

*The DARE-Force*

FOR VISIONARY, INTELLIGENT, MOTIVATED WOMEN OVER 40

# Women Over 40: Profiles in DARE-ing

*Drive, Advance, Rule, and Express Yourself*

**What's *Your* DARE Profile?  
Take the Facebook Quiz!**

<http://apps.facebook.com/womenoverwhafgkicy/>

by Liz DiMarco Weinmann, MBA  
Founder and CEO, The DARE-Force Corporation

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## About The DARE-Force

The DARE-Force® Corporation is an educational resource company for visionary, intelligent, motivated women over 40 who want to pursue, develop and lead new and fulfilling ventures in their personal lives, careers, and communities. The mission and vision of The DARE-Force is to provide all visionary, intelligent, motivated women over 40 with empowerment, encouragement, and embrace to—as Eleanor Roosevelt urged—“*do that thing you think you cannot do.*” As Helen Keller said, “*Life is either a daring adventure, or nothing at all.*” We want to become a movement for women over 40 who are tired of hearing that we are “cougars” or “crones” or worse! Join us!

The DARE-Force provides women over 40 with ideas, insights and tools to:

1. identify and articulate your key goals and objectives;
2. develop a strategic plan that leverages your strengths and activates your opportunities;
3. ramp up the resources to achieve your goals; and
4. capture, articulate and implement your own “call to action”—one that embraces and expresses your experience and expertise as you pursue your new mission.

The DARE-Force Corporation’s resources, services, and products for women over 40 include:

- **Get-DARE-from-Here™ Workshops:** Attend our workshops—online or in person—to refine your goals in a supportive environment.
- **Breathe-Some-Fresh-DARE™:** Request a one-to-one in-person or phone consultation.
- **DARE-There™:** Receive an e-mail consultation, from us to your in-box.
- **The DARE-Port™:** Subscribe to our newsletter, featuring timely articles, tips, opinions, and inspiration for women over 40.

Call (732) 566-1178 or e-mail [info@thedareforce.com](mailto:info@thedareforce.com) to learn more—ask about our **First-Class DARE-Fare™ Package!**

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## About Our Founder: Liz DiMarco Weinmann

Elizabeth (Liz) DiMarco Weinmann is the Founder and CEO of **The DARE-Force Corporation**, an educational resource company providing online and on-site training, consulting, and resources for visionary, intelligent, motivated women over 40 who want to pursue, develop and lead new ventures—in their careers, lifestyles, and communities.



Throughout her career, Liz has led the creation, strategy, and direction of marketing campaigns for the best-known brands in the world, specializing in products aimed at women aged 25 to 54. She amassed a vast body of research about women who were visionaries, trailblazers and social catalyts. Most of these women were not financially advantaged, per se. Many of them did not even initiate the defining work of their lives until they were over 40; several were over 50 and they forged new paths in the face of great adversity.

Liz is the embodiment of the determined women she invites to join The DARE-Force. Her work has entailed talent management, professional development, coaching and executive branding with executives at every level, in the private and nonprofit sectors, in addition to ideation, strategic planning and operations. Early in 2007, at age 55, she began pursuit of a long-deferred goal to earn her MBA. There were only six women over 40 in a class of 51 students, leading Liz to conclude that there must be many other women over 40 who dream of pursuing new ventures but who lack the support to DARE. During her MBA coursework, Liz shifted her research focus to identify and analyze the specific and distinctive characteristics, motivations and actions of women achievers over 40, in every field, sector and profession.

Liz brings a contagious exuberance and indefatigable optimism to share with women over 40 who may not yet believe that the best years of their lives are ahead of them. She has an unbound sense of humor, especially when she discusses the sometimes harsh, often humbling realities of returning to school at 55 to study corporate finance amidst 30-something quant jocks who were able to text at the same time they were pointing out calculation mistakes the professors were making in their lectures. At the DARE-Force, she leads a group of professionals of all ages who care deeply about women over 40.

In January 2009, Liz received her MBA in Finance and Leadership from New York University's Stern School of Business. Armed with letters of recommendation from her professors, she was appointed an Adjunct Instructor in Marketing at the University later that year. She was recently appointed an Instructor in the State of New Jersey's cooperative university system, where she teaches courses in Marketing and Professional Development.

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## What Do We Mean by “DARE”?

The **DARE-Force Corporation** was founded to inspire all visionary, intelligent and motivated women over 40 who want to rise above such disparaging nicknames as “cougar” and “crone” by taking stock, taking action and taking charge of the rest of their lives. In our work at The DARE-Force, we use “**DARE**” in a special way.

