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"Facelifts, Money & Prince Charming"



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YOUR LIFE™

Joanie Marx

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6 STEPS TO RECLAIM YOUR SELF-WORTH
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~ Chapter 1 ~

BREAK THE SEVEN BABY BOOMER MYTHS®

**Break the Seven Myths of the
Baby Boomer Generation**

1. Myth of Scarcity
2. Myth of Shame and Blame
3. Myth of Aging
4. Myth of Love
5. Myth of Prince Charming
6. Myth of Self-Worth
7. Myth of Physical Beauty



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How many times have you looked in the mirror of your soul and said:

- **I want to be valuable.**
- **I want to be appreciated.**
- **I want to be acknowledged.**
- **I want to play and laugh.**
- **I want to be loved.**
- **I want to love back.**
- **I want to enjoy being me.**



No matter what generation we are from each of us have personally experienced the trials and tribulations of chasing the desires of our heart. The question is where did these desires come from? Are they really ours or were they placed there by family, society, and the media?

Is it possible that the path we've taken to fulfillment has been blocked or made more difficult not by "life" but by seven myths that were unconsciously programmed in us?



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It was during the research of writing my #1 Amazon best-selling book, *“Facelifts, Money & Prince Charming: Break Baby Boomer Myths & Live Your Best Life”*, I noticed a pattern of rules and edicts by which society had raised us. I’ve come to call them ***The Seven Baby Boomer Myths®***.

I’m often asked where and how these myths affect us. Although it’s true the impact of the myths will vary from each person, family and culture to the next, they all have one thing in common. They produce unworthiness, which predictably fosters scarcity.

We were taught that love, happiness and success were outside of us, with not enough of it to go around. Therefore, the rules and myths handed down to us from our family and culture became our guidelines for self-worth and the basis for how we gauged a successful life. If we didn’t conform to the rules and myths, we were punished.

In almost all cases, the love we so desperately sought from our family and the validation we wanted from people around us was withheld until we could sufficiently make up for our ‘bad behavior’. Not only have the Seven Baby Boomer Myths shaped our upbringing, they have also served as a foundation for raising all generations that followed Baby Boomers. As engrained as these are in our thoughts and behaviors, their effects can be mitigated through six simple steps, which I have briefly outlined later in this eBook.

Breaking these myths allows us to refocus our attention on where our life can be renewed. Not in the past or the future. But in the now of nows. With that in mind, on the following three pages **the seven myths are briefly detailed.**



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1. Myth of Scarcity:

The root of all myths says we cannot have all that we want because there is not enough love, happiness, or success to go around for everyone. Believing there is a lack of resources, especially the ones we want the most, creates a survival based mentality. In such an environment, a lack of trust develops, whereby everyone becomes a potential threat to our sense of safety and happiness.

2. Myth of Shame and Blame:

The myth that says in order to be happy and have what we think we want, we must follow the rules set down by authority figures. If we question these rules, or attempt to deviate off the boulevard of broken dreams, we are shamed and blamed into submissive silence. This myth protects the fortress that is the status quo, keeping us shackled to all other myths.

3. Myth of Aging:

Society has been conditioned to perceive aging as an ugly, painful and distasteful disease. The media and advertising industries reinforce the idea that after we pass the 50+ mark we are slow, obsolete, and unsexy. Not surprisingly, as we get older the belief we are not sleek or sexy accentuates our feeling of unworthiness, which fuels the desire to seek outside gratification in all of its many forms.



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4. **Myth of Love:**

This myth convinces us love, in all of its forms, is fickle, it hurts and cannot be trusted. Therefore, the insidious power of this myth rests on the stories that support the other six myths.

For instance, if we are not beautiful enough or smart enough we can't attract our beloved, or land the ideal job or career. But if we follow the rules and do as we're told, we have a better chance of finding the love of our life and enjoying a fulfilling life.

5. **Myth of Prince Charming:**

Although this myth is often associated with a romantic fairytale, it is less about being rescued by a handsome prince and more specifically a symbol of our outside search to fill an inner void of abandonment and unworthiness.

Thus, the Myth of Prince Charming represents the proverbial carrot dangled in front of us that persuasively suggests if we follow the rules, we will live happily ever after.



