



Fifty, Frustrated & Fearful? Re-BRAND Yourself to Re-INVENT Your Career

It's almost impossible for unemployed Baby Boomers to land a job in corporate America today – unless they re-brand and re-invent themselves. SHIFT happens, and the job search market has shifted dramatically due to technology. Today's job seekers must develop new skills to SHIFT-proof their careers – or they will spend their productive senior years as greeters at Wal-Mart. More than 20% of college grads are unemployed or underemployed - like the 48% of Uber drivers with college degrees. And 20% of the chronically unemployed – those out of work for more than a year – are college grads, half over the age of 40. Help your followers learn the skills to re-brand themselves to be able to re-invent their careers.

Diane Huth

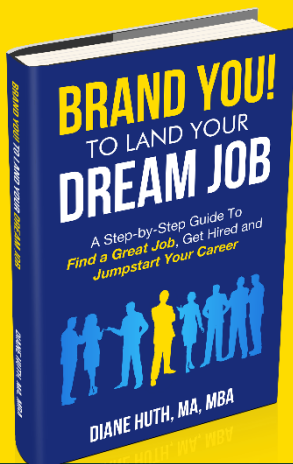
MA, MBA

Brand Marketing Expert
Accidental Career Coach

Diane is a marketing expert, university professor, and an accidental career coach. She has worked in marketing and branding for more than 30 years. When she started teaching marketing at 2 different universities, she realized that schools don't teach the most important secrets to becoming successful – how to find a great job.

So she wrote her book **BRAND YOU! To Land Your Dream Job** to teach her students – and everyone with ambition – how to find a great job .

Her upcoming book, scheduled for release in October, tackles the other end of the employment spectrum – helping Baby Boomers beat age discrimination to re-brand themselves and re-invent their careers.



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8 STORY IDEAS

SHIFT Happens – Learn how to rebrand yourself to SHIFT-proof your career from sudden job loss and chronic unemployment

Set up your own consulting company to land your dream job – or launch your new career

Fight back when they say you are overqualified - Wow 'em with this answer

Master the Web – Overcome your fear of digital technology and master these 6 social media sites to boost your career

Computer Skills – Up your tech skills to survive in the workforce

It's Not What You Know – It's Who You Know – Exploit your decades of connections to land a great job

Do a Personal Branding Checkup – Would you hire you? If not, change how you present yourself now

You Can Do Better Than Wal-Mart – Avoid the 5 biggest mistakes job seekers over 50 make to land a decent job

Media Experience

Throughout her career, Diane has served as the company spokesperson for many of these companies. She currently speaks at conferences, conventions, and teaches workshops. Past media appearances include features on CNN, FOX News, Richard Simmons, Telemundo and Univision, as well as TV programs in Brazil, Portugal and Mexico. She speak fluent Spanish and Portuguese. Her book is also available in Spanish.

