

ALL WOMEN OVER 40 COULD USE SOME FRESH **DARE** TO **DRIVE, ADVANCE, RULE AND EXPRESS** THEIR EXPERIENCE IN THE SECOND HALF OF THEIR LIVES.

GET **DARE** FROM HERE!

Are you a woman over 40 who's thinking about going back to college, or becoming a mother again (or for the first time), or leaving a corporate job for something more fulfilling? Are you ready to venture out from the empty nest? Are you a woman over 40 who needs to go back to work for the first time in many years? Or to find a new career, in a new industry, or a new city? Maybe you're anxious, or outright terrified, or simply too over-committed to sort out all the things you have to do. Maybe you're ready to go **DARE**, but could use the right encouragement, empowerment and motivation.

This book will help you **Get DARE From Here!** Regardless of your lifestyle, career or community, if you're a woman over 40 today, you can and must make time to **DRIVE, ADVANCE, RULE** and **EXPRESS** Your Own **EXPERIENCE & EXPERTISE** with purpose, passion and pleasure. This book will show you how to GO **DARE!**

Written with courage, empathy, poignancy and self-deprecating humor by a **DARE-ING** marketing executive who earned her MBA in Finance and Leadership at age 56 after a series of soul-wrenching career moves, **Get DARE From Here!** provides visionary, intelligent and motivated women over 40 with reputable research, actionable insights and useful exercises on developing a personal strategy, action plan, leadership profile and personal legacy vision.

About the Author: Liz DiMarco Weinmann is the Founder and CEO of The **DARE-Force** Corporation (www.thedareforce.com), an educational resources company founded to inspire all women over 40 who want to pursue, develop and lead new and fulfilling ventures in their personal lives, careers, and communities. Liz's background includes two decades of progressive leadership as a marketing consulting executive with leading global marketing services firms in New York and Washington, D.C., specializing in marketing to women. She has also led talent management, professional development, coaching and executive branding engagements with diverse executives of all ages, at every level, in the private and nonprofit sectors.



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LIZ DIMARCO WEINMANN, MBA

12 Principles and Practices For Women Over 40 To Take Stock, Take Action and Take Charge of the Rest Of Their Lives



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Get DARE From Here! Free Chapter Download: 2011

START Here, ***START*** Now!

***“Yesterday is history, tomorrow is a mystery.
Today is a gift.”*** - Alice Morse Earle

Ready for a ***HEAD-START***?

STARTING something new fills many women over 40 with anxiety or dread, but unless you're independently wealthy and are sure you're going to be for a long time, then the option of staying put, with your brain in the cerebral equivalent of sweat pants, is *not* really *an option*. I've been there, so I know what it feels like. Which is why I also know you need to ***Go DARE***.

How I Got From There To DARE.

For me, this book represents a big ***START***, because it's my first book. It also represents a ***FINISH***, because it was after I had completed my MBA in Finance and Leadership at New York University's Stern School of Business, in 2009, that I started The ***DARE***-Force Corporation.

Please, don't stop ***DARE*** because you might perceive that you also have to get an MBA to be ***DARE-ING***. Far from it! Let me tell you that the five years that preceded my decision to earn an MBA were the most challenging years of my entire life! After I had enjoyed 20 years of success in the highly competitive marketing services field, I decided early in 2002 that I needed a change in direction, as it were. That year, I made the first of what career management experts would classify as “unwise” and “unfortunate” career choices. Over the next three years, I had even more stressful work ***EXPERIENCES***. “Unwise” and “unfortunate” became mere euphemisms.

In fact, what really helped me was my own ***DRIVE*** and the strength of my life ***EXPERIENCE***. After the career counselors weighed in, on my own I plowed into exhaustive research and read as many books as I possibly could - on adult development, midlife transition, career derailment and reinvention, fulfillment through non-career activities, and how to take better care of myself physically and emotionally. Some nights, I couldn't decide whether my eyes burned from reading too long or from crying too much.