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6. Myth of Self-Worth:

Predicated on the belief the only way to be loved and appreciated is to please everyone but our self, this myth strips us of our inner power.

Whatever the criteria to gain approval from someone might be, if we fall short our value and worth are attacked, usually by those we seek the most love, respect and acknowledgement from. Left to question our self-worth, this myth places us on a path of seeking approval from everyone but our own self.

7. Myth of Physical Beauty:

This myth underscores the belief that to be physically youthful and beautiful is to be loved, admired and wanted. If we are perceived as unattractive and ugly, we are deemed undesirable, unwanted and easily discarded.

Although inner beauty is openly spoken of more today than ever before, the myth of physical beauty is still widely used as a basis for gauging someone's worth, giving inner beauty little social value.



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~ Chapter 2 ~

THE PATH OF FULFILLMENT



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Having been engrained in our beliefs since early childhood, the myths operate through our unconscious thoughts, determining our self-worth and framing our perception of the world we live in.

Without the clarity to see these myths for what they are, our best efforts at being happy and fulfilled usually fall way short of expectations. Unaware of the impact these seven myths have on our lives, it's easy to look outside ourselves for answers, when the one and only answer is in us.

**“For me the
greatest beauty
always lies in
the greatest
clarity.”**

~ Gotthold Ephraim Lessing ~



As adults, we may have become aware of some of these myths and even broken free from them. This, however, was usually done on only one level. When one area of our life is under control, such as career or finances, we can easily overlook how scarcity or unworthiness shows up in other facets of our life.

For example, we may have identified exactly what we want out of our career, set clear boundaries for ourselves in this capacity, but the level of awareness and clarity does not carry over into our discernment or boundaries with romantic relationships. Another example could be with how we perceive ourselves in the context of aging.



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Again, we may have achieved a lot of success financially, but remain very insecure with how we look on the outside. This prompts people to use their considerable financial resources to help balance out something that cannot be fixed except for how we choose to see ourselves from the inside out, rather than the outside in.

Without seeing how the myths affect us in all areas, the beauty we achieve in one area of our life can easily be overshadowed by an unconscious belief of unworthiness that hides in the deep recesses of our thoughts. What this means is that the unconscious programming from our childhood allowed the myths to hide in plain sight as we grew into adults.

This is one of the reasons why we don't always see the myths for what they really are, because we are only seeing the effects of them on a surface level. Although we may not see them clearly, we certainly feel the burden of their influence. By not allowing ourselves to go deeper into the origins of what holds us back in life, it's easy to confuse the true nature of the presence of these myths in our daily lives.



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Here is where we get lost trying to fulfill our lives with some greater sense of meaning, but completely miss out on the meaning of why the path of fulfillment is so difficult. A good metaphor for understanding how the myths direct our life path can be found in the following example.

Think of the role a scout played in the earlier days of exploration. This scout would travel several miles ahead of the expedition team, surveying the potential dangers of a harsh terrain ahead. When this scout returned, plans for the entire team would either be adjusted or remain on target.



The Seven Baby Boomer myths act in much the same way. They are a silent scout, identifying potential dangers at nearly every turn of life's ebbs and flows. And herein lies the issue with these myths. They are allowing us to perceive dangers where none truly exist. Our sense of fear, unworthiness, and beliefs about what constitute scarcity and a fulfilling life leaves us in a near constant state of second-guessing ourselves.

Therefore, the Seven Baby Boomer Myths collectively shape and dictate our life's decisions, which we falsely believe we are in control of making. Since most of us are unaware of the true nature of these decisions, we have in a very real sense given away our power to a set of illusions. It's time to consciously take back control over our lives and reclaim our self-worth.



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~ Chapter 3 ~

THE POWER OF CLARITY

Peace is the result of retraining your mind to process life as it is, rather than as you think it should be.

— WAYNE DYER



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Unaware of how tightly woven the Seven Baby Boomer Myths are in the decisions we make for our lives, we are blind to the ways we judge our self-worth. This is where we look outside ourselves for happiness, fulfillment, and love.

If we are unable to clearly discern where our true happiness exists, we often wander aimlessly through the maze of life, feeling victimized by people and outside events that are seemingly out of our control. It is not so much that we are misled by other people, as much as we are betrayed by our own thoughts.

