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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances Impair Healthy Healing In People Over The Age Of 30!

Are You One Of The 40,000,000 Invisible Women In Our Society?

By Georgia Donovan

It's a sad but true fact that so many women over forty feel invisible. Changing this has become my

passion.

One of the things that inspired me to do what I now do, after having had an executive position with a telecom giant, was an experience I had one day following one of my seminars.

An attractive, well dressed woman came up to me and told me that the thing she hated most about becoming older was that she felt invisible. She explained how, everywhere you look, you see woman in their twenties and thirties being presented as role models for beauty and style. Rarely do you see mature women in TV and print ads and some of the fashion magazines feature teenagers as models. There's only one magazine devoted entirely to the mature woman − More Magazine.

Just because we're getting older doesn't mean we have to become an invisible part of society. It doesn't mean we we have to let ourselves go, gain weight and start looking frumpy. My late aunt Josie, while in her eighties, looked like she just stepped off the cover of Vogue whenever she went out.

A woman can still look great as she ages if . . . she learns how to do it.

Many of the makeup techniques that work on a twenty or thirty year old, are a disaster on the face of a forty five year old woman. Unfortunately, many older women have not yet learned this. As we age, one of the makeup secrets we need to know is that "Less is better."

Mistakes in wardrobe are even more apparent. Recently, I was asked by a national magazine to comment on some celebrity women. Here's what I had to say about an outfit that Kim Catrall, who I happen to adore, was wearing:

"Belly bearing cutoffs and lace up top are not for the over forty woman. Longer, boy cut shorts and a fuller cut tank with a built−in bra would give her the same bare look."

Below are some fashion anchors every woman over forty should have in her wardrobe:

− A "Little Black Dress" − Black/Navy Pencil or A−Line Skirt − Black/Navy Slacks/Trousers − Black Cashmere Sweater − White Shirt − Comfortable yet Chic Black 2" heels − Classic Trench Coat

Fashion tips: Pants with clean lines, no pockets, no pleats look best on almost every woman because they are slimming.

Black or navy will make you look thinner, but add some color with accessories to give your look some flair. Elastic waist pants or skirts are to be avoided at all costs because they flatter no one.

Develop a signature. Wear a favorite ring or special bracelet all the time. Something people will always identify and remember about you.

The scarf should be a wardrobe staple. Learn how to use it and wear it many ways, such as, looped

through your pants as a belt, or tied on the handle of your handbag.

If you want to learn all my insider techniques for looking fabulous after forty, fifty, sixty and beyond, visit:

http://www.LookingFabulousAfter40.com

Until next time, keep looking your best and claim your power.

Georgia Donovan, The Clothes Doctor, is a fashion stylist and image consultant, whose mission is to help women reach their fashion potential and raise their fashion consciousness. To subscribe to her free newsletter for mature women, visit

http://www.lookingfabulousafter40.com

or

http://www.theclothesdoctor.com

Save Time and Money Marketing to One Audience

By Judy Cullins

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Let's say that before this year ends, you want to market your book at $20 to 170,000 business women over 40 who want to create a relationship. You have found them on top Web sites through a search for "listening," "communication," and "business women."

If you sell your book for $20 to 20,000 business women out of the total number, your market is worth $400,000.(your book makes you $400,000). In one year, is that a realistic number for you, considering the cost of your book to produce? (your cost is almost free as an eBook). Will you put enough marketing time and money into it to make enough money over your investment? Will you make the money you want? How much time and money are you willing to spend to make the $400,000? Are your numbers realistic?

Focus your marketing efforts and money on one audience at a time. Then you won't waste time and money chasing the wrong market. You won't diffuse your marketing time and money. You will have a specific sales goal, and you will sell enough books to make you smile through the next big holiday!

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