**DARE** is an acronym for **DRIVE, ADVANCE, RULE and EXPRESS Your EXPERIENCE**—a system of personal strategy, planning, leadership and societal contribution—developed specifically for women over 40 by The DARE-Force Corporation Founder, Liz DiMarco Weinmann, and based on her proprietary research.

Over the past fifteen years, and in the course of pursuing and earning her MBA in Finance and Leadership in mid-career, Liz conducted considerable research about the dreams, desires, needs, issues, challenges, trends, policies, accomplishments and achievements that have affected the personal lives, careers and altruistic pursuits of driven women over 40. Contained within that research were stories of exceptionally passionate women over 40—the obscure as well as the famous—who bravely applied their energy, determination, leadership and generosity to push, move, lead and empower not only themselves but their families, the companies where they worked, and their communities.

The most successful of these women had started out with ambitious dreams, but also faced down and dealt with certain challenges. Through their tremendous drive, they took deliberate action to advance themselves. Some of them seized the position to rule later in life not because of some grand plan, but because they finally had become so frustrated with the constraints and injustices they faced. Those of a certain age, level of accomplishment and income status found fulfillment later in life by expressing and exchanging their valuable experience through mentoring, teaching, writing or financing philanthropic endeavors—thus giving their lives a stronger purpose post-40.

*All of these women over the age of 40, whether in response to adversity, or to stave off complacency and stagnation, in varying degrees across a spectrum of concerted and deliberate action, at some point decided they had to **Drive; Advance; Rule; and Express** their **Experience**—to **DARE**—in ways they never could have imagined in the first two decades of their adulthood.*

**DARE** represents the defining characteristics, motivations and actions of these notable women who—as Drivers, Advancers, Rulers and Expressers—accomplished great feats and reached their ultimate potential after they turned 40; some of them were well into their 50s.

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Through their ***DARE-ing*** initiatives, inventions and causes, they changed their own lives for the better, as well as the lives of millions of others for generations to come. And, they are the inspiration for contemporary women over 40 who also want to DARE.

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## Who Are These *DARE-ing* Women—and How *DARE* They?

There are numerous *DARE-ing* women over 40 who pursued, developed and led ventures that improved the personal lives, communities, and careers of millions. Here are just a few of them:

**Juliette Gordon Low** (1860-1927), who founded the Girl Scouts when she was 52 as an inspirational organization to help young girls develop self-reliance and resourcefulness. Today, there are 3.7 million members in the United States alone.

**Betty Smith** (1896-1972), who helped support and put her entire family through college before turning to her own interests and passions as a writer. It wasn't until she was 47 years old that Smith wrote the timeless classic, *A Tree Grows in Brooklyn*.

**Liz Claiborne** (1929-2007), who decided in her late 40s and after a successful career in retailing and working for others, to start her own company because she felt the marketplace was not meeting the needs of working women.

**Mary Kay Ash** (1918-2001), who founded her eponymous company when she was 45, after she was passed over for a promotion in favor of a younger man that she had helped to train at the cosmetics company where she had spent many years.

**Maggie Kuhn** (1905-1995), who founded the national senior citizens' activist group, The Gray Panthers, when she was forced to retire at age 65 from a job she loved. Do the math—Kuhn marched on for *two more productive decades* and drove many significant national reforms for seniors.

**Louise L. Hay** (1926- ), who authored the breakthrough bestseller, *You Can Heal Your Life*, in 1984, when she was 58 years old. Hay began offering workshops in her own home, and when the number of attendees swelled into the dozens, she turned the book into a movement. Hay founded and is the current leader of Hay House Publishing, which is considered one of the most successful and profitable publishing companies in the world.

**Carolyn Leigh**, a writer (and NYU alumna) who penned the lyrics for the song that Frank Sinatra loved more than any other—so much that he chose its title as the inscription for his tombstone. Leigh was in her late 40s when she wrote "*The Best is Yet to Come*."

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**Each of these women had one or more elements of *DARE-ing* in their hearts, minds and souls.**

Visionary **Juliette Gordon Low** possessed and exercised enormous **DRIVE** to start the Girl Scouts. She did so after facing and dealing with tremendous challenges. She was deaf in one ear by the time she was in her twenties; then, due to a freak accident at her own wedding, she became deaf in both ears. Twenty years later, her marriage disintegrated, and she spent several subsequent years searching for the purpose and meaning of her life before she started the first Girl Scout troop in Savannah, Georgia. Today the Girl Scouts focus as much on inspiring older women to give back as they do on guiding the young women at the heart of their mission.