Seeking validation of our self-worth everywhere but within the very place it exists is akin to confusing activity with accomplishment, which keeps us in a vicious cycle of unworthiness. Without having the clarity of knowing where we have made costly errors in our past, we are likely doomed to repeat the same behaviors that got in our way of being fulfilled.

A common example of repeating thoughts and behaviors in our life that are not helping us be fulfilled, can be found when we achieve a major goal in life. We may allow ourselves to revel in the joy of the accomplishment, but if we don't receive validation and acknowledgment from key people in our lives, the beauty of the achievement is lost.

We ultimately devalue our accomplishment through two of the primary beliefs the Seven Baby Boomer Myths are rooted in; unworthiness and scarcity.

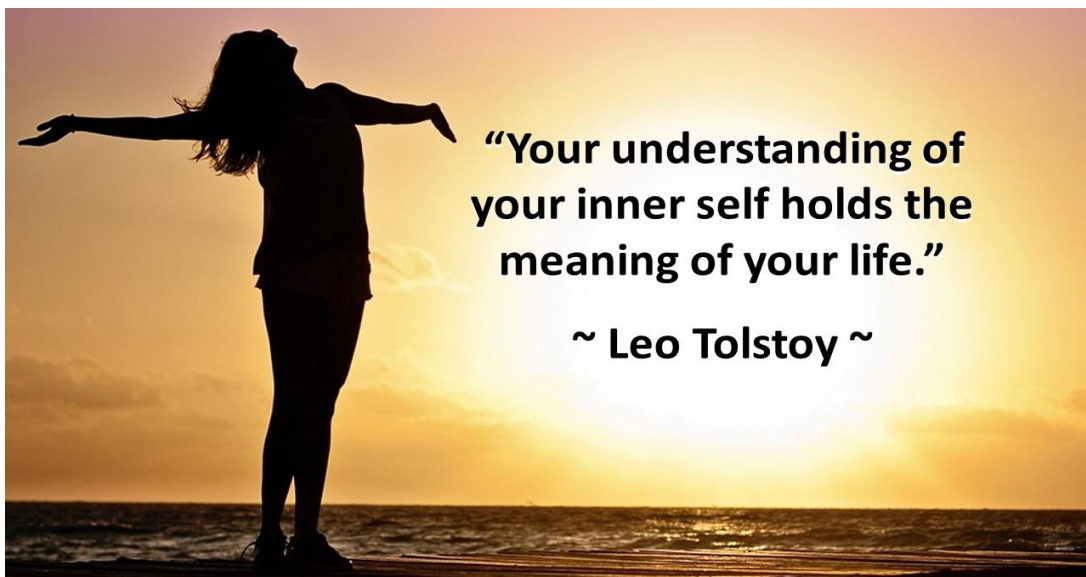


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What if we learned why we do this, and then, refocus our thoughts, which in turn provide us the clarity to renew our life in the areas that mean the most to us? Could the answer to our dreams be in the retraining of our mind? Many people, including myself, believe it is.



**“Your understanding of
your inner self holds the
meaning of your life.”**

~ Leo Tolstoy ~

To help you with this inward journey, the final section of this eBook will provide you with the Six Steps to Reclaim Your Self-Worth.



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~ Chapter 4 ~

BE A TRAILBLAZER



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STEP #1 Be a Trailblazer:

Most of us were raised to believe that to love ourselves is selfish and narcissistic. The only way to be happy is to acquiesce to the wants and desires of others. Our lives have been so consumed with pleasing others, that no matter what we did it was never enough.

Abraham Lincoln once famously summed up this plight when he said, ***“You can please some of the people some of the time, all of the people some of the time and some of the people all of the time. But you can never please all of the people all of the time.”***

Our insatiable desire to find love outside of ourselves by pleasing others has been the underlining basis for how not only Baby Boomers were raised to define their self-worth, but all generations that followed. The way we saw ourselves became a mirror for society as we reflected the world we were raised in. With that in mind, the first step in refocusing and renewing your life, and loving all that you are, is to become a trailblazer.

