

**Dotsie Bregel,  
Founder and CEO of  
The National Association of Baby Boomer Women  
(NABBW)**



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## Interview with Gail Patterson

Dotsie: Good evening and welcome to the second NABBW Teleconference call for this month. We really try very hard to educate, empower and enlighten women at the association and this is one of the ways that we enjoy doing it.

Dotsie: It has been brought to my attention that some of the women who are members are not able to be on the call and we're aware of that, so we always supply the link at a later date in an email and then all calls are archived on the member benefits page at NABBW. And then I know some of you have never been to that page, shame on you, and if that's the case and you've tried to get to the page and you can't, please email us, and we will tell you exactly how to do it because we want everyone to take advantage of the benefits.

Dotsie: But what we've also just become aware of is there are a couple members who do not have the capability to listen to the download at a later date. So beginning with tonight's teleseminars, we're going to start transcribing them and in addition to sending a link, you'll be able to read them in a "pdf" file which is just like a word document. That way if you don't want to listen and you prefer to read, you can read and gather the information that way.

Dotsie: So we're always trying to do our best to make the members happy, and we appreciate any testimonials that you have about the association. If you've been happy with something and you haven't told us, and you'd like to tell us, if you look at [www.NABBW.com](http://www.NABBW.com) you'll see where we list testimonials on the site and will also include a link to your site along with your testimonial. So it's another way to get your link online. So please do that. And then we also asked that you would tell your friends to join us, and during this month they can join ... and actually, the new members receive, the people who are joining will receive, an extra book with membership which is *The Baby Boomer Almanac*, by Tim Brolus. And then in addition to that, if you refer them, you'll also get a copy of that book. So I was busy mailing books and packages today to some members for referring friends and to others, for the other people who are just joining.

Dotsie: Okay, that's about it. It's not necessary for me to go through my bio because you all are familiar, and we don't have any people on the call this evening who are not members. Some times we do. So what I would like to do now is just introduce Gail Patterson who is our guest for this evening. And then after I introduce her, I'm going to interview her, and then followed by that we'll take some questions. We work really hard to make these teleconferences worth your while, so we'd also like feedback about them. If you have any, we'd like to receive that by email.

Dotsie: Gail Patterson is a native of New Jersey and a long-time resident of Clinton, New Jersey. She was born into the atmosphere of a small family-run gift manufacturing business and learned at an early age what trade shows, customer relations in the business world was all about. At various times in her life, she was more or less involved in the family business as she grew up and then started out on her own. Gail has over 30 years of

experience in both small businesses and large corporations. From her roots in the family business, she moved on to work in a non-profit organization, worked as an educational publisher, she worked for an international technology company, and a startup pharmaceutical company as a Medical Education Publisher.

Dotsie: Most recently, she worked in a fortune-500 managed health-care company as a corporate trainer. So as you know, training goes very well with coaching. She has been the sole proprietor of her own women's retail store and is currently the sole proprietor of the Wise Woman's Way, <http://wisewomansway.com/index.php> which is her coaching business and this is what she's on the call to talk to us about tonight. So her wide ranging business experience really leans itself well with her ability to work with people of from all areas of the business world, especially mid-life women. I think it's important that you know that she's married to her high school sweetheart and has two grown children. But in addition to that, it's important that you know that she takes her job very seriously and to keep her coaching skills sharp and just to be able to offer her clients the most up to date information, she continues her education and training. I'll just give you a few examples how she's done that. She is a certified *Freedom from Smoking* Course Facilitator for the New Jersey American Lung Association. And that's interesting because that has been a pretty hot topic in the forums at Boomer Women Speak.com recently. Women are trying to help one another quit smoking. Just thought I would throw that in there.

Dotsie: She is also trained as *English as the Second Language* instructor and she regularly attends conferences from all over the United States. She has studied with the best of the best. I'll mention some of these names because I know there are some other coaches on the phone and this may mean something to them whereas to some of us laypeople, myself included there, I might not know who some of these people are but I know they mean something to others. She has attended seminars with Joan Borysenko, Carolyn Myss, Dr. Christiane Northrup, Dr. Wayne Dyer, and she also attended the inaugural weekend seminar which is *I can Do It* which is produced by the Louise Hay Foundation in Atlanta Georgia. She is also coached herself so that is an interesting thing that you should know about her. Not only does she coach, but she is coached by someone else.

