



A Vibrant Nation Special Report

# Jobs for Women Over 50: 5 Keys to Find Work You Love Now

How to handle your age on a resume, what to wear to the interview, best careers for women over 50 and more

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## Jobs for Women Over 50: 5 Keys to Find Work You Love Now

### How to handle your age on a resume, what to wear to the interview, best careers for women over 50 and more

Whether you're looking for work after a recent layoff or returning to the job force during your retirement years, a job hunt after 50 presents unique challenges that seem daunting at first. Finding work in a tough economy is difficult enough—but when the managers making hiring decisions are 20 or even 30 years younger than you are, your job search may feel exponentially more challenging, or even impossible. After a few rejections, you may become discouraged and start to feel that most employers simply are not interested in hiring a woman over 50.

Wrote one member of [VibrantNation.com](http://VibrantNation.com), the leading online community for women over 50:

I'm sure you feel as if your whole life has been pulled out from under you. At 55, I've gone through four careers, and let's not even talk about the number of jobs involved in all of that. Job hunting somehow seemed so much easier when we were younger! But I just want to say, keep going! Just keep going. Don't let the naysayers get you down. "I'm utterly miserable. It feels like I'm exploding from within."

Adds another member:

At 50+, I'm sure you have built up so many life experience skills. You have many strengths to draw on to get you through this challenging period. At 67, and single, I've just started my own fourth major career. I have to make sure that money is going to continue to come in to support the kind of lifestyle I'd like to continue living. So many of us are in the same boat! It's a challenge, all right.

If you're a midlife woman struggling to find work after 50, you are not alone. At [VibrantNation.com](http://VibrantNation.com), women gather every day to connect on a broad range of subjects that matter most—from fitness to fashion, books to travel, from our relationships with grown children to encore careers. Every day, Vibrant Nation members exchange encouragement and practical advice about job hunting issues unique to our age group. Here are just a few of the questions vibrant woman ask (and answer!) on Vibrant Nation:

"I'm returning to the work force after a long hiatus. How do I present myself in the best possible light?"

"How do you handle dates that give away your age on a resume?"

"Where are the companies or industries that are friendly to midlife workers?"

"I'm overqualified but I want the job—how do I successfully apply for it anyway?"

Generally, a woman over 50 doesn't lack marketable skills or work experience—far from it!—but she may need advice on how best to package her particular skill set for today's rapidly changing job market. And, realistically, she needs to be prepared to effectively address hiring attitudes that include either overt or subtle ageism as well. Fortunately, the Vibrant Nation community contains many successful professional women in a broad range of industries who are more than happy to share their objective, field-tested job hunting tips with other vibrant women like themselves.

In this free special report from VibrantNation.com, we have gathered our vibrant community's best advice for finding work after 50. You will learn the following:

- > **How to rehab your resume after 50: Handle gaps in your work history, dates that reveal your age and more**
- > **What to wear (and not to wear) to a job interview after 50: What your hair, clothes, shoes tell potential employers about you**
- > **Your attitude: How to stand out from the crowd and nail a job interview**
- > **Networking in the 21st century: How a midlife woman can use social media to find a job**
- > **Where the jobs are: Best careers for women over 50, companies that love midlife women**
- > **Cities for older workers**

**IN THE FIRST SECTION OF THIS SPECIAL REPORT, WE'LL FOCUS ON CRAFTING A WINNING COVER LETTER AND RESUME TO LAND YOU AN INTERVIEW FOR THE JOB YOU WANT.**

## Finding a job after 50: Key #1

# Rehab your resume after 50:

## How to handle gaps in your work history, dates that reveal your age and more

**J**obs for women over 50 are out there. But if you're a woman over 50 looking for a work in today's tough economy, you're up against some unique challenges. As a midlife woman, you probably don't lack qualifications and experience, but you may be returning to work after a long hiatus, competing against job seekers straight out of college, with freshly minted technical skills. Or perhaps you're making a late-in-life career shift, trying to win over hiring managers who are 20 or 30 years younger than you—and who may be skeptical about your ability to mesh with a work team the age of your adult children.