Best-selling Author **Betty Smith** had postponed her own education, going so far as to put her husband all the way through law school, when she decided better late than never to **ADVANCE** her own dreams and desires to become a writer. Finally, she set specific aims to do something for herself, for a change, and the result was one of the most beloved novels of all time.

Fashion icon **Liz Claiborne** chose to **RULE** her own empire when she became frustrated with the lack of stylish and affordable clothing options for working women. She wanted to reach the women whose fashion “bible” of choice was more apt to be the JC Penney catalog rather than *Vogue*. Claiborne ran her company successfully into her late 60s, even through various mergers and acquisitions, and the Liz Claiborne brand thrives today as a brand that is synonymous with affordable clothing for working women.

Cosmetics queen **Mary Kay Ash** was the perfect combo of **DRIVE**, **ADVANCE**, and **RULE**—and her legacy continues to be an inspiration to women who want to look good, feel great, and do well, for their personal satisfaction, for their careers, and in giving back to their communities, and to do it on their own terms. How much more **EXPRESSIVE** can a woman’s brand be than to award top salespeople a pink Cadillac! Although the company suffers some criticism for the practice, the pink Cadillac continues to symbolize the company itself, as well as its most **DARE-ing** women.

Fabled activist **Maggie Kuhn** turned her indignation at getting fired into rage, and her rage into her life’s work well past customary retirement age. She **EXPRESSED** her **EXPERIENCE** through The Gray Panthers, turning it into a movement that lives beyond her most ambitious vision, and whose tagline today is: “*Age and youth in action.*”

If only **Carolyn Leigh**’s lyrics for *The Best Is Yet To Come* would become required listening for all women over 40, sung along with “Happy Birthday”

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at every birthday celebration from 40 through the last! If all the women over 40 sang it at least once a day all over the world, it still wouldn't be loud enough to drown out shouts of "cougar" but at least it would be a powerful way to **EXPRESS OUR EXPERIENCE!**

Author, spiritual teacher and self-help publishing guru, **Louise L. Hay** began her **DARE-ing** quest to give back as a champion for gay men suffering from AIDS in the early 1980s. She was so powerful a voice that her first book—*You Can Heal Your Life*—still sells thousands of copies today, especially whenever Hay, 83, does media appearances. A *New York Times* story published just two years ago called Hay the "queen of the New Age movement."

**Each of these notable and historic trailblazing women have *DARE-ing* contemporary counterparts:**

**(D) Hillary Clinton** is the quintessential **DRIVER**. Even before her appointment as Secretary of State and her peripatetic globetrotting, Clinton had established her reputation for being a high-energy, ambitious and **DRIVEN** leader—which has helped her deal with challenges and design her life on her own terms.

**(A)** Food Network TV star, **Rachael Ray**, is the ultimate **ADVANCER**: as soon as Ray knew that she wanted a career in food and on TV, she set specific aims for her career, accessed and approached the resources that could help her succeed, and took definitive actions to **ADVANCE** her plan. Included in this category are: Ellen DeGeneres, Sandra Bullock and Julia Louis-Dreyfus.

**(R)** There are female CEOs over 40 who head Fortune 500 corporations, such as **Brenda Barnes** of Sara Lee Corporation, **Andrea Jung** of Avon, **Irene Rosenfeld** of Kraft Foods USA, **Carol Bartz** of Yahoo, **Ursula Burns** of Xerox, **Oprah Winfrey** of HARPO, and now of The Oprah Winfrey Network (OWN—talk about a great acronym!!). Also in this category are celebrities who are accomplished and respected for their long-standing talents, some of them behind the camera as well as in front of it. The actors and other performers we have come to admire over 40, and who **RULE** their platforms, include: **Meryl Streep**, of course, but also: **Helen Mirren**, **Sigourney Weaver**, **Diane Keaton**, **Susan Sarandon**, **Madonna** and **Stockard Channing**.

**(E)** There are untold generous and exemplary mentors, teachers, authors, scientists, nonprofit organization directors, government leaders and philanthropists among contemporary women over 40 whom we have come to admire and respect—regardless of politics or ideology—because they

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**EXPRESS** their **EXPERIENCE** for the benefit of others as well as their own fulfillment. Among them are: **Melinda Gates**, former Ebay CEO **Meg Whitman**, **Angela Merkel**, the first female chancellor of Germany, **U.S. Senator Olympia Snowe**, and publisher/New Age guru **Louise L. Hay**. In the nonprofit sector are: **Kathy Cloninger**, the CEO of the Girl Scouts of America; **Vicky B. Escarra**, the CEO of Feeding America; and **Joi Gordon**, the CEO of Dress for Success. Each of these women had careers in the private sector before electing to give back through their leadership of important nonprofits. They inspire us through their tireless dedication to the enrichment of our lives, careers and communities.

