



# Midlife*It*



**Creating a place for midlife women to  
gather, honor, and grow...*together.***

# What is Midlife It?

**Midlife It is a place exclusively for and about midlife women.**

This modern media company is activating women between the ages of 40 and 65 with empowering content that amplifies one message...

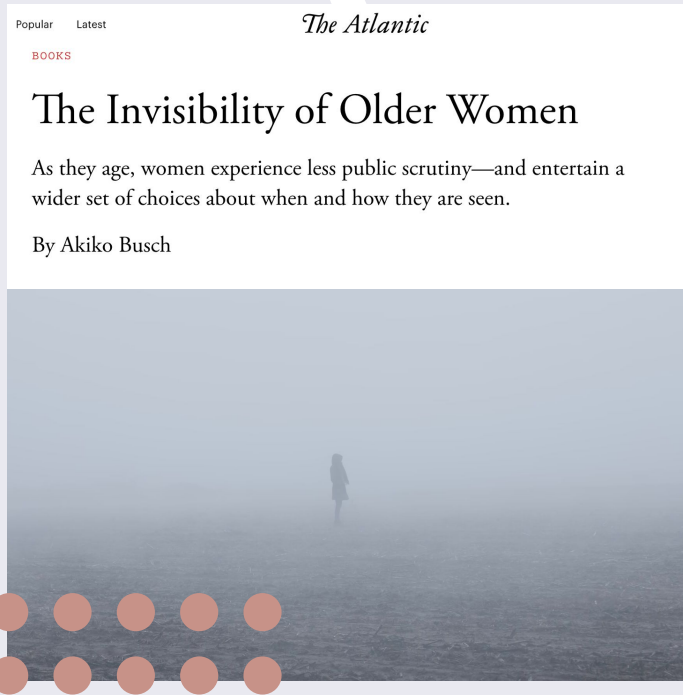


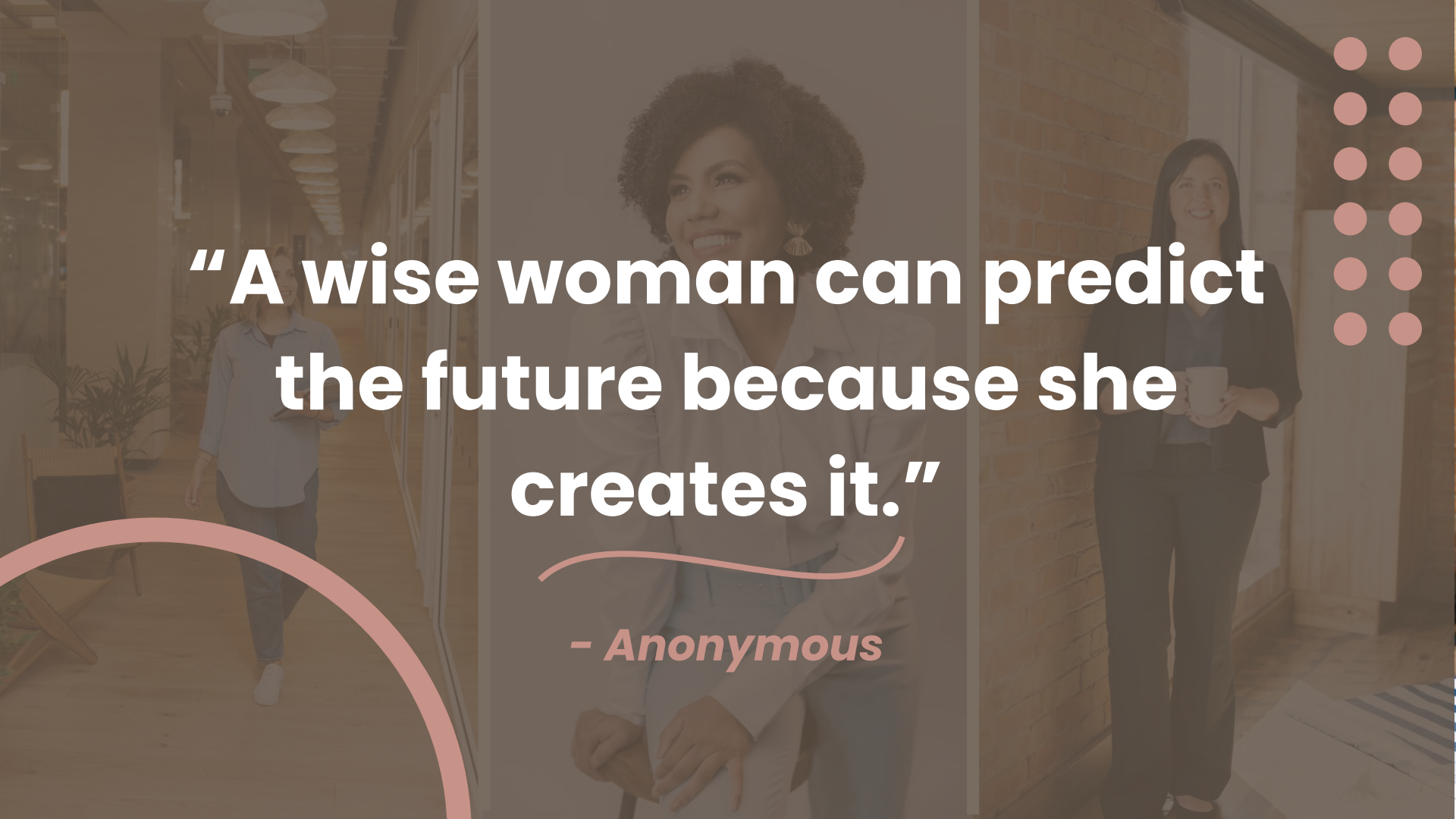
# The Problem

## “Invisible Woman Syndrome”

Women ages 40 – 65 often feel unseen, unheard and ***silenced***.