From all that reading, I learned a lot — about the typical challenges and frustrations of women over 40 from every walk of life; about how women over 40 who seemed rather ordinary, in fact had conquered hurdles much worse than mine. I learned how to expand and enhance my brainpower and gained the courage to use it more constructively, as did so many of the women I learned about who also had made unwise and unfortunate decisions over 40. The fact that they emerged stronger and more fearless from facing down their challenges, really energized me. I highlighted the material, made notes in the margins, and kept journals.

The point of no return for me came after a particularly hideous shouting match with an abusive client at the last large marketing services firm where I worked full-time. A megalomaniac of a screamer who more than personified the evils of verbal abuse that my parents had warned me about long ago, he was abusive not only to me but to every member of my team. I kept remembering my father's advice from an early age that I was to leave at once any relationship with a man that turned verbally or physically abusive. So, there I was, in my early 50s, in a fulfilling long-term marriage with a wonderful man that most people regard as a prince, while my work life was dominated by a relentlessly abusive client who happened to oversee my firm's largest revenue stream. I had never felt so powerless in my life.

Going from fed up to sped up: Boarding the DARE-plane

Finally, I realized that I needed a plan to move forward, and fast! Not just for my career, but for the second half of my life. That's where the MBA came in. Again, I am not recommending you need an MBA to leave a miserable job or an unfulfilling career so that you can move forward with your life. For you, this book covers many other avenues you can pursue, why you should pursue them, and how they will help you *Get DARE from Here!*TM

So, Who Else Is Going DARE?

Since I started this venture, so many other women over 40 have told me their stories of **DARE-ING**, or of longing to **DARE**. Of dreams and desires that compelled them to change their personal lives. Of business ideas they conjured up on tedious train commutes, and brought to fruition at their kitchen tables while juggling laundry and their children's homework. Of rants about injustices they longed to fix, of children's health causes and community issues they wanted to support, and *lead*.

Most of them didn't **DARE** think about such brave new ventures until they were well into their 40s: the psychotherapist who became a quilter, for example. Or, my good friend and MBA classmate Lyn Williams, an engineer who moved last year from a tiny town in Ohio to Berkeley, California. Today she's an art impresario who brings together buyers and sellers from around the world. A nonprofit manager who benefited from a diet and exercise program started her own nutrition and fitness nonprofit for disadvantaged women. One of my favorite stories is of a stand-up comic who went to divinity school in her 50s. I'm sure her sermons are anything but solemn — except when they need to be.

Other women over 40 who hope to get **DARE** soon, manifest their transitions in myriad ways: the surgeon who's on a leadership track but starts scaling back because what she really wants is to expand her family. The accountant who's bored with balance sheets but is embarrassed to admit that she really wants to become an interior decorator. The university administrator who loses half her body weight and dreams of launching a health food store.

All of these women have predecessors throughout history who had the brains, balls and guts to **DARE** something new and fulfilling over 40, some of them over 50, and some even over 60 — despite the fact that equality and feminism are relatively new concepts in our country's history. Considering that life expectancy in the late 1800s and into the early 20th century was not as long as it is today, these women who **DARED** something new over 40 were astonishing indeed!

Millions of women over 40 recognize these iconic leaders: Maggie Kuhn (founder of The Gray Panthers), Jean Nidetch (founder of Weight Watchers); Mary Kay Ash; Liz Claiborne; Julia Child; Ruth Fertel, of Ruth Chris Steak House, to name a few. So many others who began as relatively ordinary women in possession of extraordinary courage, commitment and conviction, and who continued to contribute well into their 80s. So many lessons — from their heartaches as well as their triumphs.

I wondered even more why so many other women over 40 who have **EXPERIENCED** setbacks and challenges, feel they *can't* **DARE** something new, fulfilling and self-affirming to rewind, reboot and resurge their lives.

We Could We Could *All* Use Some Fresh **DARE!**

For sure, many women over 40 think about going back to college, or becoming mothers again (or for the first time), or leaving a corporate job for something more fulfilling. Many of them want to venture out from the empty nest. Many need to go back to work for the first time in many years. Some of them are anxious; others are outright terrified. Maybe they lack the right encouragement, empowerment and exchange with like-minded women.