Dotsie: She gains tremendous satisfaction from coaching women at mid-life. Her Web address is <http://www.wisewomansway.com/index.php> and she can be reached through her site. So what she would like to do for those people on the call and members of the National Association of Baby Boomer Women, [www.nabbw.com](http://www.nabbw.com) (NABBW), is to offer anyone who's listening tonight or who is a member of the Association, a complimentary session and when you go to her web site you can sign up for her free newsletter and you'll receive a free e-book. So if anyone is in front of the computer, you could look at her site and see what you have in store. So okay, enough of all that. That's taken about 10 minutes. Let's get on with the information,.

Dotsie: Gail, how are you doing this evening?

Gail: I'm doing great thank you Dotsie, and I'm really pleased to be here, thank you.

Dotsie: You're welcome. It's good to have you here. I guess the first question is how did you become a coach? I think it's very important because there are lots of coaches that are just popping up all over the place. Not only are there coaches for our personal life, there are coaches for our business and it seems that coaches are breaking out into different areas. I'm always interested in learning like how you become a coach. So if you would tell us a little bit about that, I would appreciate it.

Gail: Sure absolutely. There are different avenues to become a coach. Different people can go at it in different ways. For myself, I attended a school in New Jersey which is accredited through the International Coach Federation <http://www.coachfederation.org/ICF/>.

Dotsie: Okay Gail, could you speak up

Gail: I attended a school here in New Jersey which is accredited by the International Coach Federation. It was important to me that I go to a school that was recognized by this organization. There are different ways to do this. Some people attended school online, almost completely online. Others prefer to physically attend. I knew myself well enough to know that I should attend and have a definite curriculum and deadline for accomplishing what I need to do. Because I was concerned that if I tried to do this online I might end up just going on forever and ever and I wanted to get the studies done in a reasonable amount of time. So I attended three-day weekend events as well as doing weekly course work and telephone work throughout a 9-month period, and then had an oral exam and a written exam to get my certification. It was a very a very good education not just in how to be a coach, but also learned quite a bit about myself in the process which made it much more interesting.

Dotsie: Good, okay, I think that's something we should point out that is important that if you are hiring a coach, because I know that more and more women are being coached by someone they find online, and the coaching is being done over the phone, myself included, and I think it's important that we know the background and whether or not these coaches are certified. So that's one thing we should look out if we hire a coach. Anything else we should be aware of? You mentioned the International Coach Federation...DO THEY have a web site?

Gail: Yes they do. You can either "Google" it for the International Coaches Federation or it's <http://www.coachfederation.org/ICF/>.

Dotsie: Do they have a listing of coaches that are certified with them? How do you find out if someone is certified?

Gail: They do in fact have a listing there, and my name is in there if you want to look for a coach for certain reasons; a business coach, or a life coach, or a spiritually coach, or different reasons. You can go in and do some selections in that part of the site, and they will help you match up with someone who fits the bill for what you're looking for.

You have several people to pick from then with their web addresses phone number, etc.

Dotsie: That good information. I'm learning. I love to learn new things. Anything else you want to tell us about the certification? Or if someone say, on the call, is interested in becoming a coach, the place to go would be this <http://www.coachfederation.org/ICF/> and they could find enough information there

Gail: I think they would be able to find information about other schools because there are several out there that are quite reputable. Either you can physically attend or you can do most of the work online, it depends on what works in your life. The ICF site should be able to help them locate the schools and then by going to that school's site, you can find out how they present their materials and how to go about taking their training.

Dotsie: This next question I think is interesting because I was in the hospital emergency room, not for myself but for someone else just a few weeks ago and the doctor looked like he was 18 years old. I just couldn't believe it. I know I'm getting older, but I could not believe how young this person was. I imagine hiring a coach is similar to going to the doctor, and finding a doctor for a certain illness, or whatever. You want to know what kind of experience your doctor has. How long they've been in business. Is it true of coaches that you get those same types of questions and hopefully, you wouldn't take offense if someone was coach shopping and asked you those questions?

Gail: No, you really ought to do that. Just as you may not click with the doctor you go to, or some other professional of some type, you may or may not click with the coach right away, and in fact, if you shop a little bit, you may find that you hit it off with someone. It's important to have a good relationship with a coach because you will be working with that person for quite a while and talking about important issues. So you want to feel that the that person, the coach, does have your best interest in heart and that there are some degree of areas that you have in common and can have rapport with that person. No, it is a good thing to question and ask the coach. They really shouldn't get upset about it. They should understand.

Dotsie: One thing I thought maybe we should touch on is the difference between therapy and counseling. How does that differ from having a coach? I know there are a lot of women in mid-life who are in therapy, and perhaps maybe instead of being in therapy, if they are looking toward making changes, they should have a coach. Do you want to talk a little about that a little bit?

