

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



**[www.nabbw.com](http://www.nabbw.com)**

**And**

**Boomer Women Speak (BWS)  
[www.boomerwomenspeak.com](http://www.boomerwomenspeak.com)**

***Presents***

**Founder for Top Baby Boomer Sites  
Shares Secrets**

***With***

**Dotsie Bregel  
and  
Georgia Richardson**

---

***Sponsored by:***

A promotional banner for PlumSmart. On the left is a red plastic bottle of PlumSmart with a blue label, next to a small cluster of plums. The background is yellow with a blue swoosh. The word "Regulate" is written in large, bold, blue letters. Below it, the text "Your Digestion Naturally." is in a smaller blue font. To the right, the "PlumSmart" logo is in white with a registered trademark symbol, and "for DIGESTIVE HEALTH" is written in smaller white letters below it. At the bottom of the banner, a dark blue bar contains the text "Learn about the PlumSmart solution." in white.

**Regulate**  
Your Digestion Naturally.

With a unique blend of prebiotic fiber, magnesium and potassium.

**PlumSmart**  
for DIGESTIVE HEALTH

Learn about the PlumSmart solution.

Click [www.plumsmart.net](http://www.plumsmart.net) for more info!

---

---

**Founder for Top Baby Boomer Sites  
Shares Secrets  
With  
Dotsie Bregel and Georgia Richardson**

---

**Dotsie:** Hello and welcome to the call. Georgia, are you there?

**Georgia:** Yes ma'am.

**Dotsie:** Okay. The format for this call is simply that I will share my information, and then I'll allow Georgia a chance to share answers to her most frequently asked questions, and then we'll have a Q&A at the end.

For those of you who don't know me, I am **Dotsie Bregel**, and I am the founder of the **National Association of Baby Boomer Women** which can be located at [www.NABBW.com](http://www.NABBW.com) and [www.boomerwomenspeak.com](http://www.boomerwomenspeak.com), the number one sites on major search engines for baby boomer women. We refer to these sites as "sister sites," and one of the things we're going to do today is clarify the difference between the two.

Since launching [www.boomerwomenspeak.com](http://www.boomerwomenspeak.com) seven years ago, I've been connecting and encouraging, and supporting boomer women on a daily basis. I dedicate a great portion of my time to creating opportunities that inspire women to explore their passions and live them to the fullest. I have become the "go-to" person for journalist who are interested in learning more about boomer women. So my prayer is to embrace all women and provide them with the means so soar.

Our sites, [www.nabbw.com](http://www.nabbw.com) and [www.boomerwomenspeak.com](http://www.boomerwomenspeak.com), are sponsored by **Sunsweet** and for those of you who are interested in natural, digestive health solutions, which boomers are learning about these days because we have to, you can find them online at [www.plumsmart.net](http://www.plumsmart.net). And we're really grateful for sponsors because they allow us to do things like what we're doing today.

If you are not a member of the [NABBW](http://www.NABBW.com), the fee to join is typically \$75.00; however, I'd like to offer those of you who are interested in joining, the opportunity to join for \$50.00. All you have to do is email me at [dots@nabbw.com](mailto:dots@nabbw.com) and I'll send you the reduced link to join.

This teleseminar is one of many archived in the **Members Only** area at the [www.NABBW.com](http://www.NABBW.com). Sometimes, like today, we open these teleseminars to the public and other times, they are for members only. But once you are a member, there are about 60, or more than 60, archived teleseminars on the members only page, and they range in topics from plastic surgery with a prominent plastic

surgeon in Manhattan, New York, that we interviewed, to actually tips and information for boomer entrepreneurs, and everything in between. So all of those teleseminars are archived in the **Members Only** page at [www.NABBW.com](http://www.NABBW.com).

Let me get started by introducing Georgia Richardson. Georgia is my *Virtual Assistant*. I think you will find that many online businesses operate from home offices with virtual assistants and virtual help all around the country. The way I met Georgia, and this is interesting and it really, I think, speaks loudly to what happens in forum communities like Boomer Women Speak, is I met her in the forums at [www.boomerwomenspeak.com](http://www.boomerwomenspeak.com). She was an active participant whom I totally connected with and felt like she connected with my mission, and my passion for educating and connecting boomer women. And it was interesting because one of the topics in the forums is of course, retirement, and she was posting about how she would soon be retiring and how she wanted to work from home. I knew she was very tech savvy person and it was at that time during my work and journey, that I was looking for someone to help me. It was kind of like, I know I need someone, I know what I would like for her to do, and I'm just going to ask her if she is interested, and sure enough, she was interested and we've been working together every since, and it is a pleasure.

