



Randy's Work *and You*

May Edition

Dear clients and colleagues,

This month's E-zine is devoted primarily to one subject. There is market segment that offers definite opportunity to those that can "seize the day".

Feel free to pass this free E-zine on.

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Upcoming Seminars

Up to 80% of jobs are obtained through networking. We will discuss techniques and methods for effective networking. Are you spending 80% of your time networking?

Interviewing Seminar: May 25th, at the Renaissance Parc 55 Hotel in San Francisco from 9:30 a.m. to 12:30 p.m. Pre-registration is required. For details, click on <http://www.6figurejobs.com/http> and then click on upcoming events.

This month's topics:

1. Transforming Boomers' Needs and Interests to Success in the Marketplace
2. Success Story
3. Humor Department
4. Words that Inspire

1. Transforming Boomers' Needs and Interests to Success in the Marketplace

Consider:

- * Every seven seconds, someone turns 50!
- *The median age for a first-time grandparent is 46.
- *There are 75 million Baby Boomers (born from 1946 to 1964).
- *The Boomer market is the largest, best-educated and wealthiest generation in U.S. history.
- * Disgusted by the emphasis on "youth" in advertising? There is very little marketing targeting the Boomers.

On April 14th, I attended a conference sponsored by the American Society on Aging, and Mary Furlong and Associates. Venture capitalists, brand managers, media and entrepreneurs attended. This was the first conference of its kind. Here are some of the topics they presented.

Work and Retirement

- *The definition of old age to the Boomer is 80. Middle-aged is 50 and 60.
- *Boomers don't like the word retirement. To them it means to disappear, withdraw, and go away. Boomers will continue to flex their muscles for the next 20 years. Companies that market traditional "retirement" products and services to Boomers will have limited success.
- *The aging of Baby Boomers will completely redefine our traditional ideas about retirement. It's estimated that only one-third will be in good financial shape.
- *In the next 10 years Boomers will be the recipients of robust inheritances. Some will have enough \$\$ put away or will have invested wisely. The rest are waking up to the fact that they need a financial course correction.
- *Most Boomers will stay put. They may downsize. They won't be moving to the "sunshine states" like Arizona and Florida.
- * Boomers make up 65% of IBM's population. That's fairly representative for a lot of businesses. Expect a huge turnover from the government to the private sector.

Lifestyle

- * Eldercare has a far bigger impact than childcare in today's workplace.
- * Boomers have the most volunteers of any generation in U.S. history.
- * Boomers want their years to be a blended lifestyle of work, education and leisure. They want to re-invent themselves and look for new careers.

* Boomers want to look good vs. looking young. Mothers aren't trying to look like their daughters, or fathers like their sons.

* Boomers value independence, autonomy, productivity, and physical, emotional and mental wellness.

* What's the American Dream for the Boomer? Be true to yourself, feel that you're in control, have inner peace, and be self-reliant vs. self-centered.

* With those born before 1946, it mattered if you were Republican or Democrat. Now a good number of Boomers don't care which party you're in. Boomers basically don't trust the government.

Marketing

* Boomers have had, and will continue to have, a defining impact in the consumer marketplace. For example, they told Detroit that they didn't like the cars they were building and bought Japanese cars.

* Industries that will see significant growth in the future are: the travel industry, healthcare, financial services, and home entertainment.

* Boomers are not brand loyal. They want truth, honesty and relevant services and products.

* For Boomers, TV is still king (watch for a huge growth in home entertainment systems).

One of the presenters, David Wolfe, talked about the three ages of our country since its founding:

1. **1775 to 1875. The Age of Empowerment:** Education became a mandate; there was a real-estate giveaway; the telegraph and the railroad emerged.

2. **1876 to 1990. The Age of Knowledge:** Science replaced culture; the theory of relativity; flight; the computer; the Internet. Remember the *End of History* published in 1989?

3. **1991 to 2100. The Age of Transcendence:** Our values are changing; moving from intellect toward feeling; reason to subjectivity; morality to reality; competition to cooperation; power to influence; win-lose to win-win. The young no longer set the tone of culture. Marketing and sales will transcend from hustling to healing.

If you're interested, you can read his book *Ageless Marketing*. Another good book on the subject is *Age Power: How the 21st Will Be Ruled By The Old* by Ken Dychtwald.

So what do you make of this? Do you see opportunity?

2. Success Story

Jeff B. Age 37.

Jeff had a great career going as a strategic marketing executive in high technology. Before high tech, he had made several contributions in the agency side of the business in New York.

He was laid off in early 2003. Simultaneous with his job search, he marketed himself as a consultant to his high tech contacts with the tagline, "Natural born marketing strategist for all of your marketing needs." He got interviews and leads but no offers.

He networked with his friend who ran a financial services company. They needed his marketing services for a 3-month contract. Things evolved and Jeff noticed that the company was growing quickly, and the two founders had very little time to run the day-to-day operations. Jeff introduced the idea of a "COO" to relieve them, so they could do the things they liked to do-write contracts and increase revenue.

Jeff started there as the COO on 4/19.

3. Humor Department



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4. Words that Inspire

"Nothing can come of nothing."

-William Shakespeare

Your comments and feedback on this E-zine are welcome!!

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