When in reality, they are more badass than ever...



A woman with curly hair, wearing a light blue suit, is smiling and looking upwards in a modern office hallway. The hallway has large windows on the right and a series of white pendant lights hanging from the ceiling. In the background, another person is walking away. The image is overlaid with a semi-transparent dark brown filter.

**“A wise woman can predict  
the future because she  
creates it.”**

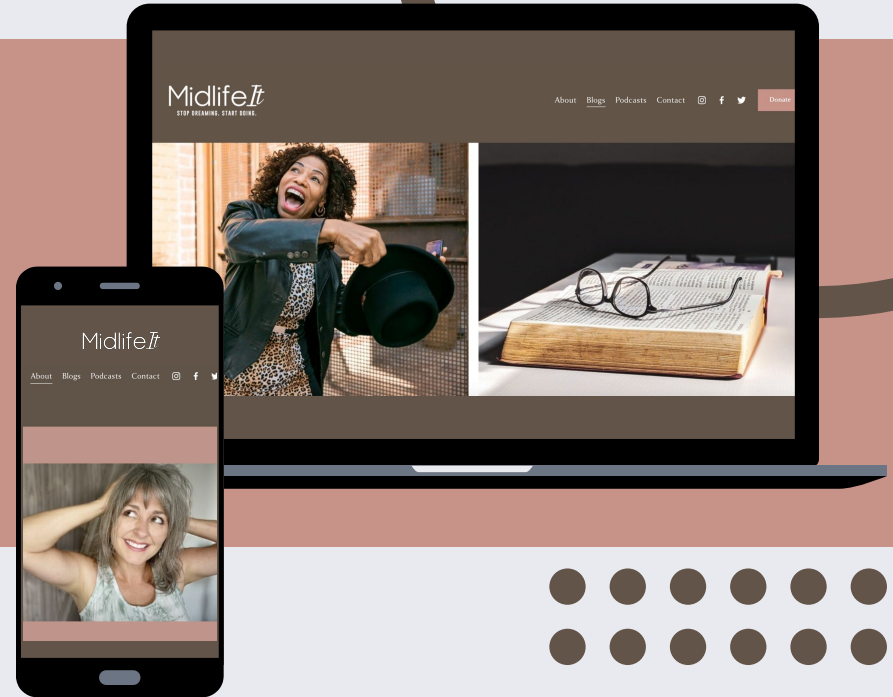
*- Anonymous*



# The Solution

Midlife It will bring a new sense of purpose to middle aged women by telling the **real stories of real women** who've taken a chance and invested in themselves.

**Midlife women are WORTHY and WORTH IT.**



*"Life really does begin at forty. Up until then, you are just doing research." – Carl Jung*

# Our Audience



**Midlife It focus on midlife women *only*.**

**We believe this is an underserved and under-empowered audience, and we aim to position midlife as the new golden years for women. Midlife women are capable of achieving now more than ever, and it's time to focus on their goals and dreams.**



*Number of U.S. women aged 40-64*

Source: Statista, 2020



# The Opportunity



**\$31.8T**



*Women control over \$31.8 trillion in worldwide spending.*

Source: Catalyst, 2020

**40%**



*Approximately 40% of U.S. working women now out-earn their husbands.*

Source: U.S. Bureau of Labor and Statistics

**85%**



*Women control or influence 85% of consumer spending*

Source: Forbes, 2019

*“What I found being a woman in Hollywood, before I read my name, I read my age. They always want to define us and put us in this box of this number that we were born with.” – Halle Berry*

# The Roadmap



## YEAR 1

- New blog content 3 days per week.
- Launch female-centered podcast (Midlife on Fire) and secure sponsorship from female-founded media company
- Launch user generated content from midlife women sharing their unique stories
- Work with a marketing team to build our social media, advertisements, and brand awareness

## YEAR 2

- All blog posts written by midlife women contributors sharing their stories
- Gain traction in the podcasting world as the only midlife-centered podcast EXCLUSIVELY for and about women
- Have a solid PR team and meeting/talking and bringing awareness to industries that often shun midlife women

## YEAR 3

- Launch a retreat for women to go and regroup (NOTE: this isn't just for the upper middle class women that can afford to make their dreams come true, this is going to require a considerable amount of funding for women from less privileged backgrounds to make their dreams and ideals realized as well)

## YEAR 4

- Launch a production/literary/artist agency that ONLY signs women for modeling, acting, art, writing, screenwriting, etc. 40 years and up





# Meet the Founder, Tera Johnson-Swartz

**Tera is passionate about empowering midlife women to achieve their goals.**

After discovering she was perimenopausal at age 36, she learned exactly what midlife women are capable of. She decided to use her passion to help inspire other midlife women, showing that they can achieve anything if they stop dreaming and start doing.

**"I want midlife women to replace words like 'someday' and 'impossible' and 'can't' with words like 'now' and 'possible' and 'hell yes.' Our dreams don't have to be just dreams if we believe."**

# Coming Soon: *Midlife on Fire Podcast*



When it comes to Midlife and Menopause, co-hosts Tera and Wendy have lived it. They feel it. Join them for revelations and tips to live your best years.

They'll talk about the tough stuff on this podcast: parenting, marriage, sex, conflicts and resolutions, and so much more. There are over 1.5 billion websites out there, but even if their stories touch just you, it's all worth it.



# Thank you.

Want to support the cause?

Tera Johnson-Swartz  
970-819-0728  
[tera@midlifeit.com](mailto:tera@midlifeit.com)



Midlife *It*  
STOP DREAMING. START DOING.