In today's hyper competitive job market, hundreds of applications are submitted for almost every job opening. A winning cover letter and resume need to do more than simply present your credentials and work history in a clear and comprehensive manner. Women over 50 must craft a cover letter and resume that can withstand scrutiny from employers who, rightly or wrongly, may be worried about specific issues with regard to your age: that you have higher salary expectations; that you're unfamiliar or uncomfortable with current technology; or that you won't interact well with younger supervisors and coworkers.

Fortunately, women over 50 looking for work don't need to face these extra challenges alone. At VibrantNation.com, the leading online community for women over 50, members can get honest, field-tested job hunting advice from the people most qualified to give them the information they need: other smart, successful professional women like themselves.

On VibrantNation.com, members connect every day to exchange advice on questions such as:

“How do I handle dates that give away my age on a resume?”

“I'm returning to the work force after a long hiatus. How do I present myself in the best possible light?”

“I may be overqualified—how do I successfully apply for the position anyway?”

Use the tips below, gathered from across the Vibrant Nation community, to craft a winning cover letter and resume—so you can land an interview and get the job you want.

**1. How do I handle dates on my resume that give away my age?** Midlife women have accumulated experience that only maturity brings about, so wouldn't it be a great if we could proudly highlight dates on our resume that indicate how old we are? Instead, when applying for a job, we must wonder whether to include dates at all (e.g. when we graduated from college)—especially if we think age discrimination could be a factor.

This is a controversial question without a one-size-fits-all correct answer. If you research the topic online, you'll find many experts who advise you to leave dates off. In fact, several Vibrant Nation members have reported being invited to more job interviews after they purged revealing dates from their resumes.

However, most Vibrant Nation members, including several career and human resources experts, advise against this approach. Warns Jan Cullinane, Vibrant Nation member and author of [\*The New Retirement: The Ultimate Guide to the Rest of Your Life\*](#), “Leaving off dates is a big red flag for most employers nowadays. They know you are trying to hide your age. Making the assumption that the potential employer won't want to hire someone who isn't in his/her 20s

could backfire on you; you may make an employer think you really are too old for the position.”

VN member Mary Harvey, a professional recruiter and staffing firm owner, agrees: “I can’t stress strongly enough how the only answer for what to put on a resume is *be honest and thorough*. We see red flags when information is missing, not when it’s there. If you leave off customary information (dates worked at a particular job, dates degrees were received), we start to wonder what you’re trying to hide. And, trust me, there are many worse things that people want to hide than their age. If you suspect age discrimination is a possibility, you should report that employer, not try to play games around it.”

If you’re still concerned about possible age bias, consider drafting a resume that doesn’t hide your age, but de-emphasizes it. “Most employers only look at a resume for about 60-90 seconds before making a decision,” says Jan Cullinane. “So, put the work experience that best fits the job first. List your up-to-date skills. You can still include your graduation date, but put it at the end.”

**2. Should I “dumb down” my resume so I don’t appear overqualified?** When one Vibrant Nation member recently relocated, she wondered whether her long and rich work background made her overqualified for the job openings available in her new town. Another member, professional recruiter Cori Swidorsky, offered this advice: “Think of your resume as a marketing tool to get you an interview. Instead of ‘dumbing it down,’ draft a version of it that is carefully **targeted** toward the job you want. Make sure your resume reflects *your experience as it specifically relates to that position*. You don’t have to include every detail of your work experience. In fact, it may be more beneficial to highlight key skills that relate to the job.”

Journalist Cokie Roberts, in an interview with Vibrant Nation, advises against “dumbing down” your resume as well. She suggests a direct approach. “Just say, ‘Look, I want this job and I don’t think I’m overqualified for it. I’m coming back into the workforce and I think this would be a good fit for me. I’ll make it work.’”

**3. But shouldn’t my resume list every job I’ve ever had?** Unless a job application specifically requires it, employers probably aren’t interested in your work history beyond the past 10 or 15 years. Besides, the longer your resume, the likelier it is to give a recruiter the impression that you are an older worker with so much experience that you couldn’t fit it on a single page. This impression would be a mixed blessing at best, so keep your resume short (1–2 pages)—and don’t try to cheat by using a smaller font size.

Instead, focus on paring your resume content down to the most compelling facts:

- > Delete jobs from over fifteen years ago.
- > Keep descriptions of work accomplishments brief and to the point.
- > Cut all phrases that are either meaningless (“people person”) or unnecessary (“references available upon request”).
- > Instead of providing an overwhelming laundry list of your accomplishments over a long career, focus on a subset of your skills or previous positions that are pertinent to the particular position and industry that now interests you. “If you’re looking to change careers, or if you’re reentering the workforce after a hiatus,” says Vibrant Nation member Jan Cullinane, “concentrate on the transferable skills applicable to the new position, and downplay job titles if necessary.”
- > If you’re approaching a company cold, you may not even need to bother with a resume, career coach Randy Block told the website [SecondAct.com](http://SecondAct.com). Instead, simply send what Block calls a “value proposition letter”—a one-page summary of your unique attributes and how you could use them to help the company.

**4. I’ve been out of the workforce for years. How do I deal with the gap in my resume?**

Older workers have to overcome the perception that we’re out of touch and lacking in technical savvy. If your resume shows that you’ve been out of the work force for years, you’re doubly at risk. Address this issue head-on by emphasizing past or current



volunteer work. If your volunteer work involved technology, be sure to include those details on your resume. Take advantage of educational and training programs to update your skills, and list those as well. A resume that shows you're currently working towards a particular degree or certification demonstrates to employers that you're engaged and open to learning.

**5. Employers receive hundreds of resumes for every position. How can I make sure mine gets noticed?** Employers don't have time to pick through fluff. In most cases, your resume will get only 60-90 seconds to make an impression, so make those seconds count. At the top of your resume, put a bulleted list of career highlights and pertinent skills. Eliminate everything that doesn't specify direct benefits you offered previous employers. Do include specific accomplishments, any computer expertise, course work, or professional development, as well as your email address. (Do create a new, professional-sounding email address, if necessary.)

**6. How do I format my resume for the 21st century?** If you haven't applied for a job in a decade or more, keep these tips in mind:

- > Create a resume in various formats. You'll probably want versions in Word, RTF and HTML. Use the Word version for print and email and HTML when posting online. Avoid PDF, which is bulky and difficult to read. One tech-savvy Vibrant Nation member likes the site [visualcv.com](http://visualcv.com): "It's a visual resume that can showcase your brand—you—while sharing live links of websites, portfolios, references, campaigns, etc. For now the service is free; plus, they have their own job boards."
- > Create a keyword-rich resume. Many larger companies collect and maintain a database of electronic resumes. When hiring managers need to fill a position, they search the database for keywords that describe the qualifications they want. Using the right keywords will allow your resume to be found by recruiters searching for your specific talents, expertise and skill sets. So pack your resume with relevant keywords; for example, from the original

job posting. Context matters, so frame the keywords with descriptive material that demonstrates your experience and familiarity with the subject.

- > Some companies don't even expect a resume. Some ask for your resume as an attachment, but many only ask you to provide a job history on an online application. Often, you can't move on to the next section unless you complete the current one. If you're uncomfortable providing certain dates or don't go back far enough to cover your full job history, you may end up essentially submitting erroneous information about your work background. This is especially true if the online application doesn't request certain dates that would complete your actual work history. An incomplete or erroneous work history may cause your application to be eliminated from consideration.
- > Include hyperlinks to your online presence when sending a resume via email. Assuming all your online content is strictly professional, you should direct employers to your website, blog, LinkedIn profile or Twitter account. Your email address should be your name or some version of it, even if you have to create a new account solely for job hunting purposes.
- > When emailing a resume, be wary about sending it as an attachment in case it can't (or won't) be opened. To avoid getting caught by security scans, paste your resume into the body of the email. Also, email a copy to yourself prior to sending it to a potential employer to make sure it looks the way you want it to look.