She is a Southern humorist, better known as *Queen Jaw Jaw*; many women in the forums know her that way. She's been published in *GRAND Magazine*, *Chicken Soup for the Soul Magazine*, *Women's World*, *Guidepost* online, and a host of other national and regional magazines. Her debut book, "**A Funny Thing Happened on the Way to the Throne**," consists of everyday life experiences with just a twist of the imagination. And her second book which was an anthology, "**Pink Jasper: Gems from the Journey**," was written by Georgia and five other women across the US, Canada and England. And amazingly, at the time the book went to print, those women had never met face-to-face.

So that's another example of what can happen when you start connecting with people online. Not only have some of the women in our forum community met their spouses at some of the online dating places, but a lot of women have met through the forums and then met face-to-face at other times, depending upon where they were traveling. We've had a couple of women who have either come from Europe to the States and met with people from our forum community in the US, and then we've had the opposite happen; friends from the US traveling abroad and meeting women from our forum community there, too. So that's very fun.

In addition to Georgia's freelance writing—as I said she's my *Virtual Assistant*, so she's my girl Friday, she writes a monthly humor column for the NABBW, she serves as my liaison for members of the association, and she does a remarkable job. I often get emails from members just kind of singing her praises so I'm really grateful for the good job that she does. She is also a moderator for the forum community, she helps develop our monthly newsletter, she writes media

releases, transcribes our audio teleseminars, and actually, I don't know how, but she does have some time left over, so if there is anyone else that's on the call that is in need of a virtual assistant or someone to transcribe teleseminars, you are welcome to email her at [georgia@boomerwomenspeak.com](mailto:georgia@boomerwomenspeak.com) and she would be happy to connect with you. She also helps maintain our Web sites and in her spare time she speaks at women's groups, churches and other organizations about life and the humor found in it. She likes to refer to herself as a "boomer woman gone GLAD." She is a writer, speaker, and *gabologist*, which is a perfect word for her. The Queen mixes her sharp sense of humor with everyday life observations and as the Queen says, "*Every single story is true. Honest injun. I would rather walk on my lips than tell a lie.*" You can visit her at [www.queenjawjaw.com](http://www.queenjawjaw.com).

Okay, and Georgia is going to speak after I kind of do my little presentation, and then we'll do questions and answers at the end.

I promised to share some of my secrets and I will share ten or eleven that pertain to launching and maintaining a successful site for boomer women. I'll point them out as we go along.

I'd like to start by just sharing my story a little bit because I know some of the women on the call, we could see from the registration, that they were not members of the association and they must be new to the site because by checking their email addresses, we learned that they weren't necessarily in our databases before. So some of you may have heard this, but it's just going to be a quick little repeat.

I had always been a stay-at-home mom to three children who were all in high school at the time. And I was feeling without purpose when my mom became ill and was diagnosed with cancer and only given six months to live. During that time, or prior to that time, I was hugely involved with volunteer work in the community and pretty much as some of you know who've had children, it was all tied to what my children were involved in. So it was with the church and the community, and rec counsels, schools, etc. When I learned that mom was sick, I stopped all of my volunteer work except for one that I was actually chairing a committee to get skate parks for Baltimore County because I had a son who was into skateboarding and it's amazing how you just jump on their bandwagons.

But anyway, I hung onto that, and everything else I set aside to help care for my mom. And sure enough, mom did die after six months. She died on St. Patrick's Day and my maiden name is McNamara; so go figure. And it was especially after mom was gone that I really felt a void in my life. I think the reason I felt it was that the kids were all gearing up to go away to college and figure out what was next for them, and then I was no longer spending my time volunteering nor taking care of mom. So I really was feeling without purpose and I was asking myself the same questions that my teenagers were, and that was; what do I want to be

when I grow up? The reason I share this story is because one of the main reasons to have [www.boomerwomenspeak.com](http://www.boomerwomenspeak.com) and [www.nabbw.com](http://www.nabbw.com) is because I'm aware that some women, and not as many as when my mother's generation at midlife, some women do go through a midlife crisis. I believe that working with [www.boomerwomenspeak.com](http://www.boomerwomenspeak.com) and being involved with [www.nabbw.com](http://www.nabbw.com) can help cure women's midlife crisis. So it's kind of like stamp out midlife crisis and become a member of the [NABBW](http://www.nabbw.com) because what we do will encourage and empower you to live a new life, and help you feel like you are living with purpose.