Gail: Sure. And it's really an excellent question. I've had several people ask me that. It is definitely worth clarifying that. While some people who are therapist become coaches, not all coaches are therapists. There definitely is a difference. Probably the easiest way to describe that would be to say that in therapy, a lot attention is paid to events in you life in the past, leading up to where you are today. If a person may have had trauma or severe difficulties in their life, a lot of that is gone over with the therapist and they do spend quite a lot of time thinking and talking about past events. This can be extremely useful, necessary, and helpful for a person. In coaching, well sometimes we'll talk about things

that may have happened in the past for a specific reason. We mostly spend time talking about; where are you right now? Where do you want to go? We spend a lot more time looking toward the future and working on getting toward future goals rather than talking about, or thinking about, the things that may have happened before in your life. I think that's probably the clearest and quickest way to explain that. If I am working with a client and I find that the person is having great difficulty in moving ahead in her life, seems to be stuck on a certain thing that has happened in her life, or is just really, really blocked and for some reason that we just can't seem to get through, I may well suggest to that person that perhaps therapy would be a better option right now to get through whatever that particular blockage or difficulty is. And then, when that issue has been resolved, please come on back for the coaching. I'm not going to try and coach somebody who clearly is having a difficulty that a therapist would be more helpful.

Dotsie: Basically the focus of the therapy is really on the past. I would think also like probably on relationships and it's based more on feelings and I would also think that with therapy sometimes, ugh; I don't know if I should say this, but I will. Sometimes it is more of dysfunctional or something? Like there's a problem. That's not necessarily the truth with coaching. So basically with coaching you're saying you're going to work on the here and now and the future. You're going to come up with a plan or some kind of action or something like that. Usually the client is probably healthy and resourceful and if not, you would help them move in that direction, either by coaching or asking that they get therapy for a certain issue.

Gail: Exactly. The coach's aim is to see their client succeed. To be totally fulfill and enjoying their lives to the fullest. We help them in action-oriented, as you said, in action-oriented ways in setting goals and getting to those goals. If I, or some other coach, were to feel that the person just couldn't quite do that right now because of a need for therapy, we will, any reputable coach is going to suggest that.

Dotsie: So basically coaching, and we're pretty much talking about mid-life coaching, you try to help them to define goals, maybe move them in a new direction. I guess you offer resources or strategies, and in a few minutes we're going to go through like a few sample clients, but I guess you help with decision making and making sure people stay on target and you support them along the way and just keep them on track. Right?

Gail: I help them stay on track. My idea is to help them keep "themselves" on track. It's a very exciting and empowering thing.

Dotsie: So they're looking for contentment and maybe something new and different and you're helping them achieve that goal. That's good to know. How would someone know if they are ready to hire a coach? I'll give you an example. I know someone that I think should hire a coach. But when I talk to that person, I think they're just happier being where they are and kind of commiserating, than actually hiring someone and doing something about it. I just don't think they are ready to hire a coach. Even though I might think they are, I don't think they are. Do you now what I mean? What are some little flashing lights that would make someone say, "It's time to hire that coach?"

Gail: You'll probably be very insightful about that person you're talking about because it is some times easier to sit and complain about something than take action about it because the changes that might take place if you take action, might be scaring you to death. And that might be hesitancy on that person's part. Because the changes that will take place, you know, she may not know what her life will be like if she makes some changes. If you feel yourself, as I did at one point which made me take on a coach, I felt very stuck at a point in my life, and particularly this had to do with where I was working at the time, and I thought, well golly this just isn't working. Either I'm gonna have to quit, or they're going to want to fire me or something, because somehow I'm not moving forward, I'm not improving, things are just not going well. And that for me, at that time, was what triggered me to seek some advice, coaching help, something. I'm very, very happy that I did because it worked out wonderfully for me. It could be an issue with your job. It could be an issue with having reached one of those transitions points in our lives and not being sure which way to go. Perhaps you need somebody to talk to about it who is more impartial, not a family member or a friend. A friend may tell you what they think you want to hear, or a family member may try to take over and run your life for you. A coach is not going to do that. A coach is going to help you delve into what your thoughts and desires and dreams may be, and then make a plan to help you get there.

Dotsie: And then coaches also hold you accountable. I would imagine there like probably homework. So if you're willing to start jumping in and making the change, and I would imagine fear is a huge barrier for some women in like picking up the phone and making the call to the coach, or and even after the first session, oh my gosh, you know, "Can I really do this?" So I would think you are just a big cheerleader, also. They have to be willing to keep their appointments with you, and do the homework, and work at achieving the goals and really be committed to making the change.

