



Joanie Marx

Hollywood Actress - Keynote Speaker
Baby Boomer Advocate
#1 Amazon Best-selling Author



IS YOUR BRAND BABY BOOMER PROOF?

See your brand well positioned to succeed not only in the market of today, but well into the future. For timely and profitable guidance on your next campaign to the 55 and over market...

Schedule a consultation with Joanie today!

www.JoanieMarx.com



Do you know of a brand exploring new opportunities to engage the Baby Boomer market on an emotionally relevant level?

If so, contact Joanie Marx today to schedule a consultation on how she can provide timely and profitable guidance on your next campaign to the 55 and over market.

Call 1-818-317-4415
or message Joanie at joanie@joaniemarx.com

With access to as much as \$28 trillion dollars, *why is the 55-and-over-crowd considered the 'invisible customer' with all the money?* And how can companies change this outdated attitude and *claim the loyalty of a market that is guaranteed to get bigger?*

According to Hollywood Actress, #1 Amazon best-selling author and Baby Boomer Advisor, Joanie Marx, the answer is simple. To get better at crafting emotionally relevant campaigns for the 50 and over audience, *companies need to break the '7 Baby Boomer Myths'.*

JOANIE ADVISES COMPANIES ON:

- ✓ The '7 Baby Boomer Myths' and how to deconstruct them – so as to *maximize profits and brand credibility with the 55 and over market.*
- ✓ The truth about *how Baby Boomers view age, sex, money and technology*, and how companies can effectively leverage this in their online and offline campaigns.
- ✓ *Hot markets for Baby Boomers* that range from financial services, entertainment, healthcare, care-giving, and travel.

Redefines What It Means to be a Baby Boomer!

A leading authority on breaking Baby Boomer myths, Joanie Marx is on a mission to revolutionize the way all generations perceive aging and happiness.

She is the author of the #1 Amazon best seller, "Facelifts, Money & Prince Charming: Break Baby Boomer Myths & Live Your Best Life" and a graduate of the University of California, Berkeley, with a Degree in Psychology.

With 30 years as a full-time actress in Hollywood, a best-selling author and having founded and sold a multi-million-dollar business, Joanie is redefining what it means to be a Baby Boomer. Having appeared in several national commercials and co-starred in dozens of television shows, films and stage plays, her multi-faceted career spans both the world of Hollywood and business.

To learn more about Joanie visit www.JoanieMarx.com.



"You were a big hit for us."

~ Howard Lenn – Group Creative Director J. Walter Thompson, New York

"Joanie Marx is rewriting the story of baby boomers."

~ Michelle Danner, Founding and artistic director of The Edgemar Center for the Arts

"You have such a gift for turning complex and emotionally powerful subjects into unforgettable moments of laughter and inspiration that people can personally relate to."

~ Isabel Storey, Co-Founder of Shine