It was during that time that I became very intentional about figuring out what was next, and I'm a faithful woman and have a morning devotional time. So I started asking God what I was called to do. And I had always been like a "woman's woman," if you will, enjoyed working with other women, connecting with other women, sharing information, etc. And during this time when I was being prayful, I was reading a book. I have a teenage daughter so I was reading a book called *Ophelia Speaks*, and it was written by a young gal who wanted to give her generation of women a voice. I thoroughly enjoyed her book and while reading it, I had the idea to give my generation of women a voice. At that time, I did a lot of research and learned that there really wasn't a site online for baby boomer women. So I chose to launch [www.boomerwomenspeak.com](http://www.boomerwomenspeak.com) to give my generation of women a voice online and to connect, encourage, and support baby boomer women.

Interestingly, I had been out of the job market because I was a stay-at-home mom, and during this time of really kind of soul searching, I was taking a 101 computer course, *Introduction to Computers*, with a friend who was in the same boat I was. And so now I pretty much work online all day, so I really went from not understanding the Internet, which was pretty new back then, but really just using the computer, to working on the computer 24/7. So there's hope for those people who feel they aren't tech savvy.

So I just wanted to give you a little bit of my story just so you can know where these sites kind of generated from. What I would like to do now is just ask you, and just share that if you had to write a personal mission statement, what would it be? Because I believe we are all born with gifts and I refer to them as spiritual gifts, but we're all born with gifts, and when we're trying to seek our passion, we should really try to go with whatever it is that we totally enjoy and we lose track of time when we're doing it. And then work with that; whether it is something that is a hobby or a business. But I believe if you look at your mission statement, you should be able to figure out what you are called to do. So anyway, that's my story, and so let's move on and talk a little bit about the sites.

I want to tell you the difference between the two sites. We refer to them as "sister sites," and I just want to clarify a few things because we get a lot of questions; and from those questions, we're able to tell that people don't understand that

they are two different sites because they're definitely connected and linked back and forth throughout. And the colors are the same, which is intentional. So sometimes, people think they are on the same site all the time.

### **BoomerWomenSpeak.com**

So let me just tell you about [www.boomerwomenspeak.com](http://www.boomerwomenspeak.com). Our mission is to give boomer women a voice online and to connect, encourage, and support baby boomer women. It's very simple. The busy part of that site is the forum community, which I've talked about. But if you haven't been to the forum community, I recommend that you go there. There are over sixty topics that are all near and dear to women's hearts. And women are in there 24/7 posting anything their little heart desires. It is not a chat room. Some people refer to it as a chat room; it is not. It is not done in real time. So you post, and then someone reads your message and then they respond to it. I've been asked if it's hard to feel like a *Dear Abby*, and quite honestly, I say it's nothing like being *Dear Abby* because there are many "Abby's." I'm not the only one responding in the forum community. People from around the world, I should say "women" from around the world, are responding. So if someone's posting about an upcoming surgery, or a contemplated separation or divorce, you will get responses from women who have either lived through it, had a sister live through it, you know, just know someone who lived through it, and they can just share their best information that's most helpful. And the only rules for the forum are that you work by the *Golden Rule*, which is to treat others the way you want to be treated. And then the other one is that marketing in the **BoomerWomenSpeak** forums is for members of the **NABBW** only. So occasionally we have people whom we kind of refer to as "spammers," who come in and want to tell us about their great product for baby boomer women and they add links, etc, and we have to unfortunately correspond with them and tell them that while that's great, we see it as "spam," that we're a community, and we're a building community, and if you want to post about your product or services, or books, or Web sites, etc, then become a member of the association and then we're happy to have you market in our forum community.

The other parts of [www.boomerwomenspeak.com](http://www.boomerwomenspeak.com) are, we have a page that is "*Resources for Women*," and if you are a member of the association, your Web site can be listed on our "*Resources for Women*" Web page. We also have a page of "*Boomer Books*," which are books written by our NABBW members, and then we also have a list of "*Recent Reads*," which are books that I read. Every book that I read pretty much goes on there just to give readers an idea of where my interest lie. Then we also have a section called "*Boomer Links*," and on the *Boomer Links* page is again, links to sites that our members host. And then the other section that is really important to us is the section called "***Our Voices***," because *Our Voices* is a section that is broken down into pretty much life stages of the boomer person, the boomer woman. Women submit stories about all of those life stages and they're very rich, and they're very helpful, and women can

definitely connect with them. So [BoomerWomenSpeak](#) is really about our voices and our stories. You really don't find information articles at [BoomerWomenSpeak](#), they're reserved for [NABBW](#). That's pretty much in a nutshell of what we have at [BoomerWomenSpeak](#).