Gail: That's true. And yes, I do often describe it as being a cheerleader. Because, I'm not living that person's life, but I get really excited, really excited, when I get a report back from them about something great that has happened. I'm not sure who gets more excited about it, them or me. But you'll hear me cheering and going "Wuhooo," on the phone to them and I've had it happen. Where I was shopping one day in the store and my cell phone went off and I answered it and it was one of my clients who was basically beside herself. She was so excited that she had actually done something she was terrified to do, and it worked out really well. I was jumping up and down in the store, kind of embarrassed myself. I was so excited on her behalf and I was like, "Alright, you go for it!" I was really happy. I take a lot of joy in those kinds of phone calls, that's really exciting. The accountability you spoke about, it's a very important part of the coaching. We'll talk at a session about "Okay, between now and next week, what do you plan on doing? What are you going to put on that list of goals and accomplish?" And if they know they're going to talk to me again next week, there's this urgency to get it done. It might be 11:30 the night before they're going to talk to me, but whatever works, and it does help people move forward with things they didn't think they could accomplish just because they know someone is going to ask them about it.



Dotsie: I can totally relate to that because I have been coached for different parts of the business. I know I was told what I should be doing like two months ago. The way I'm coached, I do occasional coaching sessions and just from listening to you and thinking while you're talking, I'm thinking, "No, I should have like, every two weeks I should be coached." That's the accountability. I'm setting up a coaching session for like two weeks from now because I'm finally getting around to saying you know what, this is what I need to do and I remember how she told me to do it and now I need to do it. If I were being coached on a regular basis, I'd be a little bit ahead of my plan. That's interesting and that's good information. I guess before we get on to proposing three different clients, like mid-life clients to you, I would like to know why you decided on "baby boomer women" as your niche.

Gail: Okay. I went into coaching because I felt like it was a natural thing for me. I seem to fill that role without even realizing for years and years I was doing that. Then when I went and actually got the training, they told us in coaching school "Don't make the mistake of thinking you can just coach the whole world because if you're too non-specific about it, you're not going to end up doing well for the people you are trying to coach." At first I didn't believe them. I realized pretty soon after I first started doing the coaching, you know, they're right. There was a reason to it. The reason that I did select my niche to be *baby boomer women* is because I personally find this particular time of life, and I'm 55, and I enjoy saying how old I am, this is a very exciting time of life for me. When I was approaching my 50<sup>th</sup> birthday, I was like a kid waiting for the holiday. I was so excited because I had this very strong feeling that age 50 was a dividing line for me, and once I crossed over that threshold, I felt I could call myself the wise woman coming into the wise woman phase of life. I was very, very excited about that. Looking around, I realized that some women were very, very unhappy at the thought of turning 50. It was a reason to get depressed and downhearted. I was totally the opposite extreme. I was very, very excited about it. I have found it to be a really wonderful "me" time in my life. As you mentioned, I have two grown kids, my daughter will be 30 this year and my son is 27. I thoroughly enjoyed being home with my kids and being a Mother to them while I was doing that, and raising them through, how much can say we enjoyed raising your kids through the teenage years, but nonetheless, we all survived it. Every phase of the life I lived when I was raising my kids, I enjoyed. But now of course they're grown and out of the home and that is done with. I'm thoroughly enjoying my life now in the different things that I'm doing. Whether it was in the corporate world or now, as a coach. I'm just finding it's a time for exploration, learning new things, doing new things, going new places, I wish to get on a plane and fly some place to attend a seminar, or something to that effect, well gee I can, because I now have the freedom to do that and it's really exciting.

Dotsie: I can totally relate. I just launched my kids and I'm in the empty nest and I'm in the very same spot. So this is my year to get out and attend conferences and do those kinds of things. I can really relate to what you're saying. From my perspective, it would be important if I was going to have a mid-life coach, or someone at midlife to coach me into the kind of help me jump put of my nest into the next project or the next season. It's important to have a coach that is kind of jazzed about where she is if you're in the same

place. So I think that's a benefit to having one of your peers basically working with you. So if you do coaching for boomer women, I would just be curious to know what's your personal outlook on aging? It sounds like you don't have an issue with it. I'm going to a 50th birthday party in a couple of weeks and some people are like "Oh my gosh-50," and other people are like, "I've never been happier." That sounds like that's what you're outlook is.

Gail: For me yes, definitely. Of course, you know we kid around and we have the black balloons and over the hill, and that nonsense at a 50<sup>th</sup> birthday, or a 40<sup>th</sup> or 60<sup>th</sup> birthday. And that's kidding around. Hopefully, it's all kidding around and that's not the person's outlook. As I mentioned, I was very excited to turn 50, yet I knew of a person in the family who literally took to her bed crying that entire day. I thought, *oh my Lord, that is so sad*. I would hate to think of anyone doing that! So to some degree maybe you could say that's part of my mission; to help women, guide baby boomer women in what I consider to be a very exciting adventure.

