

## Marketing to Boomer Women

### *Be the Solution*

Take the time to think through your ideal client's needs and her relationship with your brand. What is essential to her experience, and why should she seek your business for help? Most importantly, how do you want her to feel about your business?

These example answers may be relevant to your Senior Move business:

Put yourself in the position of your Boomer Audience (What are her secret fears)?

- Leaving an important stage of their life behind
- No one wanting their stuff
- Not being able to sell or gift items of value
- Taking on the project of moving

What is essential to your Boomer Audience (What does she want deep down?)

- To embrace the life change for the better
- Release the burden of other people's stuff
- To let go of guilt about what they've accumulated
- To have the move behind them

Why should she seek your business for help (What solutions do you bring?)

- Empathetic approach that builds in time and support they need to process the transition.
- Options and Strategies for disbursing their belongings.
- Reliable, full service home clear out service.
- Experienced project management and appropriate support for moving.

Why should she trust you?

- You anticipate her needs and automatically build in time and support
- You offer real-life experiences that acknowledge and normalize her concerns.
- You provide options for clear out solutions from reputable local partners.
- You provide a compassionate, familiar and thorough project manager for the whole process.

How do you want her to feel about your business?

- Calmed
- Confident
- Reassured
- Protected