### **The National Association of Baby Boomer Women**

So now I want to share with you the [National Association of Baby Boomer Women](#) and what we have on that site. The [National Association of Baby Boomer Women](#) was launched to educate and empower women at midlife. So this site is informational and you'll find articles—now of course the “forums” are linked, but basically, on this site what you find is information about our members, and educational opportunities, like this teleseminar, and our articles, our newsletters, etc. The [National Association of Baby Boomer Women](#) is dedicated to empowering women to explore their passions and to live life to the fullest. So on this site, we're intentional about education. We promise a membership that includes information on self-improvement skills, free legal and financial advice using email, an annual free subscription to **More** magazine, which I'll tell you about later, and then also some exclusive member discounts on a variety of products and services. And then of course, easy ways for you to connect with women from our member directory. We also offer a sense of belonging to a creative, powerful, encouraging group of women that will leave you feeling refreshed, revived, and renewed.

We also have access to information from an enthusiastic, energetic and wise, warm panel of experts who've written books, founded Web sites, and coached women on a variety of topics. These are the women we refer to as our “**Associates**.” So a big section of the [National Association of Baby Boomer Women](#) Web site is articles written by our associates. They are our experts, and I'll get into this a little more when I explain how we launched NABBW, but basically, those are the topics that were the hottest topics in our forum community that boomer women are most interested in, and when I launched that site, I went out and sought the person that I connected with the most that I thought was an expert on that topic. So that's what you'll find at the [www.nabbw.com](#).

\*\*\*\*\*

I want to share a little information about where some confusion lies when women sign up for our newsletters, or they become a member of the [NABBW](#), or they register for the forum, etc. When you go to [www.boomerwomenspeak.com](#) or [www.nabbw.com](#) and you register for our newsletter, it is the same newsletter. It's called [Boomer Women's World](#), and it is published the 15<sup>th</sup> of every month. That's one thing that you can register for, and that's free. The other thing that you can register for that is free is our forum community. When women register for the forums, all they are doing is registering to post in the forum and become a

member of the forum community. If you want the newsletter, you should sign up for the newsletter, too. When you sign up for the forum community, you are given a password, and that is the password to get you into the forums.

Now you move on to joining the association. When you join the association, you can do it through the site and its \$75.00, but if you are on the call, we can send you a link to join for \$50.00. And when you join the association, you get another password, or maybe it is your only password if you haven't registered for the forums. So when communicating with Georgia, or me, we need to know which password it is you need because sometimes women will come into the forums, be very active for a couple of months, fall away for a month, and then come back and say, "Oh I don't know what my password is." So we're like, you're password for what? It's important that you understand that there is a password when you are a member that takes you to the "**Members Only**" page where you can access all of the benefits which we'll talk about when we get to that site again, and then there is a password for the forum communities, and then you can also register for our newsletter, which is the same newsletter for both sites.

The other correspondence that we have is once you are a member of the [NABBW](#), we send a *Weekly Update* and that is for members only. And we share the very personal information that is for members only, our members also share their information, and so it's a big communication tool for us. Okay, I think that clarifies all of that. And I just want to mention that site navigation is really important to us. We make site changes every day, but we make design changes once a month and that's typically on the first of the month. If you are ever on the sites and you are confused and you don't understand, please email us because we really try to stay on top of broken links and anything else that might be confusing to our users.

Okay, let's talk a little bit about if you do want to launch a Web site because I said that I would cover some of this and I know women are on the call for different reasons, so I promised that I would cover some of this.

The most important thing is to really know your purpose for your business; whether it's a Web site, or whatever it is you choose to launch at midlife. And actually, baby boomers are the largest group of people in the country that are launching new businesses right now; even more so than the younger generations. That's kind of interesting and actually, the **Small Business Administration**, and I believe their site is [www.sba.gov](http://www.sba.gov), has a section that is specifically for boomers. Well, I should say for boomer entrepreneurs. So if any of you are launching businesses, they have incredible resources for you at your fingertips at the **Small Business Administration**.

When I say "know your purpose for your business," or your site, I'm really talking about getting at the root of why you're doing what you're doing. And I can share that the reason that I chose to launch [www.BoomerWomenSpeak.com](http://www.BoomerWomenSpeak.com) was

because I was passionate about connecting, encouraging, and supporting my generation of women. So fill in the blank. Whatever it is you're passionate about, make sure that is the purpose for your business or your Web site. If you are launching a Web site, it is really important—and this is one of the tips that I was promising—it sounds very simple but it is very important to be smart about purchasing a URL. And a URL is the address that your Web site will be. You should definitely talk to someone who knows something about search engine optimization, and get their approval before purchasing a URL. It's really important when it comes to search engines finding your site.