### **7. How do I address age in my cover letter?**

Unlike a resume, a letter lets you display your writing ability and express your strengths in a ways that makes the hiring manager say, "I have to interview this person!" rather than, "I've already seen fifty candidates just like her." It's an opportunity to put a positive spin on potential concerns such as your age—and further set you apart from the pack. The words you choose will make all the difference. Rather than say you've worked for 30 years, for example, use your cover letter

to emphasize that you are a proven entity. Adds Vibrant Nation member Jan Cullinane, “Stress that you are flexible, adaptable, willing to learn and that you have transferable skills.”

**8. Functional vs. chronological resume: What’s best for older job applicants?**

Chronological resumes are the preferred choice among most of those in hiring positions, but they can be a disadvantage if your latest experience doesn’t match the new position, or if age matters. **Functional resumes** highlight accomplishments and talents, de-emphasizing when the work was done. But many employers and recruiters know this type of resume can be hiding work gaps and age, and dislike them. For women over 50, work and retirement expert Jan Cullinane suggests combining both types into a “**chrono-functional**” resume, many examples of which can be found online.

**9. Don’t wait—start crafting a winning resume and cover letter now.** Like so many women over 50, Vibrant Nation member Sunblossom had a stellar work history. Her cover letter, resume and letters of recommendation all reflected this. But, she said, potential employers received so many responses to each job opening, “They hired before they even opened the envelope containing my resume.”

In the current job market, companies receive so many resumes for every job opening that they rarely need to review them all; hiring managers often find an adequate candidate within the first ten or so. A key aspect of a successful job search is to be among the first to get your resume in. Even if you have to hire a consultant to do it, it’s worth perfecting your cover letter and resume *now* so you’ll be prepared when the next appealing job opportunity presents itself.

**IN THE NEXT SECTION OF THIS REPORT, YOU’LL DISCOVER HOW YOUR CLOTHES AND HAIRCUT CAN MAKE OR BREAK AN INTERVIEW.**



## Finding a job after 50: Key #2

# What to wear (and not to wear) to a job interview after 50:

What your hair, clothes, shoes tell potential employers about you

**J**obs for women over 50 may seem hard to come by, but they're out there. And once you've prepared a stellar cover letter and a sharp resume packed with solid credentials, employers will be champing at the bit to meet you in person. But are you ready to knock 'em dead at the job interview?

If you're on the job market after age 50, chances are, you've been on your share of job interviews over the years. You're probably fairly comfortable with the interview process. If you do need a refresher course, you'll find many resources both in bookstores and online that can help you prep for the questions recruiters are most likely to ask during an interview. But knowing how to present yourself *visually* to prospective employers is often a different story, especially if it's been a decade or more since you've looked for a job!

On VibrantNation.com, the leading online community for women 50, smart, successful women connect daily to exchange advice on a broad range of subjects. And when we talk about work, one topic comes up frequently: how age (or the perception of age) can influence a woman's job search after 50. Vibrant Nation members know that what you wear to an interview affects the perception of you as a job candidate—can influence the final hiring decision either for or against you.

This can be a tricky issue. On the one hand, vibrant, self-confident women over 50 know that beauty comes in many shapes and forms. We deeply value authenticity and the gift of self-acceptance that often arrives at midlife. But on the other hand, we know that our hair, clothes and accessories all speak volumes about us to a potential employer. When you're competing for jobs against candidates who are 20 or 30 years younger, you want your overall look to express your most vibrant, most *marketable* self.

**An updated look is no substitute for the right credentials, but they can be the icing on the cake.**

The fact is, nothing you wear to a job interview can substitute for having the right credentials. Your industry knowledge and job skills need to be current. You must be prepared to demonstrate this. But if you are qualified for the job, the right hairstyle and outfit can help send the right message about you as an employee. Conversely, the wrong outfit can derail your chances of landing a job that is otherwise perfect for you.