Although it was likely never said to us in this way, our sense of self-worth was directly linked to pleasing other people at the detriment of our own happiness. In doing this, we gave away our power. This showed up in how we denied our self-worth, expecting and accepting far less of ourselves than what we are capable of achieving.

When we take back our power, we are turning our back on the limits society imposed on us, which we accepted as true. This means when we begin to see and achieve a level of happiness and success we are told is outside of our reach, we grow and blossom.



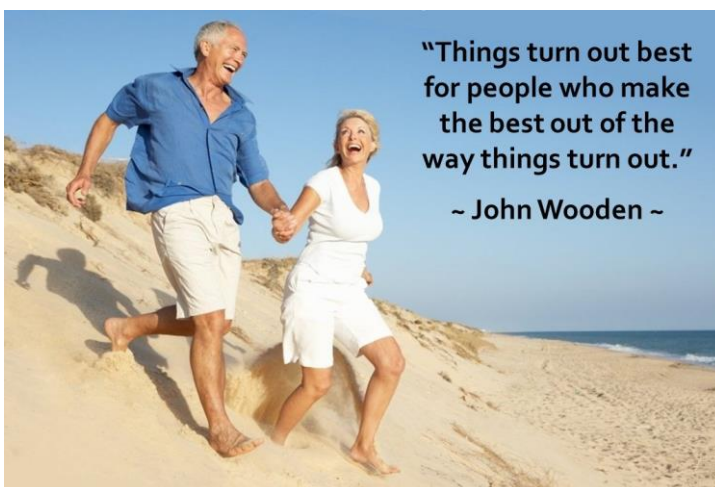
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As our inner confidence grows, we stop accepting outside limitations imposed on us. Therefore, what may excite us with new opportunities may upset people who remain attached to scarcity in their own lives. But as much as we may outgrow others around us, we will also attract people into our lives who wish to join us in blazing a new trail of abundance and happiness through the maze of scarcity and unworthiness.

Think about those who blazed a new trail in life or business, and how their courageousness served as an inspiration for us to think and act with more confidence. These trailblazers provided hope where none existed before. And now it's your turn to do this for yourself and others.



Therefore, when we shift from scarcity based thinking to a mindset of abundance, we are showing ourselves and others what it looks and feels like to transition from feeling limited to being a trailblazer of unlimited potential.

To do this is easier said than done. That is why the next tip is to; Reconnect with Your Inner Self.



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~ Chapter 5 ~

RECONNECT WITH YOUR INNER SELF



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STEP #2 Reconnect with Your Inner Self:

Most of us were not raised to know who we truly are. The growth of the media and advertising industry during the Baby Boomer era further reinforced the myths of scarcity our generation was raised on.

In a futile attempt to feel better about who we are, we chased after the latest trends, pursued people to love us, and accumulated as many material goods as we could. No matter what we were able to achieve, for most people, it was never enough.

Since we lost the connection with our inner self, and our accomplishments never seemed to be enough to fulfill us, most of the boomer generation was left wondering if that inner void would ever be filled.

Unfortunately, that same quest to know who we are through outside pursuits consumes most of the world today.



This illusionary gap between who we really are and who we think we need to be to feel good about ourselves creates unnecessary pain and suffering, which creates a feeling of being a victim.



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For example, if we failed to land our ideal mate, didn't secure the big break in our career, couldn't afford that trendy product, didn't have the ideal physical appearance, or we came up short in the achievement of a goal, our lives were anything but joyous. It is very common to question our sense of self-worth, and therefore, create stories that we are victims to outside forces we cannot control.

When these experiences happen in our lives, they can trigger unconscious feelings of abandonment, which in turn fuels the story we tell ourselves about being unworthy. The persuasive messages about life told through the media and the advertising industry cater to stories we tell ourselves about who we are.

Operating under a false belief that life will be perfect if we look a certain way, own a specific product, or live in a particular location, keeps most of society locked into an inner prison of unworthiness. Therefore, if we don't measure up to the messages and stories of what a joyous life looks like, it is easy to perceive others through the eyes of envy and jealousy.

When this happens, we are not loving ourselves because we are too busy wishing for a life we believe we don't have. This takes me back to something I came to better understand while studying acting. It is that life rarely follows our script. It's more improvisational.