Okay, another tip is to do your homework. And again, it sounds very simple, but you would be surprised at how many people will come to me about launching Web sites and they have really done no research whatsoever. Go online and actually, go to the library and go to the bookstore and read books and get on other sites and see what all of the similar sites that you want to launch are doing; what they offer, what they're NOT offering, and then make your decisions about what you want to include on your site based on what they have on their site. And quite honestly, I've worked with several Web companies, some search engine optimization companies, some design, blog designers, etc. While they can tell you what they think you should have, you really need to know what you want going in so that you can converse with them and make sure that what you want is heard because it's really important. It's your site. Because some Web designers specialize in certain areas and that's another thing that is important. Our [Web designer](#) does a lot of women's sites and is a member of the [NABBW](#). You can get 20% off Web design through her and I recommend her. She knows the tags, she knows design for our generation of women, and she knows like what we're looking for. So it's important to work with someone who is really tuned in to your audience. I would say that's another little tidbit.

Let's see. Let's move along. Be thoughtful about what to include on your site. I was working with a young couple when I launched [www.BoomerWomenSpeak.com](#). They knew I wanted to give my generation of women a voice, I knew I wanted to give my generation of women a voice. I had a list of everything. I had done my homework, I had done my research, and I went to them. I did not have a forum community picked out as something that I needed on my site. And the guy who I was working with—gosh he was only like 28—he was like, well if you want to give your generation of women a voice, you have to have a forum. And I'm like, "what's a forum?" That how behind the times I was at the time. So he explained to me what a forum was and I was like, "Oh yeah, I do know what that is because when mom had cancer and my sister was in a forum, I did go and read it but I didn't correspond. I just went to see what she had written, etc," so I was familiar with forums. While you need to know what you need for your Web site, you also need to listen to what the experts have to say because in this case, he just had the best idea. So be very thoughtful about what to include on your site.

And the other thing that is hugely important is to think *search engine optimization* from the very beginning. I'm assuming that you all know what that is and I will just share that search engines need to be able to find your site. And when people go to like "Google," and type in what they're looking for; so for instance when people are looking for baby boomer women and they "Google" baby boomer women, [www.BoomerWomenSpeak.com](http://www.BoomerWomenSpeak.com) and [www.NABBW.com](http://www.NABBW.com) come up first and second. So you need to know like the searches that people are using. It's just hugely important because there are ways to tag the site with those terms, there are ways to include different links, etc. So another big thought is to make sure you are thinking *search engine optimization* from the very beginning.

Now when I went online in 2002, link swapping was very popular and it still is because the idea was the more Web sites that your link is on, or I could say the more Web sites that your site is mentioned on with a link to your site, obviously the more opportunity for people to find it. So link swapping is important. But during the past seven years, there's been more focus on being smart and working with the *search engine optimization*. There are certain sites that you can get your site listed on, and there is just a ton of things you have to do with tags, metatags, so corresponding with a *search engine optimization* person, or even reading books. I will share that I am big on the "Dummies" books. I recently read *Blogging for Dummies*, and *WordPress for Dummies*. Whenever I come up next to something that is new, I read and I connect with other Web sites on the topic, etc. Again, it's just doing your homework and doing your research. So if you are not sure about *search engine optimization*, I'm sure there is a "Dummy" book for it.

And then the other thing which is really easy and simple is that if you're launching a site, one of the biggest things is a way for your to gather names for your email list because that's huge. It's very elementary, but it's big.

I'm moving along to corresponding with your audience and knowing your audience. I recall working with a publicist one time and she said you need to do a monthly newsletter and I was like oh my gracious, that's incredible. I really don't have time, I really don't know what to say, what to do, and then I started doing them, and then it just becomes habit. Now we crank out these correspondence things with Georgia at least once a week. It was at that time that I decided I needed to hire someone to help with the correspondence. So that's another tip. When the time comes to grow your business and to hire someone, even if you think you can't afford it, you must do it because in doing that, it frees up your time and allows you to do more of what you like to do, enjoy doing, and are good at and let the things you can't do, don't want to learn, and don't care about learning; leave them to your assistant. I mean people think because I have these two Web sites that I must know HTML and everything there is to know about creating a Web site. Honestly, I don't know HTML, and I really have no desire to learn it. So when you get to a point where you have to grow, make the decision to grow and take the leap and hire someone.

The other thing I would mention is services. We use a lot of services like [Constant Contact](#) for our email; we use [Audio Acrobat](#) which is what we're using to tape this right now. We use [Authorize.net](#) as our online bank. But one of the things that I really like to stress is if you really need to learn how to do something, reach out to someone who's already doing it. I have learned that women help women. I have just looked at sites and thought oh I love the way they do this, there's this contact button and I hit and say I'm on your site, I love this, can you tell me how you did it, or how I can learn, etc? Some people can say this is what you do; this is how it is, period and your done. However, with some other things, you really need to be coached. If that person offers coaching, sign up for it. I mean I have found there really aren't that many college classes that I can take right now that can help me with my Web site. The way I've learned to do anything new is to find somebody else online who's already doing it, and find out how they learned, if they teach it, if they're a coach, or who coached them. And that's just the way it works with online businesses. Why not pay someone to learn; actually to really cut your learning curve, is what they do. And if they're already doing it and they're doing it well, then it makes sense to me to be coached. So that's another tip is to say "yes" to coaching.