Imagine finally getting to an interview and blowing it in the first seconds by appearing completely inappropriate for that company's corporate image. "No one hires out of pity or sympathy," points out one Vibrant Nation member. "They hire the most qualified and dependable candidate. They hire people to whom they relate on a personal level. Or they hire their brother in law. As children of the 60s and 70s, we can rage against the unfairness of this reality, but it's just reality. In the real world, investing in a 'look' for an interview is just good sense."

Another Vibrant Nation member's style advice for job seekers is succinct: "Look and feel young. Get a makeover. Lose some weight if you need to. Update your wardrobe."

Read on for practical, real-world tips from the Vibrant Nation community on what to wear (and not to wear) to a job interview after 50.

**1. The right interview outfit is worth the investment.** Put yourself in the interviewer's shoes: If you look modern and up to date, then it stands to reason you keep your skills modern and current. Take a long, hard look at your wardrobe

and be willing to invest in a new interview outfit if necessary. If shopping options are limited in your area, and finding the right interview outfit means a trip to a nearby city, take it.

If your budget is very limited, consider consignment shops or even the nonprofit [Dress for Success](#), which provides disadvantaged women with professional attire and career development tools. “Dress for Success clients receive gently used business clothes and accessories,” says Vibrant Nation member Susan Onaitis, a Dress for Success volunteer. “Besides receiving an initial interview outfit, DFS clients who interview successfully and get the job then return to DFS and are equipped with five days’ worth of appropriate work clothing.”

**2. Wear something comfortable that fits you well.** If you do buy something new for your interview, wear it around the house a few times first. Practice walking, sitting in a chair, and leaning forward as if you were talking to someone in your new clothes. “You’re going to be nervous enough at the interview,” says a Vibrant Nation member. “You don’t want to be rolling up sleeves that are too long, pulling at a skirt that’s too short and tight when you sit down, or feeling pinched by an ill-fitting bra.” When you feel comfortable and attractive, you project confidence.

**3. Do your homework about what’s considered appropriate attire for that particular position and industry—then dress accordingly.** In the 1980s, as an entry level professional in finance, one Vibrant Nation member received some “tough love” about her wardrobe from an advisor. She was told to “quit dressing so feminine” and instead, to buy the bankers’ suits with bow ties popular with women at the time. “I could have ignored it, but I’d still be a secretary today. Nothing wrong with that, but I wanted much more. So yes, I played the game. You don’t get to make new rules on your way up the ladder. When in charge, you can make new rules.”

Depending on the company or industry, Vibrant Nation member and corporate image consultant Sandy Dumont says you may wish to “dress up”

(a skirt suit with power accessories) or “dress down” (a pantsuit with understated jewelry). Regardless of the corporate culture, however, Sandy warns, “Be leery of ‘business casual’ attire—it rarely gives you an advantage in a job interview. Neither does showing up in club attire. Finally, never show cleavage. According to university studies, you’ll be labeled a bimbo!”

**4. When in doubt, dress one level up.**

Consider dressing one level above the job you want, suggests a Vibrant Nation member who works in human resources. “If you want a job in a department where everyone wears polos and slacks, wear a suit for your interview. If everyone wears a suit, wear a suit with pantyhose, heels and good jewelry.” Follow this guideline even if you’re applying for a job in a company with a relatively casual work environment. The effort signals that you’re engaged and motivated.

**5. Look professional, but with the emphasis on modern and up to date.** Your interview outfit should be work appropriate, flattering and indicate that you know what’s currently fashionable in terms of color, cut and accessories. You can still dress professionally and look appropriate for your age, but, says one Vibrant Nation member, “Have something about your appearance that indicates you’ve looked in a fashion magazine *after* Peter Frampton’s last hit record.” If you’re unsure about current trends, adds another member, take along a friend or relative whose recent job experience would translate to good shopping advice. To minimize expense, shop at outlets or discount stores.