Dotsie: Alright, well, let me just give you three different scenarios and after we talk about these, we'll open the lines for some questions because I'm sure people have some specific questions for you. I'll tell you what the three scenarios are and then we'll just go from there. I'm thinking of women at mid-life and there's probably women I'm sure, who've been in the corporate field or worked at whatever job they've had to work at for all these years to pay the bills and make ends meet. They've come to the point where they're saying, "Oh gosh, I really just want to go off and do my own thing." So they either become an entrepreneur at mid-life, or they just stop doing what they've been doing and decide to do something they are more passionate about. That would be one client. Do you call them clients or patients?

Gail: Clients. Patients are more for the doctors. I call them clients.

Dotsie: Okay. Then the other person I am thinking of is one who has been a stay-at home mom who's totally devoted themselves to caring for their families. They're addressing the empty nest. It's either staring it in the face or it's already empty and they're wishing they had done something sooner. Then the last scenario, and I'm sure you probably have people in these scenarios, I hope.

Gail: Yes. Right at the moment I'm thinking of some people, yes.

Dotsie: Okay, good. This one is probably someone a little different. This last one is someone who is in the sandwich situation. Maybe they have been very busy caring for their children and their children are maybe teenagers, or maybe their children are like four or five years old, because there are boomers who have children that young. In addition to that, their parents are sick or their parents need more attention than what they've been giving them through the years for whatever reasons, medical, health reasons. Perhaps they aren't interested in like a totally new life, but they are just trying to find some balance and maybe are more interested in self care or something like that. I don't know which one you want to start with, but if you could just without giving us all

of your, you know, too many freebees or your secrets, if you wouldn't mind telling us if they came to you, what advice might you give them. Kind of in a nutshell just a couple of things, so that if anyone is on the call and is interested in being coached, they could get an idea of how you might go about it.

Gail: Sure. I'll start with the corporate woman because I was that up until last April. I was in the corporate world, very much entrenched in it. For those who find themselves in that position, as you said, a lot of times we may have done work, or taken jobs somewhat based on what fits well with our family life, maybe not so much jobs that really lit our fire, but this will work well with the family. It's close enough for commuting or the hours will work with the family. I know that I did that.

Dotsie: Yeah, I know. I know there are a lot of women who do that.

Gail: They won't always be the be-all, end-all jobs, but it worked okay. It paid the bills and helped life go on. For the woman who may feel *I've had enough of this already, and it's time for something else*, the first thing that I would want to do would be to brainstorm with her and have her really dig deep and think in terms of the things that either she has done at the job she currently is, or at jobs before, or maybe as a volunteer. The kinds of activities that really touch her soul, that really are fulfilling and make her excited and want to do them. So that would be a starting point. To then come to realize besides whatever work I have done just because I had to, what kinds of things have I done that I really enjoyed? Probably at the job, there are at least some things about the job that were enjoyable. Pick those elements out and then think in terms of what I'd like to do. Sometimes we can do a job really well, but it doesn't exactly turn us on, so you don't necessarily want to go to that again. I would brainstorm with her to come up with those things that are the most enjoyable, that she feels she would really *like* to do, and spend her time on and then work from there, help her investigate where she could find a job where she could use those abilities and be able to play out her passions and her enjoyment at a job and hey, get paid for it, too.

Dotsie: Okay, I have a few questions about that one. You've mentioned volunteer work which is so important because sometimes where women volunteer is really where their passions lie. There are ways to take that volunteer work, the experience you've gotten from that volunteer work and make it work for you; organizational skills, running meetings, whatever it may be. So that's important. Do you ever tell people to basically just be still? Do you ever tie in spirituality in any way? I'm just curious, I just want to know where you're coming from.

Gail: Well, it's different clients I'll be getting a feel for this as I talk with them. Some, their spiritual life is exceedingly important and for others, it's not as big an issue. I'm not going to make a judgment on somebody about that. I will work with them where they are in the world and what they want to do. Some people do get a very great degree of spiritual satisfaction out of the volunteer work that they have done. Not necessarily with the church or anything, but just the giving to people, to a cause, or something like that, and that just fills them up with great joy. That's a very spiritual experience.

Dotsie: When you help them on that path, let me just have some specific examples. So you would say, *go to these Web sites, read these books, consider these things*. You're very specific about what they're suppose to do for the next session, is that right?