The nature of life is that it is constantly changing. The only thing we can control is how we respond and react to change itself. Our belief system, therefore, must synch up with the immutable law of change.



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What this means is that mental and emotional flexibility is necessary if we are going to refocus and renew our life when and where it is needed. This, however, is not easy when we are unaware of what beliefs, goals, and perceptions are our own and which have been programmed into us.

For example, if we remain stuck inside the stories about not being good enough it will be easy to be frightened by change, whereby we attempt to control the uncontrollable. This creates unnecessary tension and stress in our lives, making us feel as if we are in survival mode.

Once we are in this state of mind, we open ourselves up to being guided by external influences. By turning our attention away from connecting with our inner self, we unconsciously chase for happiness and approval outside of us. To put this into perspective, there's a saying that goes something like this:



Our outer voice, characterized as the ego, tells us, "Once everything falls into place, I'll feel peace." Our inner voice, characterized as our spirit, says, "Find your peace, and then everything will fall into place."



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One way of interpreting this is to understand that when we follow the guidance of our ego and things don't materialize as we expected, we are inclined to blame others for what didn't work out in our life. This keeps us stuck in a mode of scarcity and frustration, unable and unwilling to learn and grow as life changes.

A smooth pathway to reconnecting with our inner self is through forgiveness and gratitude. When we do this our thoughts and desires become aligned with our inner self, which is what brings us real, sustainable happiness.

This is a key piece to refocusing and renewing our life. It is also how we become the person we have been seeking all this time in other people and material pursuits. **With that in mind, the next tip is; Be What It Is You Seek.**



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~ Chapter 6 ~

BE WHAT IT IS YOU SEEK



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STEP #3 Be What It Is You Seek:

Most of us were brought up by well-meaning parents, who did the very best they could with what they knew. The fear and scarcity of our grandparent's and parent's generation framed their belief that love, happiness, and success are not achieved without sacrifices. In their eyes, that sacrifice was letting go of our heart's desires in favor of surviving what many of them deemed a harsh and unforgiving world.

We are no longer children, dependent on our parents for defining or validating who we are. As grown adults, we have accumulated the wisdom and now have access to resources to make immediate changes to reconnect with our inner selves.



This may seem reasonable on the surface, but how can we be what it is we seek if we are unsure of who we really are at this moment in our life?

We hear it all the time. People say how much happier they would be if the ideal romantic partner was in their life, or they'd be fulfilled if they had more money or lived in a better environment.

While being with someone who supports and loves us, being financially affluent and living in a more advantageous environment can improve the quality of our life, we can easily find people who have what we desire and are less happy and more unfulfilled than we are on our worst days.



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A person, who has not taken the time to delve into the scarcity based programming of the past, will likely be uncomfortable receiving love and being at peace with their success, in whatever form it may show up in. This is because they have sought out people and things that are not in alignment with who they truly are.

Feeling miserable, all the while expecting a new and improved life, is a paradoxical combination that does not mix well for someone who is looking to enjoy their life to the fullest in the now moment. For who wants to be around someone who seeks happiness, but is more comfortable being miserable?

There is nothing wrong with wanting a better-quality life. We all deserve this. To have such a life, and to truly enjoy it, requires us to accept ourselves as being worthy of love, happiness, and success. This level of inner acceptance allows us to more fully enjoy our achievements. It also brings about a higher degree of discernment for what opportunities to focus on.

With a renewed mindset, we become self-empowered by taking responsibility for our choices. This comes about through our willingness to be conscious of the choices we make to feel happy. A major step in this direction is no longer associating our self-worth with what others think of us, or what we can accumulate in terms of material achievements.

This is what it means to be what it is we seek. Once we know our happiness comes from within, we are much more aligned with attracting the ideal people and opportunities our heart desires.



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In my own life, the idea of being what it is I seek meant accepting I am worthy of my achievements without outside validation. That's been a difficult bridge to cross. Like many of you, I remain a work in progress.

Although, I am more conscious of my choices today than ever before, and take responsibility for them on deeper levels than I did in years past, it still takes a great deal of focus for me to not get caught up in placing my sense of self-worth in what other people think of me.