It's a sad commentary on 21<sup>st</sup> century culture that women over 40 today are slammed as cougars and cobras, or crones and drones, when in fact, we have so much inspiration: numerous role models among accomplished women over 40; every possible reason to believe that the best is yet to come for us personally and professionally; and the capacity to access the resources—online and offline—to make it happen.

The **DARE**-Force is but one such resource. The **DARE** system helps women over 40 who want to **DRIVE, ADVANCE, RULE** and **EXPRESS** their **EXPERIENCE** to: identify, analyze, and prioritize their goals and aspirations; gather insights, ideas and tools into a definitive action plan; and apply themselves to tackle their action plan with a definitive, decisive sense of urgency.

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## The DARE System: Get DARE from Here!

The **DARE** system reflects the qualities of accomplished woman achievers over 40, and enables self-empowerment for all visionary, intelligent and motivated women over 40 who want to pursue, develop and lead new initiatives of their own in the second half of their lives—regardless of the scope, depth or breadth of their current goals, or the extent of their education, expertise or experience to date. Our mission is to help **all** women over 40 become **DARE-ing!**

The DARE-Force Corporation’s workshops, videos, writing, and other products and services have grown out of this paradigm that reflects the aspirations and goals of women over 40 who want to **DRIVE, ADVANCE, RULE, and EXPRESS** their **EXPERIENCE**. The cases, ideas, insights, and tools we utilize are research-driven, practical, and actionable.

We’ll post details and updates on our Website, [www.thedareforce.com](http://www.thedareforce.com), and on our **Why DARE?** page: <http://thedareforce.com/dare/>. Throughout our work, in our blog-posts and in our forthcoming book, ***Get DARE From Here—Principles and Practices for Women Over 40 to Take Stock, Take Action and Take Charge of The Rest of Their Lives***, we’ll connect, expand and provide in-depth detail on the **DARE** components:

### ***DRIVE Your Own Strategy!***

Dream/Desire  
Deal  
Design

### ***ADVANCE Your Own Plan!***

Aim  
Access/Approach  
Act

### ***RULE Your Own Platform!***

Reason  
Rally, Reach, Rise  
Rave, Rant, Rebel, Roar

### ***EXPRESS Your Own EXPERIENCE!***

Embrace  
Exhibit  
Exchange

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## The DARE Profiles: Results of the Facebook Quiz

The “**Women Over 40 - What’s Your DARE Profile?**” quiz on Facebook is a fun and enlightening way to start thinking about where you are in the **DARE** spectrum.

If you haven’t taken the quiz yet, sign in to Facebook, open a new browser window, and paste this Web address:

<http://apps.facebook.com/womenoverwhafgkicy/>

Facebook will ask you to “Allow” access to the application; it’s called “**Women Over 40 - What’s Your DARE Profile?**”

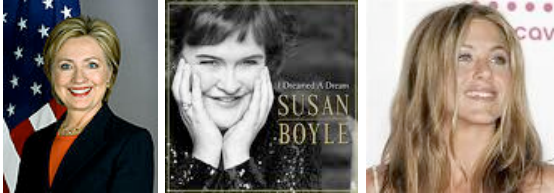
On the following pages, we present full descriptions of the profiles featured in the quiz:

- **DRIVER**
- **ADVANCER**
- **RULER**
- **EXPRESSER**
- **NOT DARE YET!**

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## The DRIVER Profile: “DRIVE!” You Said!

You're a woman over 40 who wants to DRIVE—the “D” in DARE—your life forward. As a DRIVER, you may have new or unfulfilled dreams and desires for your life, especially if you've dealt with your share of challenges as well as opportunities over the past 20 years. You feel you're now ready to move on to your next destination, even if you're not sure exactly where you want to end up, or how to get DARE from here. What you are very sure about is that you want to be the one who's doing the DRIVING!



[Pictured: Clinton, Boyle, Aniston.]