Gail: Yes, a lot of times I will talk to them. I'll have a series of questions that I send to them. The email is just fabulous, you can email it to them and they can work on it and email it back. There will be certain questions that I will give them to sit quietly and think about because a lot of times, we don't give ourselves permission to do that. We are so busy doing it for other people, or helping other people solve their problems, that we don't sit and just give ourselves the luxury of the quiet time to sit and write, or journal, or even just sit and think about what we might want. That can be one of the biggest things that happens to somebody being coached. Its having that special time, making an appointment in your calendar, or whatever you have to do, to give yourself that time and that permission to really sit and think, "What do I want? How do I want my life to be?"

Dotsie: Yes, because as women, we're so busy taking care of everybody else, that we're the ones that are often neglected. I would think that is important. Okay, let's move on because we're running out of time. What about somebody who's always been a stay-at-home Mom, and they're addressing the empty nest, kind of planning for the next season. I would think and I'm not sure but maybe there would be some certain skills they would have to learn, bring themselves up-to-date with computers, or any other technology that perhaps they haven't witnessed after not being the workforce for so many years.

Gail: That's very possible. I do some volunteer work for an organization here in my county which is for displaced homemakers, they're called. Women who suddenly have to go back into the workplace due to radical life changes, sudden widowhood or whatever. Yes, a lot of them do have to start almost from zero as far as computer skills, learning how to work the Internet, the different software packages, etc. So there are some things that I would sort of help the person do a bit of a self-assessment, and say okay, "What do I know how to do, what might I need to learn how to do," and then talk with them about places they might go for some of that help free, or at a very low cost. Maybe the library offers classes like that, or the Adult Ed through their local high schools, the Adult Ed courses. There are places to go to learn these things where you don't have to spend a fortune and can brush up your skills and learn how to do those things so then be able to walk out there with a little more self confidence. You know "I am part of the twenty-first century here and I can do these things. If the kids can do it, I can do it." They can in fact. I'm thinking in particular of, you were mentioning about resumes and volunteer work, one of the women I was coaching sort of had that slightly defeated attitude like, "Well I've only ever done volunteer work." I said "Hold on a second, what did you do there?" And then she started rattling off this big fund raiser that she ran, and a newsletter she put out, and just a whole bunch of things. I said, "Excuse me? That a very impressive resume if you would just write it all down."

Dotsie: Sure, so do you help to actually help them with resumes, or you could put them in touch with people to help with resumes? So you're basically looking at the whole

package there.

Gail: Yes, right, there are places online where you can do resumes online and work with them and I would certainly have no problem critiquing one. My client would send me one and I would look it over and maybe make a suggestion here and there, buff it up a little bit, add something to it, that sort of thing. Yes, I can give them a bit of a boost that way. That's exciting helping people package themselves and market themselves out to the world. That's a pretty exciting thing.

Dotsie: Okay, and that's definitely included in what you do.

Gail: It can. It certainly can be. It's very specific to each client. Where she needs to go, what she needs to do.

Dotsie: Okay, very quickly as we are running out of time. The woman who is in sandwich situation and is in need of more self-care, what are a few things you might do with them?

Gail: If you find yourself in that position where you've got the kids on one side that still need you, and then parents on the other side who need a lot more from you, it's very draining. It's very draining. A lot of times, women feel, "I can handle it, I can do it. Put one more thing on my shoulders, I can carry it." We make the mistake of putting ourselves last on the list all of the time. You can only do that for just so long before you pay a price. Physically, mentally, emotionally, you're going to physically get sick, you're going to have a nervous breakdown, something is going to happen if you don't think in terms of self-care. Being a caregiver for elderly parents, or a spouse who might be ill, that's a very wearing thing if you don't get your own batteries recharged.

Dotsie: Right. So what would you tell someone?

Gail: Well for one thing, recognize that fact. Don't try to be *Super Woman* all the time. There are places to reach out to for some assistance. I would suggest that they seek all those avenues sometimes through church, sometimes through a county agency, that there are ways to get at least a few hours here and there of time when the sick person or elderly person could be cared for and the woman herself can just GO some place. With friends, take a long hot bath, a walk, do something and get her own self taken care of and not pay a huge price, which she might otherwise.

Dotsie: So you would help them look at those kinds of resources and just hold them accountable to checking the resources out and perhaps taking x-amount of minutes a day to do something for themselves, or did you do any reading this past week, what did you do for yourself? That's the kind of thing you would do.

Gail: For sure, and hold them accountable to that. Because a lot of times when you're in the midst of a problem like that, you just can't see your way out and you just need somebody with a flashlight to help guide you a little bit.

Dotsie: Yes, and someone outside the family I think is really important. Okay, that I think is pretty much all the questions that I have. Do you have anything else you want to add before we see if there's anyone that has any questions for you?

Gail: I think that's covered a lot of ground, Dotsie. And I enjoyed it. I'm really pretty eager to hear what some of the folks out there might want to ask.