I go into greater detail about what it takes to cross that bridge from not feeling good enough to loving ourselves in my best-selling book, **“Facelifts, Money & Prince Charming: Break Baby Boomer Myths & Live Your Best Life”**. In fact, it was during the research and writing of the book that helped me shorten the distance between time spent seeking approval from others and accepting my own inner approval.

Keeping this in mind, you create the feeling of happiness and love in yourself first. Then, the very thing you seek is reflected in the mirror of your soul, which is shown to you in what you attract in the outside world. To help you with this process we will now look at the fourth tip; How to Reframe Your Perception of Love.



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~ Chapter 7 ~

REFRAME YOUR PERCEPTION OF LOVE



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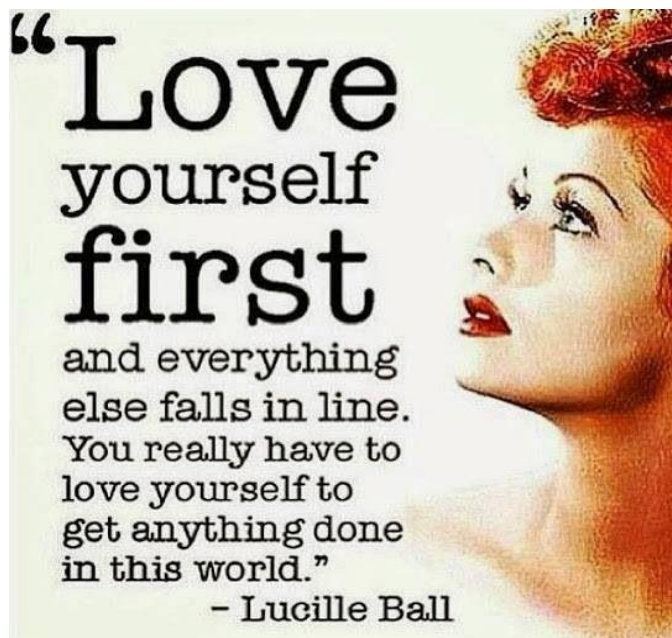
STEP #4 Reframe Your Perception of Love:

When you reframe your perception about love, you inevitably reframe how you see yourself worthy of love. This opens-up opportunities to Refocus & Renew Your Life™ from the inside-out.

Contrary to how many of us were raised to perceive the idea of self-love, it has nothing to do with being narcissistic. Self-love is about knowing you are worthy of giving and receiving love unconditionally. But you have to remember where this love comes from.

Love isn't discovered in a facelift, money, or achieving an outside pursuit. As we have covered already in this eBook, you are the love you seek. So, go ahead and give yourself the love you desire. You deserve nothing less.

Sound too good to be true? Well, if we were never taught how to love ourselves it's not easy to love who we are. We're too busy finding fault in ourselves, and then looking for it in others.



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Over the last several years I came to a simple, yet profound realization; **I am younger now than in any of my days to follow.** What this means is that the more I have come to love myself, the less time and valuable energy I waste holding people responsible for my sense of self-care and happiness, or looking in the past for a time where I was younger or felt more loved and alive.

I find value in rejoicing and celebrating my life today more than ever. Like everyone else, I get with friends and reminisce about past experiences. I dream of achieving my goals in the future. And I experience moments of fear of what that future looks like without loved ones or if goals I have now are not met.



That said, when I yearn for a better life or feel overwhelmed by the idea of not having things work out the way I want, I am more aware that this robs me of the love and happiness I seek to experience in my present moment. For when am I going to be as loved, be as young or find as much happiness than this moment, which is now?

What is ahead of me or what is behind me is of less importance to how I am consciously loving myself and enjoying the present moment – which is the now of nows.

To apply this mindset to everyday living, we need to Adopt New Beliefs, which is the next step.



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~ Chapter 8 ~

ADOPT NEW BELIEFS

**What Can You Let Go of That Is
Weighing You Down?**



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STEP #5 Adopt New Beliefs:

Each of us have had a life filled with ups and downs. Maybe your ups and downs weren't as extreme as others, but nonetheless, there have been moments where you likely wish you were better prepared to face some of the challenges that have come your way.

These moments have led you here. The fact you downloaded this eBook, and are now reading these very words, is the evidence you are fully ready to live your best life and enjoy the abundance, love and happiness you deserve than perhaps at any point in your life before now.