I just want to talk a little bit about launching the association. What happened was that **BoomerWomenSpeak** became the number one site on major search engines and we were getting a lot of media coverage. And so I just figured if that was the case, that I was on to something, and that is when I launched the [National Association of Baby Boomer Women](#). Again, it wasn't easy, but it was so much fun because I'm working within my passion. What I did was I just scoured other associations and what they were doing, and what their member benefits packet was, and how I could come up with something that was comparable. And then I started researching people. I took the busiest forums, the topics from the busiest forums at [www.BoomerWomenSpeak.com](http://www.BoomerWomenSpeak.com), and researched those topics and found the people, the women who I thought were the experts in those areas. They either had a book, or they had a Web site, or they were doing something really awesome to give back to women, just for the good of other women. And when I asked all of them, everyone said yes except for one woman, and I guess we just didn't connect. It was one person out of the many that I asked, and you can see we have a lot of experts. We have added experts like *Going Green*, which wasn't a hot topic seven years ago, and we have offered *Grandparenting*, which is new and big to boomers. So we really just keep our eyes on what's happening with our generation and we add as we see the need. And again, it was the whole idea of research, research, and doing your homework. I needed to learn, so I hired people to teach me, etc. So that's how the association was launched.

The way it works is the women who are the experts write for us, or offer some kind of benefit, and we in turn, market them. Our sites get a lot of traffic so I know that many of our experts have been picked up and are now on many other Web

sites for boomers because in the past seven years, every time I turn around there's another Web site being launched for baby boomers, baby boomer women, and actually, baby boomers, too. So I think it has really been helpful for these women to kind of jump onboard with us because now, they have gotten other opportunities by being associated with us which is what our intent was.

I think I've pretty much covered information for both sites. The benefits for the NABBW are actually posted on our site, but I can run through them because I said I would do that. You get a complimentary one-year subscription to *More* magazine, and we're really happy about that partnership and its interesting how it happened. We used to partner with *me\* Magazine*, which is the magazine that the founder of *Menopause the Musical* use to publish and then she said they were no longer publishing, and I was out a magazine. So instead of crying because I didn't have my big benefit anymore to look forward to as a magazine, I thought you know what, I'm going to go to *More* and I'm just going to see if they'd be interested. And sure enough, they were. So that's a story of turning lemons into lemonade. So you get that. There's also free financial advice that's offered through email and legal advice the same.

You get 10% off discounted hotel chains and resorts. These free teleconferences, discounts on midlife coaching, discount on Web design, on silver and skin-care products, 15% off of *1-800-FLOWERS* and the *Popcorn Factory*, you can communicate with a literary agent if you're interested in becoming published, you can also communicate with *Prill Boyle* if you're interested in becoming published. She's a published author and is happy to share her journey. And then there is a lot of promotional opportunities if you have a book, a site, or a product for baby boomers.

You can get featured as a "Featured Member" in our newsletter. We offer some discounted ad rates for our members. And then of course you have access to our member directory, and you can connect with other women because their email addresses are there. There's just a lot of opportunities that we offer on a monthly basis.

So that pretty much kind of runs through the benefits. There's a document called "*Getting Started with the NABBW*," it's included in the membership packet that comes to your door and it's also included on the member directory page. It tells you precisely how—and what I encourage women who join the association to do is to go through bullet by bullet and do whatever that document says to become involved with our association. Some people might say we favor members, but quite honestly, we absolutely do not. There happen to be some members that are very good about sending us their information every month, so every week you're going to see their information, their Web site, their name in our *Weekly Updates*, but we do not go to them, they come to us. So you have to come to us and I really think you will find that if you come to us, we're more than happy to be

helpful, we're more than happy to review what you have, and do our best to promote you any way we can.

The other thing that I will just mention very quickly is that we launched our blog today. It's called [The Voices of Baby Boomer Women](#). We'll be blogging about three times a week. We have a questionnaire that we're using and are going to send to different women around the world. And some of the questions pertain to being a boomer woman and just sharing like a favorite childhood memory, or whatever, but we want the blog to truly be the voices of boomer women and not just my voice.