Dotsie: Okay good. Okay, if there's anyone on the line who has a question, what you'll need to do is push the number six button that will un-mute you and we'll start taking questions. Let's see if anyone is going to be bold and ask a question. Does anyone have a question this evening?

Phyllis: This is Phyllis. I can't say it's necessarily a question as much as you keep stirring my mind and as I look at all the different areas that I turn. I work with the elderly, I work with trying to convince people to go into the in-home care services for respite. As Dotsie knows, I'm working on putting together a respite day for the caregivers and ones with physical challenges. I would like to do that throughout the United States and I'd like to give them once a month, a day to go and be somewhere.

Dotsie: I was thinking of you Phyllis as she was speaking about that. So I'm glad you spoke up and shared your information.

Phyllis: I have an in-home care service, Visiting Angels, that is nationwide that wants to be there to help out; to be able to relieve somebody, let's say for four hours, so they can get a massage, so they can go to a Tea Party, that type of thing.

Dotsie: Do you want to give those Web addresses?

Phyllis: For which one?

Dotsie: Either one. You can give Visiting Angels, or your personal Web address.

Phyllis: Well my personal address is... You want my email address?

Dotsie: Yes

Phyllis: It's [eldercareconcierge@comcast.net](mailto:eldercareconcierge@comcast.net)

Dotsie: Wait. Wait a minute, I don't think that's right. [eldercareconcierge.com](http://eldercareconcierge.com)? Or [eldercareconcierge.net](http://eldercareconcierge.net)?

Phyllis: If you're talking about the email address....

Dotsie: We're talking about the Web address.

Phyllis: Alright. That is eldercareconiegre.net

Dotsie: Okay, that's Eldercareconiegre.net. Now what about the Visiting Angels?

Phyllis: I don't have them offhand. I've got a phone number and I pull them up from the Internet. If anybody wants that I can definitely give it to them.

Dotsie: Okay. And that Phyllis Slater. Phyllis is a member, she's in the member Directory. So you can either look her through her site or in the member directory. Do you have a question, Phyllis?

Phyllis: My biggest problem is that everything revolves around money. And so it's great to have a coach if you have the money. It's great to do my projects if you have the money. Unfortunately, I'm the type that would give the world for free if I could, but nothing gets done. And again it's money. I can't do some of these things. I would love to go around the world, around the United States at these Bed and Breakfasts myself, but I can't afford it. I'm on disability. I would love to put together "care baskets" and be able to put my book and information from other members in a gift basket and be able to give them. I would love to be able to do free respite days for women but again, it's money. Some of these are really starving and they don't have the ability to give out to charities that they use to. So that's the biggest thing. My fear is going out and finding a way of making the money so I can do what I need to do.

Dotsie: So do you have a question in particular or are you just commenting?

Phyllis: HELP!

Dotsie: And that could very well be the case for many people. Maybe they want to be coached, but they can't afford it, or something. I don't know.

Phyllis: And it's the fear. How do you get over the fear of reaching out and asking "Where can you get the money to do what you need to do?" coming out of somebody else's pocket. Where do I find the first step to go to even looking at anything that has a sense of reality to it?

Dotsie: Right. Right. Well, I don't know Gail if you have an answer for that.

Gail: Well, for one thing, anybody on this call gets a free coaching session with me so we can certainly talk about that. There is also the concept of bartering. Bartering the skills or services that you have with someone else so money doesn't exchange hands. You can do something that I might not be able to do and vice versa. There may be ways to get some of what you want done through an exchange of services rather than money.

Dotsie: Okay. Does anybody else on the call have a question for Gail? Anyone else bold enough to ask a question? It doesn't sound like it. How about that? I kind of thought we would have quiet a few questions.

Gail: Sometimes when you on the spot it's hard to come up with it.

Unknown: They just have their act together and don't need you.

Dotsie: Right! People who are on the call have their act together and don't need a coach. Wouldn't that be nice?

Gail: Refer a friend!

Mary: Hey Dotsie I have a question. This is Mary.

Dotsie: Sure.

Mary: I was just curious, Gail. If I was thinking, okay well ... I have kind of a challenge in front of me and I feel a bit stuck like you were saying before. If I was going to take you up on your offer, which I think is very generous, to talk to you, I've not talked with a coach before, what would that be like? I would just like to understand what that involves.

Dotsie: Like what you're getting into.

Mary: Well yes, I don't feel like "What I'm getting into," because Gail is not an intimidating person, but I'm not sure what a session is like so I was wondering if you could describe that.