**Hillary Rodham Clinton, Susan Boyle and Jennifer Aniston** are three good examples of women over 40 who are DRIVERS. Clinton has been DRIVEN to succeed her entire life. She has always had specific dreams & desires, she has dealt with a lot, and although she did not ADVANCE to the presidency, she has a design for how she lives, works and contributes for the next several years of her career. Susan Boyle is equally DRIVEN to succeed. She showed a tremendous sense of DARE-ing in entering the British talent competition, and after a protracted period of stress from having to deal with sudden and powerful fame, Boyle now is following a design for the next several years of her career. Aniston has been DRIVING her own life since her split with Brad Pitt.

As a woman over 40 who wants and needs to DRIVE, you're happiest in movement, but you may also be in transition, at an intersection—literally and figuratively. You have a lot of energy—positive and negative—that DRIVES you forward. Maybe one phase of your personal life or career has ended, for whatever reason, and you need to deal with that. You need to mourn it or exult in it, process it consciously and sub-consciously, before you DRIVE on. If you don't you could hit a detour or other obstacle that ultimately will slow your DRIVE.

If all you've ever dreamed and desired in the first half of your life isn't what you want or can envision for your life now or in the future, or you feel you've come to a full stop, well, you're not alone: there are millions of other women over 40 who feel the same way. Extensive research on adult development confirms one of the most positive rites of passage is to discover, reconnect with, and pursue a cherished fantasy or passion that you want strongly now that you're a mature adult.

But, before you set out to DRIVE through a full-bore blizzard of a mid-life crisis (as in a search on Facebook for an old boyfriend), you need to determine your ultimate destination. Without that, you could be DRIVING in the wrong direction, or in a fog,

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or worse—DRIVING in circles. Good news is that many women over 40 emerge even more resilient after facing up to unwelcome changes in their lives. They give considerable thought to where it is that they want to end up and—even more to the point—where they don't want to end up.

**Bottom-line:** Before you get in the DRIVER'S seat, it's essential to home in on your current *Dreams & Desires*; consider what you have to *Deal* with now and in the future; and determine your ultimate destination and what will get you there—the blueprint, roadmap and *Design* for your life. Then, go out and **DRIVE DARE.**

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## **The ADVANCER Profile: ADVANCE Your Own Plan, Fran!**

You're a woman over 40 who wants to **ADVANCE**—the “A” in **DARE**—**YOUR OWN PLAN**. You've developed a preliminary long-term vision for your life. But if you're so busy tackling a multitude of short-term roles, responsibilities and duties to others, you might find it hard to prioritize and take timely action to **ADVANCE YOUR OWN PLAN**.



[Pictured: DeGeneres, Bullock, Ray.]

**Ellen DeGeneres, Sandra Bullock and Rachel Ray** are just three celebrities who have a vision of where they want to **DRIVE** to, and have a concerted design or roadmap in hand. They are now **ADVANCING** with specific aims and acts. They have accessed and approached the right resources along the way to help them become more accomplished and established, although no one would call them “settled”—as in complacent. All three of these **ADVANCERS** are at the point in their lives where the roles and acts they choose now are more suited to accomplished women in their 40s and 50s, rather than to the “ingénues” they were in their 20s and 30s. And that’s a good thing: they’re good role models for women over 40 who want to **ADVANCE**.

As a woman over 40 who wants and needs to **ADVANCE**, you have to be careful that you don’t become so stressed for time relative to the how, why, with whom and when to take action. You could be trying to **ADVANCE** career, family, and your own personal, emotional and physical health all at the same time. You would like more time to think, plan and manage your own priorities but you find it difficult to put your own goals ahead of others’ goals. Also, if your capacity to access and approach those that could support and champion your **ADVANCE** is limited by time, the size of your network, or both, you’ll find that’s adding to your stress.

You realize that the happiness and success you’ve achieved so far are the direct results of actions you took (or didn’t take) in your 20s and 30s. The actions that proved most successful for you were those you committed to in **ADVANCE**, those that you could **DRIVE** in your own way, and on your own timetable. When you don’t focus on your priorities, you can’t know if, how or when your goals might change. Then it becomes much harder for you to figure out what you should do first that will fulfill you in the long run, and to prevent crises in your physical, emotional, or financial health that could affect your ability to **ADVANCE**.

**ADVANCE** entails setting specific short-term benchmarks, knowing what to do first, enlisting good help, and tackling your priorities decisively and with a sense of

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urgency. A few things may have to happen simultaneously, but not through frenetic multi-tasking. It's all about focusing on meaningful results. Schedule the right things, so that the wrong things don't easily claim your focus, or so they don't divert you for too long. Otherwise, your most important goals will get sidetracked, and you might not ADVANCE your plan.