I'm also doing [Facebook](#) and [Twitter](#), and [LinkedIn](#) now and you can connect with me through the sites, and I pretty much post things there, let's say, four days a week, anyway. So that's another piece that I've added that has been most helpful in bringing people to the site, so yes, it is worth your while to blog. It is worth your while to have a [Facebook](#), [Twitter](#), or [LinkedIn](#) account. I will say that if you are going to do it, make sure you know what you are doing, make sure you read, listen to teleseminars, watch videos. Because—I'll give you an example. A woman recently said to me, "You know what, I can't see that it's done anything for me. I mean I'm using Twitter but I'm not getting any more hits to my site." And I said, well, what kind of stuff are you posting; and she shared it. I said, none of it is a link to your site. You got to link people to your site or how else are they going to get there? They're not going to take the trouble to "Google" your name and find your Web sites. So if you're going to do it, you have to read about it, educate yourself, and do it the best you can to get the results. When I do social networking, I'm usually bringing people back to the site to read articles, or to read things in the forums, or to sign up for our free teleseminars, or to read our newsletters, etc.

The other thing that we do is that we offer advertising. I'll just share that we offer advertising *only* at [www.BoomerWomenSpeak.com](#) and our sponsorship spaces are reserved for [www.NABBW.com](#) AND [www.BoomerWomenSpeak.com](#). So sponsorships you get visibility on both sites, and then we have different levels of sponsorships, which gives you visibility in our forums, in our newsletters, in our Weekly Updates, and on and on. I mean, there's just a huge breakdown, so if anyone is interested in a sponsorship proposal, because I know a couple of people who signed up for the call were from marketing agencies, so we definitely have a formal sponsorship proposal that we can send. And then we also sell advertising. We try to have a budget for people who have books that maybe they don't just have a huge budget, so we really try to work with you.

Okay, Georgia. I would like for you to share the information that you have that are the answers to your most frequently asked questions. Are you ready to do that?

**Georgia:** Yes, I am. I will say that I've never been this quiet before. <laughter>

**Dotsie:** <laughter> It's because I'm busy running my mouth, sorry.

**Georgia:** But let me say that the four things that I have, they can email me and I'll be happy to send them the write up that tells exactly, step-by-step how to do each thing. And also, you're not going to believe this, but my phone is going dead.

**Dotsie:** Uh oh! Okay, then why don't you tell us the four most frequently asked questions are, and then we'll share that her email address is [georgia@boomerwomenspeak.com](mailto:georgia@boomerwomenspeak.com)

**Georgia:** Okay, the first one is how to add a picture within a post. This is at [www.BoomerWomenSpeak.com](http://www.BoomerWomenSpeak.com) site. So,

1. How to add a picture within a post,
2. How to add a picture in the Forum Gallery
3. How to add a picture in "My Profile" which will show up every time you have a post.
4. How to add a signature line.

So I have a Word document that tells you how to do each one of those. If you email me, I will be happy to send those to you.

For the [www.NABBW.com](http://www.NABBW.com), if you log in and it doesn't work, nine times out of ten it is because you're using the wrong email address. So make sure you double-check that first and if it still doesn't work, just drop us a line and we'll go from there.

The "**Member News**" is another question. Just make sure that you send Dotsie three sentences telling about your latest news or book, or whatever you have to say, but just make sure it is within three sentences. This goes out in the NABBW *Weekly Update*.

The "**Member Directory**," we asked that you please do not send mass mailings out to people but connect with members on a one-to-one basis. Make the email a personal one.

And the "**Member Articles**" and "**Keynote Speakers**." For submitting articles and for the Keynote Speakers section, if you'll look at those on the homepage, each page has the **GUIDELINES** listed at the top.

On the "**Book Reviews**," Dotsie, I just wanted to mention that we receive a lot of them, only review four books a month, so you have to give us time to review them, but you can tell them where to send the books and the details about that because we're just about done with this phone.

**Dotsie:** Alright, sure. We do review books, and actually products, for our members and they should be sent to NABBW, 401 West Chesapeake Ave., Towson, MD, 21204. And like Georgia mentioned, they are reviewed, but they're reviewed in the order in which they are received. So you sometimes, well, actually all the time, have to wait months to have your book reviewed because we can only review four a month. Those reviews appear in our newsletters, and then they're also posted at [www.NABBW.com](http://www.NABBW.com).

What I'm going to do now is open the line for questions, and then we'll just take it from there. Does anybody have a question about anything that we've covered and actually, anything that we haven't covered?

**Caller 1:** This is Kathleen. Well, right now you've been pretty thorough, Dotsie, on covering a lot of the things.

**Dotsie:** Oh good. Well, we were trying not to make it too boring; trying to keep it informative, yet interesting. So anyway, does anybody have any other questions?

**Caller 2:** Dotsie, I have a question. I couldn't hear Georgia on a couple of things that she said. What did she say about submitting articles? Something about the homepages? I just couldn't hear her very well.

**Dotsie:** Sure; members of the NABBW can submit one article a month. They have to be articles, they can't be stories. You can submit stories, but they would be for the **OUR VOICES** section at [www.BoomerWomenSpeak.com](http://www.BoomerWomenSpeak.com). But articles, like if you are an expert in a topic that pertains to our generation of women and you write about it, you're more than welcome to send one article a month, you send them as a Word attachment in an email, to [georgia@boomerwomenspeak.com](mailto:georgia@boomerwomenspeak.com) or you can send them to me at [dots@nabbw.com](mailto:dots@nabbw.com). We correspond all the time, all day, every day, back and forth. Just because you submit it, does not mean it will be published. We of course read them, and we may ask you to edit, that type of thing, but we do post those articles. There are some members who take—who really take advantage of that, and as a result—I'm thinking specifically of Phyllis Goldberg, Ph.D. and Rosemary Lichtman, Ph.D., they are so good at sending articles. And really we have a huge archive of their articles at [www.NABBW.com](http://www.NABBW.com) and some people do it because our site may get more traffic than their site, and it's just another way for people to learn about them and their work. Okay?

**Caller 2:** Okay, thank you!

**Dotsie:** You're welcome! Anybody have any other questions?

**Caller 1:** Not at this time.

**Dotsie**: Not at this time; any comments?

**Caller 1**: Very good. Very good seminar, very good getting into the step-by-step, you know, the fundamentals of what brings the big picture together and what makes it, which you know, you outline in your steps; doing your homework, what's your purpose, you know, really putting together breaking things down as to what you need to do to make the Web site a success.

**Dotsie**: Oh good and you know, actually, there is another teleseminar in the member area of the "***Members Only***" section that is about increasing traffic to your Web site so if anyone does have a Web site, they might want to listen to that. But I encourage you to go to that archive of teleseminars because there are so great ones in there; not only about having Web sites, but also about very personal issues, health issues, women's heart issues, etc. Even if you just listen to them while you're surfing the Internet or whatever. I think that you would find them very helpful.

**Caller 3**: Hi Dotsie, this is Lynn.

**Dotsie**: Hi Lynn.

**Caller 3**: Hi. My question is pertaining to your media kit; online media kit. You didn't mention that. I don't know if it is part of this conversation. I just wanted to know if I click on that, will I be able to see your media kit, or do you reserve that for publicity opportunities?

**Dotsie**: Yes. You can email us and we will send it to you. Tell us your purpose for wanting to see it and we can send it to you. And you know I'm happy to do that because I know there are people looking for models for their own business and I think what we have is a very good model. It's something that we worked very hard on and I think it is well done. We definitely use it for sponsors and advertising and that type of thing, but if you're interested Lynn, let me know.

**Caller 3**: Yeah, because I use the same Web designer and updating my site and you have been listed as an affiliate for the last three years, and I thought it might be good to get a little more information.

**Dotsie**: Oh yeah, absolutely, yeah, and if you want to use it as a model; I don't know if you have a media kit, but it's a really good tool, and I find that if you want to attract bigger clients, you really have to have one. The other thing that I would mention along those lines too is for people who are looking to advertise and sell sponsorships on their site, I have good connections about how to go about that, too because there is definitely a method for all of this.

**Caller 4**: Do you have a teleseminar for how to gain sponsorship?

**Dotsie**: I don't, but I highly recommend "The Wealthy Bag Lady," <http://www.wealthybaglady.com/>, her name is Linda Hollander and she teaches a class on—actually, it's many classes, and she's one of the people I've been coached by, on how to put together a professional sponsorship proposal.

**Caller 4**: I've never heard of her but I didn't even know there was a proposal. Thank you.

**Dotsie**: Sure, sure. Absolutely. Any other questions? We have about two more minutes.

**Group Responses**: No, no more. But it's been very informative.

**Dotsie**: Well good. I would ask that if any of you would like to write a testimonial, we always post them on our site; we post them in our newsletters, and if you have a Web site, we would of course include your name and a link to your Web site with those testimonials, and they typically stay on that site forever. We're just always adding them. So if you enjoyed it, we'd love to get a testimonial. Please tell your friends to join the association. We love and enjoy getting new members and learning what other women are doing. I hope that you'll go in the forums and really use both sites because they are there for you. If there is ever any idea or suggestion that you might have for us to improve, please send that along and it will certainly be considered.

Okay, thank you all for being on the call and have a great day!