

ABOUT MARTI BARLETTA'S INTERVIEW: "The What and Why of Marketing to PrimeTime Women"

Time: 26 minutes

Marti Barletta, author of *Marketing to PrimeTime Women: How to Attract, Convert, and Keep Boomer Big Spenders*, discusses what PrimeTime women are and how to understand what they want in a business. She explains specifically why having a targeted marketing strategy for women between the ages of 50 to 70 will help the independent business owner capture the biggest segment of the population.

In this interview, Marti goes into detail on the following points:

- Why independent business owners should focus on PrimeTime women
- The different ways men and women make purchasing decisions
- Common mistakes marketers make about the 50-70 set based on outdated assumptions
- The importance of redefining the extra decade that has been added to the middle of our lives

ABOUT MARTI BARLETTA

Foremost Expert on Today's Mightiest Market—Women



To The Huffington Post, she's "the High Priestess of Marketing to Women;" to TIME magazine, "the Chief Rabbi of the Sheconomy." Renowned business guru Tom Peters calls her "the First Lady of Marketing to Women" and says she "is one of the best presenters, male or female, I've ever seen."

Marti Barletta shows you how to get more customers, make more money per customer and keep customers loyal longer – simply by getting smarter about women. Her first book, *Marketing to Women*, is available in 19 languages; and her latest book, *PrimeTime Women*, focuses in on the market's high-spending sweet spot –

Boomer women in their mid-life prime – and shows marketers how to use this prime segment's growth, size and buying power to propel their business for the next 20 years.

As the go-to authority on marketing to women, women in leadership and women's growing role in shaping the 21st century, Barletta has been quoted on CBS, ABC, MSNBC and NPR, as well as in *The Wall Street Journal*, *The New York Times*, *The Economist*, *USA Today*, *Fast Company*, *TIME*, *Business Week*, *Inc.*, and many other publications worldwide.

Ms. Barletta's F500 consulting clients have included Diageo, Ford, GE Appliances, Logitech, Pfizer, Volvo and others. Entrepreneurial clients can access her ideas through webinars, self-study seminars and coaching programs.

MORE INFORMATION ABOUT MARTI BARLETTA

Website: MartiBarletta.com

Marti's Book:

