good role model

Research shows that children learn what they live. We teach our sons and daughters what's acceptable and unacceptable and how to treat each other.

Pushing aside your dreams, goals or values for people-pleasing or a moment of quick gratification, sends a life-sabotaging message. Compromising yourself, accepting abuse in any form, or acquiescing rather than standing up for yourself models dismal behavior to children and others. As a result, there's a risk that girls can learn toleration and submission while boys can learn it's OK to push, dominate and win.

On the other hand, you can also model a message about what it's like for a woman to be in charge of her life in a positive and uplifting way. Victorious Woman Maureen Ingelsby's children learned that lesson after their father abandoned their stay-at-home mom and them, five children under age eight. Maureen didn't know where to turn, but step-by-step, found her way. Now a successful businesswoman, her adult children are college-educated and following in their mother's goal-achieving footsteps.

Think and Act: What life rules do you display to those around you? Are you proud of what you are modeling? If not, what can you do differently?

VICTORY IS CONTAGIOUS. We can catch it and spread it around. Start today!

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Call or email 610.738.8225 or info@victoriouswoman.com

UPCOMING EVENTS

MARCH 3

DELAWARE WOMEN'S CONFERENCE

Presentation: Communicating...with Style
Author Meet & Greet, Book Signing
Info: www.delawarewomen.org

MARCH 13, FOR FIVE TUESDAY EVENINGS

CHESTER COUNTY NIGHT SCHOOL

Victory Up! Get Your Life Back On Track
Info: www.chestercountynightschool.org

MARCH 26

CLEMSON UNIVERSITY

PROFESSIONAL DEVELOPMENT FOR WOMEN
Communicating...with Style
Info: www.clemson.edu/success

MAY 1

HAVERTOWN FREE LIBRARY

Author Meet & Greet, Book Signing
Darby Road, Havertown, Pennsylvania

MAY 4

!!FUN NETWORKING EVENT!!

1062 Lancaster Avenue
Rosemont, Pennsylvania
For an invitation/evite,
call: 610.738.8225 or
info@victoriouswoman.com

MAY 8, 15, 22, 29

TELESEMINAR

Victory Up! Get Your Life Back On Track
<http://www.victoriouswoman.com/tseminars.htm>

NEW WEBSITE FEATURE

VICTORIOUS WOMAN OF THE MONTH

Read this monthly feature about women who make a victorious difference.

January: Betty Ford

February: Rachel Coleman

March: Janet Guthrie

Victorious News

And the nominees are...

In the buildup to the Oscars, as nominees were interviewed on every talk show, they were often asked how they felt. This year I could relate to those who said, "It's an honor just to be nominated" because earlier this year I was *nominated* for the Literacy Heroes Award.

Presented by the West Chester Public Library, nominees are those who "made a difference" and "who use the power of books and knowledge to empower, transform and improve their own life, or the lives of others, through reading and writing."

As a writer, author and avid reader, I cannot tell you how *really exciting* it was "just to be nominated" for something as important as literacy.

Reading is powerful. As a child, books like Nancy Drew and Heidi helped me dream of a life different from my own. As I got older, I haunted the mystery and self-help sections. Later, as a teacher and then as a business owner, reading gave me insights and ideas as well as adding richness to my work.

The more we read, the more knowledgeable we become...and the more victorious. If you haven't picked up anything more than business books or newspapers lately, stop by a bookstore or visit your local library and fall in love with reading, either for the first time, or all over again!