

ABOUT MARTI BARLETTA'S INTERVIEW: ***"How to Market to PrimeTime Women"***

Time: 27 minutes, 28 seconds

Marti Barletta, author of *Marketing to PrimeTime Women: How to Attract, Convert, and Keep Boomer Big Spenders*, goes into detail about specific techniques independent business owners can use to attract more of the market responsible for 80% of all consumer spending—women in the 50th, 60th, and 70th decades of their lives.

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

- How to advertise to women
- How one business redesigned their store to better serve female customers
- Why women tell stories to explain what they are looking for and how to interpret those stories
- How to provide the "Perfect Answer" for a woman to ensure a sale
- How the fashion and cosmetics industries are still misreading PrimeTime women and how to not fall into their trap

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:

