



Entrepreneur & Host  
Joanna L. Krotz

**You're invited on Thurs., May 29,  
@ 12 - 1 pm EDT on  
Talking Alternative Broadcasting**

### **Just Say OWM**

**Older Women Markets  
are underserved, overlooked and  
brimming with opportunity**

The Olsen Twins, who know a thing or two about marketing and money, just launched a fashion line for older women, debuting the designs at their first standalone boutique in L.A. The intended customer, said Ashley, is in her 40s or 50s, but "it really could be any age." Mary-Kate noted that their clothing is made in the US.

**Take the hint:** Four out of 10 of the nation's top 3 million wealth holders are now women, says the IRS. More than a third (35%) of those women are age 50 to 65. Yet marketers are scarcely paying attention to the most affluent, most educated and longest-lived customers in history.

**Next show:**

**[Just Say OWM: Older Women Markets](#)**

**May 29, 12 - 1 pm EDT**

**Meet two serial entrepreneurs who fully recognize the profit and potential of older women customers:**



**Nancy Beltrandi, makeup artist, hairstylist and founder of [BeautyBe](#), has developed a line of**



makeup for women over 40, building on her success with celebrity clients like Halle Berry, Naomi Campbell, Blythe Danner and Brooke Shields.



Freda Thomas, founder of [Freda L. Thomas Consulting](#), is a State Certified Business Advisor and the NY Small Business Center "Entrepreneur of the Year," with two decades of hands-on expertise in helping entrepreneurs build the business of their dreams.

## BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

Tune in to **THE WOMAN'S PLAYBOOK** on **Talking Alternative Broadcasting** every Thursday @ 12 - 1 pm Eastern, to hear entrepreneur and author Joanna L. Krotz and nationwide guests offer practical advice and real-life strategies that help women succeed in today's markets.

Or download the show [podcasts](#), anytime.



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