

# BOOK TALKING POINTS

---

## 1. OUR MESSAGE & MISSION

*Thirty years makes for a VERY long vacation. So... what's a 55+ Baby Boomer to do? Arguably this next could be our BEST life passage. But first we need to "shift gears," rediscover our SELVES, then redesign our upcoming lives. This is our "call to action" to all Boomers to invent their own personal and professional Next Phase. We present a creative, compelling, specific roadmap, enlisting modern resources and 'light my fire' inspiration, to guide Boomers through the process of fashioning their last and BEST opus, to be lived energetically, creatively, and productively. The essential premise: to begin the journey actively from within who we are, rather than passively driven by outside forces.*

## 2. OUR AUDIENCE

- a. Early, Middle, Late Boomers
- b. Soon-To-Be Retirees
- c. Senior Seniors
- d. Adult Children of Retirees

## 3. BOOK'S TIMELINESS

- a. Starting in 2011, and continuing for 19 years, about 10,000 Boomers per day will turn 65.
- b. Retirement timing is predominantly the opposite of what Boomers plan and want.
  - i. 6% plan to retire early. 64% end up retiring early, for a variety of reasons.
  - ii. 46% plan to retire late. 3% actually do retire late.
- c. Couples who are now age 65 have a 60% chance that at least one of them will live 25+ more years, past age 90.

## 4. PURPOSE OF "SENIOR SNAPSHOTS"

- a. To humanize and personalize the book.
- b. To provide models and examples of a diversity of productive and engaging retirement lives and work.

## 5. HOW OUR BOOK DIFFERS FROM "THE CROWD"

- a. Holistic, multi-dimensional approach to the topic.
- b. Creatively explores 7 Pathways available to Boomers, singly or in combination:
  - i. Life of Leisure
  - ii. Life of a Volunteer

- iii. Life of Travel
      - iv. Life of Engaging new work
      - v. Life of an Entrepreneur
      - vi. Life as a Creative
      - vii. Life of Study
    - c. Moves Boomers through a *5-step Process*, beginning with releasing the old, and ending with making a new match and moving forward.
    - d. Opens the way for Boomers to match their rediscovered SELF with *5 Major Categories of Possibility* for new engaging new work:
      - i. Work Online
      - ii. Work “Out There”
      - iii. “Hire Yourself” or Partner Up
      - iv. Work for “Us”
      - v. Work for Free, but YOUR Way
6. OUR ADULT OR CONTINUING EDUCATION COURSE & BOOMER WORKSHOP
- a. On-line or face-to-face.
  - b. Offered through 2-year and 4-year colleges and Adult Education Centers.
  - c. Also offered as national 2-day workshops for Boomer groups.
  - d. Culminates in individual *Roadmaps to Exhilarating & Fulfilling Retirement Life & Work*.
7. OUR WEBSITE’S PURPOSE
- a. To develop a repository of valuable resources and references, web-based and in print, relating to Boomers’ interests and needs.
  - b. To create an engaging environment where Boomers can share their successes, stories, experiences and well as their questions and challenges.
8. THE APPENDIX DATABASE OF WEBSITES INCLUDED IN BOOK
- a. One of the book’s strengths – a source of on-line resources designed to supplement, implement, and complement the book’s theme and purpose.
9. HOW THE BOOK IS FUN AND INTERACTIVE
- a. Invites reader to apply introspective tools to discover (or rediscover)
    - i. Types
    - ii. Temperaments
    - iii. Interests
    - iv. Talents
  - b. Engages readers in active processes that will lead to life-changing results.