

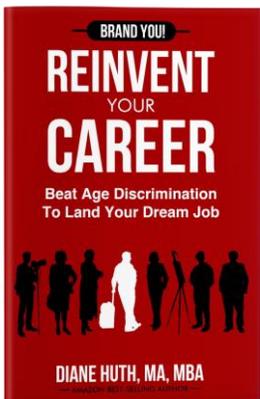
# ESCAPE THE UNEMPLOYABLE GENERATION

## Beat Age Discrimination to Land Your Dream Job

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America is discarding its baby boomers like yesterday's newspapers. It's almost impossible for anyone in their 50s or 60s to find a job in a corporation today. Baby Boomers are being displaced by the hoards of newly-minted college grads without experience, but with great tech skills and lower salaries. It's illegal, but age discrimination is still rampant in America today. Help your followers learn to fight back and reclaim their jobs with information, insight, a head-to-toe makeover, social media skills, a great LinkedIn profile and much more.

### 5 Key Ways to Remain or Become Employable Today

1. **Tech UP** – Embrace technology to bring your skills to minimally necessary levels
2. **Look as young as you can** – It's time for a head-to-toe makeover
3. **Network your way to career success** – It's your competitive advantage
4. **Build a strong online presence** – Master social media, especially LinkedIn
5. **Build your authority platform** – Brand yourself as the authority you are

### Hire Yourself!

Don't wait around for corporate America to learn your true worth – start your own company. Every professional should have his own consulting business, if only to bypass recruiters when looking for a job. But don't stop there. Buy an ongoing business, invest in a franchise, become a realtor, financial advisor, insurance agent, or other licensed professional. Start an online business. Drive for Uber or Lyft (half of their drivers have college degrees!) Find a small successful niche business and copy it. Start a small service business on the side now, so you will be ready when SHIFT happens in your career.

### Change Your Retirement Expectations

Companies are moving to contract employees, and the Gig Economy is here to stay. Boomers can't count on continuous employment until they retire. Instead, they are facing intermittent employment through consulting or contract work, often depleting their retirement piggy banks. So they need to plan now to downsize earlier, fund prepaid tuition plans for their kids, move to more flexible housing, and cut spending to fund permanent savings to weather the not-so-golden years leading up to finally getting their Social Security and Medicare safety net.

Diane is a marketing and branding expert, innovation consultant, and a university professor. Soon after she published her first book, *BRAND YOU! To Land Your Dream Job*, written for her students and early-career professionals, she discovered that the real unemployment crisis in America today is not the youth, but the baby boomers, who have become the Unemployable Generation. They are being kicked out of corporate America and replaced by younger workers at half the salary, and none of the work experience. Her mission is to provide mature workers with the insights, skills and opportunities to keep, find or invent great jobs!

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