

Top Ten Words to *Never* Use for Adults 55+

Words evoke emotions. There are some positive words that make us smile or laugh. Other negative words make us sad or angry. And then there are words that just turn us off...depending on where we are on life's journey.

Say to someone aged 25 that they are a kid and they will roll their eyes and stop listening. Remember when someone turning 40 was "over the hill" and all things "black" were popular?

How do you relate to adults 55+? Do you consider them "over the hill"? Do you lecture them? Respect them? Consider them unimportant as you market to the millennials?

Think again! **There are more than 74 million adults in the United States between the ages of 55 and 75 with \$750 billion in spending power.**

Words that make adults 55+ cringe...and delete your message.

1. Old
2. Senior citizen
3. Over the Hill
4. Retired
5. Silver-haired
6. Elderly
7. Past Your Prime
8. Golden Years
9. End of life cycle
10. Sunset years

Words that evoke a positive reaction...they keep reading and pull out their credit card ready to purchase your product!

1. Independent – many are no longer married and happily single
2. Active
3. Wise
4. Vibrant
5. Diverse – empty nesters and second families
6. Strong
7. Optimistic
8. Intelligent

9. Respected
10. Accomplished

Let's try a little game...you've heard about "Eat This, Not That". Try it with the following words...

1. Instead of "old" use ..."diverse"
2. Instead of "senior citizen" use..."respected"
3. Instead of "past your prime" use..."accomplished"
4. Instead of "retired" use..."independent"
5. Instead of "sunset years" use..."wise"

The different emotions those words arouse may mean the difference between a loyal customer opening their wallet and someone who deletes your message without another thought.

The right words can make your product incredibly popular...and the wrong words can make it crash.

I can help! I am a Boomer *and* a writer. Let's see what words will create more sales and loyal customers for you.

For more information on how I can help you use these words and more to increase your market share of this dynamic group of adults 55+, contact me to set up a free 30 minute consultation.

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