**6. Ditch the old-lady shoes.** After 50, comfortable shoes are a priority for most of us. But with the many shoe options available now, there’s no longer any need to sacrifice style for comfort—especially when a great new job opportunity is at stake. “You don’t have to put on stilettos, but one-inch kitten heels are comfortable and dressy enough,” says a Vibrant Nation member, who works as a senior executive in a large healthcare company. “You can find very fashionable flats too. I often will wear solid black or brown, and add flash with color accessories or animal print flats.”

**7. Wear some makeup.** Carefully applied makeup tells the interviewer that you pay attention to detail and are always looking to improve the status quo. If you need tips on how to apply makeup that flatters you and looks professional, try one of those makeovers at a cosmetic counter. (Let the makeup consultant know that you're going on a job interview, not a date!)

**8. Get a new, fashionable haircut.** “Hair is the one place where women let themselves down the most,” says corporate image consultant Sandy Dumont. “Shag is dead, give it up! Newer looks are similar to the classic bob, but with pointy layers alongside the face, so that the face is framed softly. This makes you look like you have an oval face, too.”

Not sure what's fashionable? Choose a style that has been seen recently on a vibrant woman in magazines or on TV. “Not Ma Walton—frumpy isn't a good look,” says a Vibrant Nation member. “If your hair is a beautiful silver, it may be very eye-catching long—but for a job interview, consider trimming it to shoulder length. A blunt cut swinging above your shoulders could be very appealing.”

Fancy hair salons often charge astronomical prices, however. If budget is a consideration, another Vibrant Nation member suggests a beauty school for your haircut: “The students are closely supervised, so you just might get a great cut for a really good price.”

**9. Consider dyeing your hair to cover the grey.** Whether to color one's grey is a very personal decision that every woman over 50 must make for herself. Job hunting simply adds another, practical consideration to your decision making. At VibrantNation.com, members have shared a range of views on this topic.

Lois Joy Johnson, author of the Vibrant Nation Beauty Guide, *Great Hair After 50*, says that when done right, “Grey hair can be an asset to job hunters. If you keep the look contemporary and pulled together, grey hair can be fashionable and project experience and confidence even in corporate or government settings. Look at Ann Livermore, vice president of Hewlett Packard's Technology Solutions Group, or Kathleen Sebelius, our Health & Human Services Secretary.” But Lois also points out that going grey stylishly “can be tricky.” The fact is, grey hair done carelessly can appear dowdy—and send an unwanted message during a job interview.

Many Vibrant Nation members advise against taking this risk. “The truth is you probably won't get the job you want until you dye your hair,” says Elyse. “Most employers want young people—or at least young *looking* people.” Mary Harvey, professional recruiter and staffing firm owner, agrees. “Dye your hair. You can always change it back.” Adds Helen Dennis, work and retirement expert with a special interest in age discrimination issues, “If you believe that your hair color is an obstacle, change it. However, do not neglect other aspects of your physical presentation that count in the initial interview. Remember, it is your whole self that you are presenting. The bottom line is to present yourself as well as possible in a way that is still authentic.”

Ultimately, your interview style should reflect your most capable, confident self. If coloring your hair or a particular outfit makes you feel better, then do it. “When you feel like you look good, you exude self-confidence,” says a Vibrant Nation member. “Employers will respond to that.”

**IN THE NEXT SECTION OF THIS SPECIAL REPORT, YOU'LL LEARN THE KEY TO STANDING OUT FROM THE CROWD DURING AN INTERVIEW.**

## Finding a job after 50: Key #3

# Your attitude and jobs for women over 50: How to stand out from the crowd and nail a job interview

**Y**ou have stellar work credentials, a sharp resume, glowing references and even a fashionable new interview outfit. You cruised through the initial screening process and interviewed for the position you wanted. Then: nothing. No callback. What went wrong?