**Bottom line:** (1) Set and prioritize your definitive *Aims*, plus deadlines and timetables for completion; (2) Identify resources you can *Access & Approach* to champion your *Aims*; (3) *Act* with a sense of urgency to **DARE ADVANCE YOUR OWN PLAN!**

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## **The RULER Profile: You RULE!**

You're a woman over 40 who wants to **RULE**—the “R” in **DARE**. You're a woman who is (or wants to be) the master of your own life, a woman who has defined her platform and is in a strong lead position to control it. You possess a certain level of expertise—whether it's in your company, career, industry, or because of your overall life experiences. You want to be at the top of your game. What's more, you want others to appreciate, recognize and compensate your achievement, accomplishment, and command—the fact that you **RULE YOUR PLATFORM**.



[Pictured: Orman, Barnes, Jung.]

**Suze Orman, Meryl Streep, Sigourney Weaver, Bette Midler, Madonna, Oprah Winfrey, Diane Keaton,** and several Fortune 500 CEOs, such as those pictured above—**Brenda Barnes** of Sara Lee and **Andrea Jung** of Avon—are among the excellent examples of women over 40 who are **RULERS** in their fields. There is no dispute that they are at the top of their game and they have been recognized, championed and compensated for their **RULE** of a particular platform, industry, talent, experience and expertise. Madonna has always been imitated by other (and now younger) performers who want to **RULE** (and rock) Madonna's style. Poseurs can claim to be “the next Madonna” but no one else is Madonna. Oprah Winfrey has always been both a **RULER** and an **EXPRESSER**. No one **RULES** popular culture as an arbiter of ideas and ideologies the way that Oprah does.

As a woman over 40 who **RULES**, or wants to **RULE**, your life and your actions are based on distinct beliefs and reasons that you hold steadfast—whether centered around your family values, personal ethics, religious principles, leadership style or social responsibility practices. These comprise implicit and explicit personality and character traits associated with you—your personal “brand”, as it were. They differentiate you, and you are proactive, affirmative and assertive about convincing others that you do, in fact, **RULE**. You have causes you believe in so strongly that you would advocate aggressively for them, and against other issues you perceive as damaging. Your passion inspires other people to take direction from you, and to join in whatever “movement” you espouse.

You're more than likely a careerist over 40 who has progressed up the ladder, hit your stride, and enjoyed a modicum of success. You thrive when you're fully

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engaged, passionate and the recognized expert and RULER of achievements and accomplishments in your personal life and your career. You believe above all that if you work hard and smart, you should be rewarded—financially and otherwise. You might be a workaholic who, through internal or external factors, is starting to feel ready for the next big thing, to get a better return on the time and sweat equity you've invested.

If you're at the point in your life where you no longer feel you're RULING, or the RULES have changed *for* you but *not by* you—whether in your personal life, your career or other area of your life—you long to reclaim your RULE. Perhaps you want to command new areas of expertise where you can thrive, be recognized and appreciated as a RULER. If you're satisfied you RULE over one aspect of your life but it's at the expense of other areas, you may need to incorporate more balance in your life.

**Bottom line:** As a **RULER**, you want to be recognized, respected and consulted—as an expert, scholar, executive, master, leader or hero. You have definitive *Reasons* for your actions—ethics, values, principles and beliefs. You have the courage of your convictions; therefore, you are passionate, assertive and action-driven as you *Rally, Reach & Rise* in your role as an expert and leader. You welcome the opportunity and challenge to pursue new passions to *Rant, Rave, Roar & Rebel* over, as these could sustain your role as a **DARE-ing RULER** of your achievements and accomplishments for a long time to come.

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## **The EXPRESSER Profile: EXPRESS Your Self!**

You're a woman over 40 who wants to EXPRESS YOUR EXPERIENCE—the “E” in *DARE*. You want to explore and expand your mind, your heart and your soul in ways you haven't before, or EXPERIENCE areas that are unfamiliar and intriguing to you—physically, spiritually, emotionally and even geographically. You want to EXPRESS YOUR EXPERIENCE for your own personal fulfillment and that of others, whether in your career, through travel and leisure, or through mentoring, teaching and volunteering for worthy causes, organizations or individuals.



[Pictured: Gates, Whitman, Hay.]