Could it be they're discouraged, even disgusted, by epithets about women over 40 that in any other context would smack of profiling? How many idiotic refrains of name-calling — whether cougars, cobras, drones, or crones — do we need to hear before we start to believe that's what we are? Why do myths persist that more women over 40 obsess about being dumped, stumped or trumped, than positive examples about those who **DARE** to figure out how to move on to bigger and better opportunities?

Let's call an **END** to the myths! Let's call an **END** to the biases! Let's call an **END** to the stereotypes! In fact, we have no choice, because the recession that began in 2008 issued new mandates to millions of female baby-boomers and Gen-X women, as follows:

- We are the first generation of women who will need to continue working well past traditional retirement age.
- We are the first generation who will divorce our spouses in greater numbers than any generation before us.
- We are the first generation of women who can and will choose alternative lifestyles, independent of the financial support of *any* life partner.
- In addition, the statistics persist that most *women will still outlive their male partners* — many of whom have been forced into early retirement with fewer financial resources than they had hoped.

Whatever your situation, **DARE-Conditioning** could give you a whole new perspective. Even if you don't need or want a full-time job; or you're not the type to start and run your own company; or you feel there's no cause important enough for you to march for or against; or you're not the type even to organize a canned food **DRIVE** for your local

food bank. Maybe there's another exciting **DARE** waiting for you, which this book can help you discover.

Only you can decide what your **DARE** is. Only you can decide if, when, how, why and with whom to Go **DARE**. None of the books, websites, therapists, consultants, and career coaches on the planet can make *you* want to Go **DARE** if you're not ready.

My advice is not to wait until a crisis or until something or someone becomes so unacceptable to you that the situation becomes toxic, let alone "unwise" and "unfortunate." The choices I made in the early 2000s propelled me into a crisis, and compelled me to think hard: about my past career, about how I wanted to live from that moment on, and about what my life's work should be. If only I had done it sooner!

You Too Can Get DARE From Here!TM

The fact is that, regardless of your education or lifestyle, you are a manager - of your life, of your family, of your career, and even to a certain extent, of your community. Shouldn't you ***DRIVE, ADVANCE, RULE*** and ***EXPRESS Your Own EXPERIENCE & EXPERTISE*** toward something that's so beneficial for you, that will make you happy while you're meeting your responsibilities and duties to others?

If you're like most women over 40, however, you're already pressed for time in your life. You would need a lot of courage, commitment, conviction and confidence to start something new and see it to fruition. And there aren't enough Botox®, Spanx®, Boniva®, lip-plumps and spiked heels in the world to give you all that, if you're doing it alone.

The reality is that doing something **DARE-ING** is hard to do alone, even if you are very driven, focused and confident. Whatever your own strengths or weaknesses, your own passions or expertise, this book can help you focus on the road ahead, so you too can **DARE**. Whatever the fears, setbacks and opportunities of your past or present, this can help you transform the hurdles into bridges to get you **DARE**. Whether your dreams and desires are mighty or merry, frenzied or focused, reaching or raging, expressed or repressed, this book can help you go ***DRIVE, ADVANCE, RULE*** and ***EXPRESS YOUR OWN EXPERIENCE!***

Get DARE From Here![™] — *12 Principles and Practices for Women Over 40 to Take Stock, Take Action and Take Charge of The Rest of their Lives* — is filled with dozens of insights, ideas and exercises. The content is inspirational, research-driven, practical, and actionable. Think of it as your very own road map.

Getting DARE Really Is Half the Fun!

So, join us! Be ***DARE-ING!*** Go ***DARE!*** Live ***DARE.***
START Here, ***START*** Now!

If you haven't already, log on and join the “**How DARE You – Share Your DARE with Us!**” challenge. We want to encourage 40,000 women over 40 to sign on to www.thedareforce.com/howdareyou to tell us and women across the U.S. their ***DARES.***

DARE-INGLY Yours!
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Author: *Get DARE From Here!*[™]