If this scenario sounds familiar, you're not alone. At VibrantNation.com, the leading online community for women over 50, members connect daily on a broad range of subjects that matter most—including the challenges of finding jobs for women over 50 in a tough economy. The Vibrant Nation community is a safe place where midlife women can ask difficult questions, knowing that they'll receive honest, supportive feedback and advice from other smart, professional women like themselves.

Without dismissing the economic realities that make job hunting today genuinely difficult (and sometimes discouraging!), savvy job hunters over 50 know that if our current job search tactics aren't working, it may be time to re-examine our approach—even if it means facing some hard realities about ourselves.

If you are a woman over 50 for whom job interviews have been failing to translate into job offers, it may be time to consider the following pointers from the members of VibrantNation.com.

### First, the basics

**1. Do your homework.** Rule #1 of any job search is to know your audience and target your approach accordingly. Research the company online. Talk to current employees. Set up [Google](#) alerts to keep you up to date on developments with the company and its competitors. Come to an interview with a thorough understanding of the position, the company and the industry. Consider what the company can do in order to become more

successful; think about how the job description fits into those goals; and be prepared to explain why your credentials and experience make you the best person for the job. Be ready with a list of specific and well-informed questions as well. These signal your level of interest and engagement to the interviewer.

### 2. Be upbeat, enthusiastic and courteous.

“Always be positive in your interview,” says Ardith. “If you are concerned or discouraged about age discrimination, don't let it show for even an instant. You need to be sure that you are the best person for the job and convey that to the interviewer in a pleasant, confident manner.”

“When I went to the recruiting session for my current job, the room was full of applicants, and several were well-dressed executive types,” says one Vibrant Nation member. “My immediate response was to focus on the recruiter. I greeted him with a handshake, a smile and a good attitude. I gave him my full attention and showed my strong interest in the work—and I eventually got the job. It takes only a little to be a cut above the competition. Courtesy in any endeavor will shine through and be remembered. Sometimes just that little bit is what makes all the difference.”

### 3. Turn your age into an asset.

You can present your age as an asset, says Jan Cullinane, Vibrant Nation member and co-author of the book [\*The New Retirement: The Ultimate Guide to the Rest of Your Life\*](#). “Stress your experience with problem solving, your proven track record, and strong work ethic. Emphasize your flexibility, motivation, interpersonal skills and willingness to learn. If you're happy to work part-time, let the prospective employer know that you are a bargain. You have tons of experience, but you don't have to be paid what they might pay a younger, full-time



employee. Let the interviewer know you want to contribute to the company and that you're not looking for a job because you're broke or bored!"

A Vibrant Nation member suggests another way to use your age to your advantage during an interview. "Most recruiters will be younger than you—in many cases, young enough to be your child or grandchild. You will remind them of their mother or grandmother. So, act like the caring, competent, energetic, non-judgmental, helpful, personable, appreciative person they always wanted their mother to be, and you will go a long way to winning them over."

Erase any attitude that even remotely conveys any hint of judgment or sense of superiority. "Refrain from throwing out names of powerful people you worked with two decades ago," warns blogger Kerry Hannon on [Forbes.com](https://www.forbes.com). "It makes you seem ancient. And who really cares?"

"When appropriate and without being condescending," says a Vibrant Nation member, "note their expertise and appreciate some specific value they bring to their company. For example, 'You are a great interviewer; it's a pleasure to talk with you. I hope the company appreciates how good you are at this job.'" Don't overdo it, and remember: guile may backfire, so never say anything along these lines if it isn't absolutely genuine.

#### **4. Address concerns about your age constructively and without defensiveness.**

Yes, age discrimination is illegal, but if an interviewer seems to have concerns about your ability to do the job because of your age, you can allay those concerns pleasantly—without alienating a potential employer.