Gail: Oh sure, well that's a great idea. Thank you. The initial session, once we've exchanged emails and determined a time to get together, what I would likely do would send the person an email with a little bit of information about me, just so she has a better feeling about the person she would be talking to. Then perhaps a few standard questions for the person to write about and email back to me. Then when we actually start the session, often I have some tools, written tools, that I use to help the person talk about different areas of the life and rate parts of the life on a scale from 1-10. 10 being fantastic, 1 being just barely making it. *How do you feel about your career?* And other topics like that we would go through and she could rate those areas of her life. Then we could look at it and go, okay, well, in the areas that you rate your life at a 10, perhaps that's not an area you want to coach, but in the areas where you rate your life a 2, or a 3, maybe those are areas we want to work on. It's up to the person, it's her agenda, what areas she may want to talk about at any given time. We will start where she wants to start. As the rapport develops between us and a relationship, she may be more willing and have a desire to talk about other parts of her life, we can move on to other things. It is not that I'm going to try and take over her life and remake it. I'm going to be working on things with her that she is, at least in some degree, willing and ready to talk about and work on. And then we move on from there.

Dotsie: So basically the client leads you, in a way, to where they think they want to go, and you just help them stay on track and keep them accountable. Is that right? Because



you're really not the leader. In a way you are, but in another way the client is, because you want to do what they want you to accomplish in their lives. You want to help them with that.

Gail: I'm there to help guide them along and ask the questions that need to be asked. You know, questions that maybe either your family member or friend might not ask. And help you think about things in a different way than you have been. To look at things in a different light. Again, like that flashlight I was talking about. I'm going to hold a flashlight on parts of your life or a floodlight on things in your life to look at. And not in a judgmental way. I'm not going to tell you you're wrong to be doing this or that. If you don't feel you are doing what you ought to be doing, you now that. If you feel that you could be or should be doing something else, you pretty much know that already. You basically just need someone to help you get that escape philosophy or feel encouraged enough to go ahead and try it and do it. To a large degree, it's the client's agenda. The part of her life that she's looking to work on at this time. Very often it's like peeling an onion. You take care of this issue and then something else comes up that you're ready to work on now. That's been dealt with and maybe something else comes up. It all unfolds as we go along.

Dotsie: I think it's exciting. I think it's really exciting. Mary, does that answer you answer?

Mary: Yes, that was a really great answer. I appreciate that. You take the mystery out of it.

Dotsie: Okay. Anybody else on the call want to ask a question? We just have like two more minutes. I'm just trying to think if I have any other questions and I don't think I do. So we can kind of wrap this up by saying, thank so much Gail. It's been very helpful. I know I've learned quite a bit this evening. I'd also just like to remind everyone that Gail's site is [www.wisewomensway.com](http://www.wisewomensway.com). You can reach her through her site and if you're on the call this evening, or a member of the National Association of Baby Boomer Women, (NABBW) [www.nabbw.com](http://www.nabbw.com) you can correspond with her about a free session. And then if you go to her site and sign up for the newsletter, you'll also get a free e-book. And I know with these types of relationships, like sometimes people will sign up for the newsletter and get it a couple of times, and then feel like they really connect with the coach. And then start to correspond and then it kind of goes from there. Hopefully, with Gail being on the call this evening with you all, maybe some of you have connected in some way. I sure some of us are listening for ourselves, and others are listening for friends. So feel free to share the information.

Dotsie: I'd also just like to encourage you to tell your friends about the NABBW. If you do so during the month of January and you refer a friend, you get a free book in addition to the book or magazine that you get with your membership. Let me say this again. If you refer a friend you get a free book that you'll just receive in the mail. Okay, and that is the *Baby Boomer Almanac*. And if they join during this month, they'll also get that extra free book which is the *Baby Boomer Almanac*.

Dotsie: I think that's about everything for this evening's call. Again, we would love to hear from you at the NABBW. I would just like to share for those on the call that we have lots of members that we do not know. We know only what we've read about them online. The way that we line up our teleseminars, and feature certain members, and feature people's books and review them for the newsletters, etc., is because the members make themselves known to us. So I always encourage members to make yourself known. That's how Gail got on the call this evening. She sent me a couple of emails really wanting, very excited about what she does, and wanting me to learn more. We ended up talking by phone. I thought, "*You know, this is a great topic. What can I do to help this member.*" The answer was, "Let's do a Teleseminar." So she has gotten some good publicity because we send this information to our whole mailing list. Of course we only send the phone numbers and the codes to our members, but meantime; other people see her face and perhaps click on the link in the newsletters, and it just really helps spread the word. So I encourage the members that are on the phone if you are interested in being profiled in any way with the NABBW just make yourself known just by emailing us. I think that's everything for this evening. Again thanks Gail, and thanks everyone for being on the call.