"There is no magical force outside ourselves that can fulfill us. The true magic, and our one and only force of change, comes from within."

*Quote from chapter 2 of:
 "Facelifts, Money
 &
 Prince Charming"*



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That said, if you are going to take this moment and build on it, a new set of beliefs are required. This is not about rehashing old paradigms with a slight twist to them. It means you are no longer willing to live through someone else's perception of who they think you should be.

This moment, and all the moments that follow, is about being who you really are and living the life you deserve – without apologies, guilt or excuses. There are lots of reasons that cause us to overlook the beliefs that covertly sabotage our best laid plans for living a fulfilling life on our terms.

One very important reason is that most of us were raised with a stigma about being unique. This distorted our perception about who we truly are, creating anxieties around embracing, nurturing and sharing our natural gifts and personalities with the world without fear of what others would say.

Conforming to other people's beliefs allowed us to fit in. To be accepted meant we had a better chance at survival. This also meant we would be respected and loved by those who we wanted to please. In essence, we traded in who we are for beliefs that were likely never conducive to the real us.



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There is no time better than the present to rewrite any area of our life that we want. To do this it will require that we honestly look at and then let go of our emotional baggage, where we carry our beliefs and identity.

Without recognizing and appropriately addressing the baggage we are still carrying, whatever we do to improve our life will seem limited and unfulfilling. This is because we won't be able to fully sustain our happiness.



When we don't clear out the clutter in our lives, internally and externally, we have little room for what we want more of. This clutter gets in the way of our sense of accomplishment, robbing us of the joy we seek. In some cases, we won't even realize what it is we accomplished due to our attachment to the excessive burden of limiting beliefs, we have been carrying in us all these years.

When we let go of the beliefs that have been weighing us down all of these years, we can be more authentic. For this reason, the final tip is to Be Authentic.



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~ Chapter 9 ~

BE AUTHENTIC



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STEP# 6 Be Authentic:

The extent to which the Seven Baby Boomer Myths were applied to each of us, specifically in the area of fitting into cookie-cutter molds, being authentic was not favorably looked upon. Our true voice was stifled, and being ourselves was rarely tolerated in a world that celebrated conformity. In fact, most of us had no idea who our real, authentic selves were.

When we go to the bank we identify ourselves through a driver's license and debit card. If we have children and attend a function at their school, we may answer the question of who we are by saying we're our children's mother or father.

And if we are at a business function, our answer may have more to do with the kind of business we own, or the title we carry at the company we work for.

The list of examples by how we identify who we are from an external perspective is vast. But what about how we identify with who we are internally?

When our inner voice speaks to us, what's the tone, theme and belief it uses to characterize what we can and cannot do in our life?

For most of us, we've raised to fit in and conform to what everyone else expects us to be. Going along with this, as most of us have, breeds a false sense of who we are, giving birth to negative voices in our head. These voices dictate how we should act in life's many situations and directs us to make the decisions we do, both consciously and unconsciously.



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When we become conscious of the negative thoughts that live in our head we can then shine a light on their falsehoods. This level of self-awareness brings clarity to the excuses we have called on for why we haven't fulfilled our dreams. This in turn ignites our passion and fuels our enthusiasm for speaking our truth and being the authentic person we are here to be.

When we set unreal expectations, we keep ourselves from being present. Our mind becomes focused on everything but what is occurring in the now of nows. This takes us away from being our genuine, authentic selves.

An easy way to determine whether we're present is taking inventory of the kind of questions we are asking of our self and others, especially when we are meeting people for the first time. This takes us back to being mindful of the programming we received about pleasing everyone but ourselves.

What is it that we really want from our interactions with others? And most importantly, what do we want from our own self? Every day we answer these questions, whether we are consciously aware of them or not. The answer is usually based on who we really think we are in any given moment.



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~ Chapter 10 ~

REMOVING THE FAÇADE



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By shining a light into the dark areas of our unconscious thoughts, we can release ourselves from the limits placed on us when we were growing up. Freed of the immense burden of guilt and regret we have consciously and unconsciously been harboring inside of us all these years, we can now see past the veil that hid the real beauty and love of our life, which is ourselves.