**Melinda Gates, Meg Whitman, Maria Shriver, Marlo Thomas and Louise Hay** are good examples of the “E” archetype. They're at the point in their lives where they have accomplished much, and they want to inspire, mentor, lead, guide, teach and provide resources—financial and otherwise—to their peers, to generations coming up, and to worthy societal causes that will serve as their legacy. They have embraced who they are, they have exhibited wise decision-making skills, and they have ruled their specific platforms. They are good examples of *DARE-ing* women of a certain age, income bracket, skill or passion who have the inclination, desire and means to embrace, exhibit and exchange their experience and resources for the mutual benefit of themselves and others.

As a woman over 40 who wants to EXPRESS Your EXPERIENCE, you want to embrace, exhibit and exchange more of the good things life has to offer, which you might have missed if you were so focused on building, driving and advancing other aspects of your life. You're at the point in your life where you'd like to reap the rewards of your life's total EXPERIENCE. Maybe you're ready to cede control about the people, places and things that are no longer major priorities in your life to someone else. You want to take better care of yourself, to explore and enjoy new freedoms, and to give back.

Perhaps you're a woman over 40 who is now shifting into a more relaxed and self-nurturing role because you've experienced a tremendous loss—of a long-time partner, spouse, family member, or career. With that loss often may come a loss of your identity, which is why you must embrace yourself physically, emotionally and spiritually, so you can deal with the loss and its concomitant changes, and then explore new ways to EXPRESS Your EXPERIENCE.

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Many women over 40 who are ready to EXPRESS their EXPERIENCE choose to exhibit a new side of their psyche, and subsequently change the way they live, dress, work, play, travel and contribute to society. Some embrace and exhibit a whole new area of interests and passions, choosing to pursue new study, research, hobbies or sports.

Others decide to completely change their way of living. They decide to have a child, or to adopt. They opt for marriage after a long period of being happily single; divorce after a long marriage; remarriage after widowhood. Or, they want to stay single after divorce or widowhood. Some, like veteran actor Meredith Baxter, decide to make public the fact that they are gay.

When women over 40 make a conscious decision that they are ready to EXPRESS their true selves, they embrace, exhibit and exchange with others the self they have grown to appreciate.

Other women over 40 EXPRESS their EXPERIENCE by mentoring, teaching, volunteering or other philanthropic endeavors. These can help you feel more valuable and productive because you're exchanging your expertise for the good of others. Also, you're exchanging skills with people who may be younger and possess skills you don't have but want to acquire. Not only does that help you stay current, but it strengthens facets of your intellectual firepower that you never knew you had! Plus, you could be building better communities, better citizens, and a stronger personal legacy.

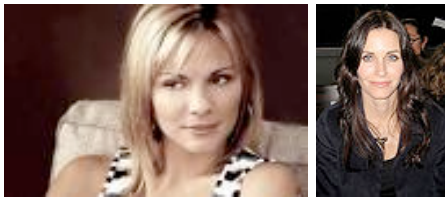
**Bottom-line:** When you're ready to **DARE EXPRESS YOUR EXPERIENCE**, you want to be appreciated for your overall life's accomplishments to date, to have a definite sense that your life has had, and will continue to have, purpose. You want to *Embrace* reflection, resonance and integrity. You want to pursue and *Exhibit* physical, spiritual, emotional and financial priorities that make you happy above all else. If your lifestyle permits, you may choose to *Exchange* your experience and expertise with others—as a mentor, teacher, volunteer or philanthropist, guiding others to be the best that they can be, and making sure that you too are learning in the process. **DARE-ing** to **EXPRESS YOUR EXPERIENCE** enables you to expand your horizons so you will contribute to society for a long time to come, and reap the full benefits of new friends, new places, new skills and the positive exchanges these **EXPERIENCES** can provide you post-40.

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## **The NOT DARE YET Profile: You're Right Where You Are.**

You're a woman over 40 who's feeling content, secure and even "Zen" exactly where you are. Maybe you're dealing with roles, duties and responsibilities that fulfill your life, or give you a sense that you're already DARE-ing enough, so you don't need to get any more DARE-ing. Maybe you feel that doing something more DARE-ing right now would divert your focus in a way that would not be good for you. Or, you're dealing with enough newness and stress in your life that it's terrifying for you to consider going DARE. Whatever the case, you may not want or need to DRIVE, ADVANCE, RULE and EXPRESS yourself more than you already are. You just want to cope. But, read on—we DARE you!



[Pictured: Cattrall, Cox.]

