

Bad Girl Guide For Those 69% of Baby Boomers Who Have To Keep Working: Saving Your Life

New Haven, CT, June 22, 2010 ... Be cunning, take power, and ditch white-collar status and respectability. That's the Bad Girl advice Jane Genova gives Baby Boomers who need to continue working. According to the AARP, about 69% of those 76 million Americans will stay in the labor force instead of retiring. Some want to. Most need to because their 401K is depleted and the value of their house is underwater.

"I turned in my Girl Scout merit badges," says Genova [<http://janegenova.com>], now a presentation coach and social media expert, "when the volatile economy killed off my business. I got it that I couldn't make a living playing by Nice-Girl/Nice-Guy 20th-century rules." Along the way, she had also read WELL-BEHAVED WOMEN SELDOM MAKE HISTORY, by Laurel Thatcher Ulrich. This year Genova published the provocative book OVER-50: HOW WE KEEP WORKING. In it, she hammers, "The new game runs on spotting, pouncing on, and exploiting opportunity. That requires a quick eye for self-interest, not waiting for permission, and doing whatever [legal and ethical] it takes to make a buck. One opportunity leads to another. Soon enough, we're back."

At the New York State Bar Association in April, Genova gave a talk to jobless Baby Boomer lawyers. It was derived from OVER-50: HOW WE KEEP WORKING and has been published in VITAL SPEECHES OF THE DAY [

50/2010/06/bad-girl-guide-to-earning-a-living-.html#comments.] Genova gets calls from those who read the speech claiming that it saved their lives.

In fact, a niche industry has sprouted up focused on how wounded Baby Boomers can save their own lives. One might say that new line of business was launched when Michael Gates Gill published HOW STARBUCKS SAVED MY LIFE. Gates, like a growing number of Baby Boomers, had the rug pulled from under him in midlife when he lost his job, marriage and the right to respect from his children. He healed by doing a manual job at a coffee chain. His comeback includes being a well-paid motivational speaker. Genova's new career path, she says, "has been a wild ride of opportunity from all kinds of unexpected sources."

The Table of Contents for OVER-50: HOW WE KEEP WORKING is:

- ✓ Preface and Introduction
- ✓ Chapter 1 – Black Swans: Humans plan, the gods laugh
- ✓ We Like This Job: How to hold onto it
- ✓ Finding Our Next Job, Assignment, Or Business Venture
- ✓ Change, Stuck, Change, Stuck
- ✓ We Got To Want to Work
- ✓ We Are Our Stories: Those can be liabilities or assets
- ✓ Resumes Tell Employers Stories They Want to Hear
- ✓ Cover Letters As Performance Art

- ✓ Interviews Are Two-Way Street
- ✓ Our Unique Power Strategies
- ✓ Adversity Is Good
- ✓ Thinking The Unthinkable: Going blue collar
- ✓ Being A Late Bloomer

Jane Genova can be reached at Genova Writing Coaching and More

<http://janegenova.com>.

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Contact: Jane Genova, Mgenova981@aol.com, 203-468-8579, <http://janegenova.com>,

<http://over-50.typepad.com>.

Complimentary copy of OVER-50: HOW WE KEEP WORKING emailed, upon request