The point, then, of removing the façade these seven myths have held up is so we can refocus our perception on the relationship we have with ourselves and the people who have played a pivotal role in shaping our view of the world.



With a new and more abundant understanding of who we really are, it is now easier to renew our relationships, especially the one we have with ourselves.

With that in mind, it is my deepest wish that after reading this eBook, you will look into the mirror of your soul and see smiling back at you, your own lovable self, saying:



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I am valuable.

I am appreciated.

I am acknowledged.

I play and laugh.

I am loved.

I love back.

I enjoy being me.

I am my own Prince Charming In Shining Armor.

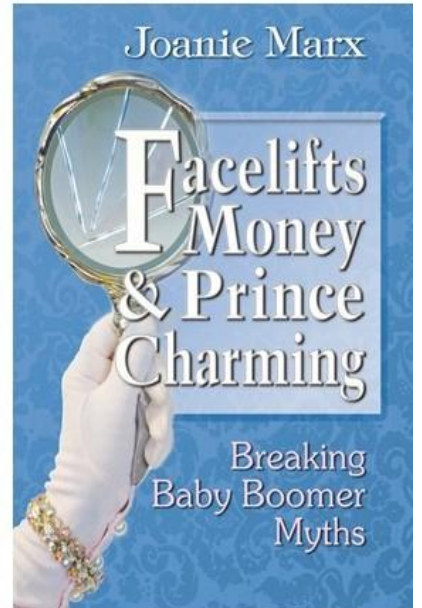


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A leading authority on refocusing and renewing your life, no matter your age, Joanie Marx is on a mission to revolutionize the way all generations perceive love, aging and happiness.

Joanie is the author of the acclaimed #1 Amazon Best Seller, *"Facelifts, Money & Prince Charming: Break Baby Boomer Myths & Live Your Best Life"* and the author behind the soon to be released book, *"Refocus & Renew Your Life™"*.

As a highly sought after Baby Boomer Advisor and spokesperson for companies, Joanie also addresses how companies can reinvent their brand and build life-long loyalty with *"The Invisible Customer with All the Money™"*.

A graduate of the University of California, Berkeley, with a Degree in Psychology, Joanie's multi-faceted career spans both the world of Hollywood and business. With *30 years as a full-time actress in Hollywood, she has appeared in several national commercials and co-starred in dozens of television shows, films and stage plays.*

Along the way, *Joanie also founded and sold a multi-million-dollar consumer product business.*

To schedule a meeting with Joanie to discuss purchasing the rights to the *Drive-Thru, Make It Your Own®* tagline and spec-commercials, or to explore how she can help revitalize your brand with the 50+ market, call 1-818-317-4415 or email Joanie@JoanieMarx.com.

Learn more about Joanie and please visit www.JoanieMarx.com.

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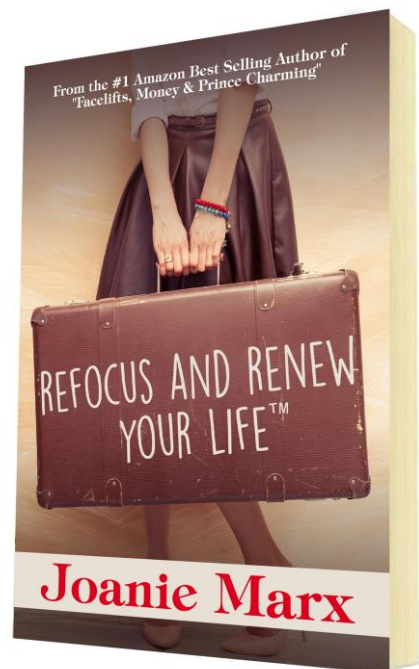


In this transformational sequel to her #1 Amazon Best Selling book, "*Facelifts, Money, & Prince Charming*", Joanie Marx, delivers a life-altering jolt of renewed excitement and refocused optimism in her new book, *Refocus & Renew Your Life™*.

With **inspiring stories and practical exercises**, Joanie shines a light on the limiting beliefs, cultural myths and rules that have darkened and obscured your path to living your best life and loving who you are.

If you enjoyed this eBook you will fall in love with the expansive and full version of *Refocus & Renew Your Life™*.

The Kindle edition and paperback edition will be released in September 2017.



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