The character of **Samantha Jones** on *Sex in the City*, perfectly played by actress Kim Cattrall (whom we love), was easily one of the most daring (but decidedly not **DARE-ing**) on television—cable or otherwise. Samantha said and did exactly what she wanted almost all of the time, and no one would call her “un-daring” in the traditional sense of the word. In the context of how we use **DARE-ing** to inspire visionary, intelligent and motivated women over 40 to pursue, develop and lead worthwhile initiatives in their lives, careers or communities, Samantha Jones was NOT QUITE **DARE YET**. She didn't seem to give much thought to what her life would be like the day after tomorrow, let alone figuring out her life's legacy.

Likewise, the character of **Jules Cobb**, played to brilliant comedic and tragic effect by Courteney Cox (whom we also love) on the ABC TV hit, *Cougartown*. Jules exemplifies the kind of 40+ woman who is either loved or loathed by other women over 40. The same goes for the word “cougar”—you either hate to love it or love to hate it. The most “daring” thing Jules does on the show is to relentlessly and shamelessly pursue her somewhat “cute” neighbor, played to a cartoonish and stereotypical hilt by an actor whose looks are so all-American studly but fairly harmless that his name doesn't bear noting.

As a woman over 40 who's NOT **DARE YET**, maybe you're pursuing the dreams and desires of your 20s and 30s—fanciful or profound—and you feel that until you've attained those, you're not going to be interested in pursuing anything else. You're relatively satisfied with how your life is progressing, and you have all the time and energy you need to advance your goals, your way, and on your timetable. If you're in a good position to shift priorities, through your organizational

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skills and discipline, or through a strong support network of people who want to see you succeed—all the better. Maybe you're also in the enviable position to have enough time, energy and money to take care of yourself physically, spiritually and emotionally for a long time. You're finally enjoying the lifestyle you always wanted to have, and maybe you even have time for fulfilling volunteer work or another productive activity that engages and energizes you—but that's not so critical to your life right now.

If some or all of the above is an accurate description of your life, congratulations! However, if it doesn't really ring true with you—whether in describing your current life or the life you envision for yourself in the long run—by all means DARE to [retake the quiz!](#) There's room for a little more **DARE**-space in everyone's life—even yours!

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## Next Steps: Go DARE!—Here’s How!

### 1. Take the Quiz—If You Haven’t Already—and Find Out Your DARE Profile

It’s a quick, fun, and easy tool to identify your readiness to Drive, Advance, Rule, or Express! Go Ahead, We DARE You!

Sign in to Facebook, open a new browser window, and paste this address:

<http://apps.facebook.com/womenoverwhafgkicy/>

Facebook will ask you to “Allow” access to the application; it’s called “**Women Over 40 - What’s Your DARE Profile?**”

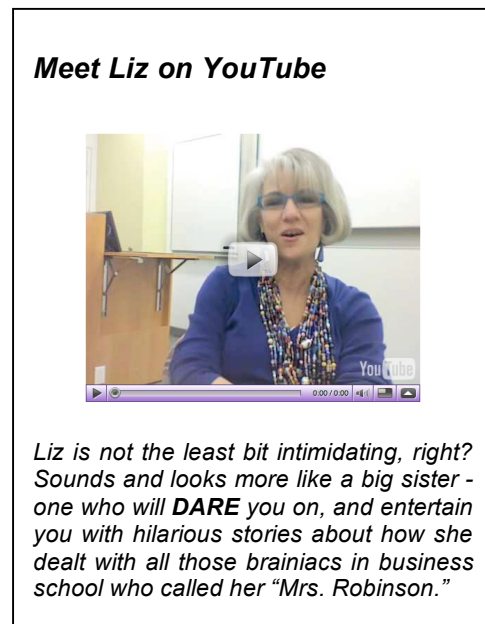
### 2. Join Us Online and Get Our News, Resources, and Announcements

- **TheDAREForce.com:** Read our blog, add your comments, and subscribe by RSS or e-mail.
- **Our Facebook Page:**  
<http://www.facebook.com/pages/The-DARE-Force-for-Women-Over-40/195194495996>
- **Our Twitter Tweets:**  
<http://www.twitter.com/thedareforce>.
- **Our YouTube Channel:**  
<http://www.youtube.com/thedareforce>

### 3. Call On The DARE-Force for Training

- **Get-DARE-from-Here™ Workshops:** Attend our workshops—online or in person—to refine your goals in a supportive environment.
- **Breathe-Some-Fresh-DARE™:** Request a one-to-one in-person or phone consultation.
- **DARE-There™:** Receive an e-mail consultation, from us to your in-box.
- **The DARE-Port™:** Subscribe to our newsletter, featuring timely articles, tips, opinions, and inspiration for women over 40.

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