Jan Cullinane suggests that you address any questions (insidious or obvious) about your age forthrightly: "Reassure the interviewer that you can handle the job as well as bring experience, enthusiasm and wisdom to the position. Assuming it's true, slip into the conversation how you're playing tennis or love to downhill ski, hike, or swim. This will convey that you are a vital energetic person." If the interviewer asks you how you feel about working

for someone younger than you, AARP suggests this response: "When I get to the point where I can't learn from someone younger or older than I, I will stop working."

**5. Send a thank you note immediately after the interview.** Handwritten thank you notes may seem old-fashioned, and perhaps they are—but in a good way. "Sending one makes you stand out in a crowd because so many people do not take this extra step," says Vibrant Nation member Sherida, who works in human resources. "Send it via snail mail, on good stationery or a tasteful card that does not have 'thank you' printed on it. Don't start the note with the words 'thank you.' Try 'I would like to express my appreciation for the opportunity to speak with you this afternoon. I enjoyed talking with you and learning more about XYZ Corp. I am looking forward to hearing from you. Sincerely, Your Name.' Simple, sweet and correct."

#### **The real secret to a successful job interview: It's not about you!**

It may not feel like it sometimes, but the fact is, jobs for women over 50 can be found even in a tough economy—if you have one essential ingredient: the right attitude. This means realizing that an interview isn't really about you.

One of the hottest conversations on Vibrant Nation.com in recent months began when one member offered some "tough love" to job seekers over 50. The straightforward truth: a job interview is no time to dwell on disappointments over previous failed job searches or resentments towards past employers. Rather, it's an opportunity to be positive and focus on the future: i.e. what you would contribute to the success of *this* company, if hired.

If you really want to stand out from the crowd during an interview, here are five more interviewing tips to help you understand the mindset of potential employers—so you can deliver what they want.

## Tough love for job seekers: Real-world advice from a vibrant senior executive over 50

**6. Think and talk like an owner of your own business.** This is the number one job advice I give anyone looking for a job. People who own businesses are always about protecting their businesses.

**7. The name of the game is service.** It's always going to be about customer service and *excellence* in customer service.

**8. Don't focus on me, me, me.** Yes, you are selling yourself, but you have to sell yourself within the context of what you can do for the company.

**9. No whining.** As soon as someone starts complaining, explaining and excusing, you want to know what recruiters and business owners hear? "High maintenance. Gonna bring me problems. Gonna look for what we are doing wrong (in their opinion) and call it out, and take energy and focus away from our customers and our product. We are going to be vulnerable because this person is negative and is going for our jugular."

We already know that this person is going to expect too much from us, is putting themselves first and front and center, and isn't going to have my company's best interests, and backside, at the forefront of their mindset. Never mind.

## **10. Tell me what you can do for my company.**

I'm looking for someone who isn't focused on telling me all about their woes and their personal burdens, but who is going to meaningfully contribute to taking us to the next level—our next level. Show me that you're that person. You want to tell a recruiter (or a business owner) a story? Tell them what you can do *for them* ... not what someone else has done *to you*.

## **Banish negativity: Tap into your passion**

**11. Be your own coach.** During a long job search, it's easy to become discouraged and fall into negativity. Don't. "This is the time to speak sternly, yet kindly to yourself," says a Vibrant Nation member. "Don't waste one second in negative self-recrimination or in blaming others. Instead, talk to yourself as if you were talking to a dear friend. Remind that friend of all the wonderful qualities she has: her resolve, dedication, etc. Make a list of the 30 things you do well. Make another list of the 30 things you enjoying doing. Then, imagine yourself making a living at what you enjoy doing. Create a photo-montage of your imagined new career, and put it up where you'll see it often. Every day, take one step that moves you towards your goal, and always know that *you can do it*. Don't think your age is a limitation—after all, we're only 30 years into adulthood!"

**IN THE NEXT SECTION OF THIS SPECIAL REPORT, YOU'LL LEARN HOW TO USE SOCIAL MEDIA TO FIND JOBS FOR WOMEN OVER 50.**



## Finding a job after 50: Key #4

# Networking in the 21st century: How to use social media to find jobs for women over 50

If you are a woman over 50 looking for work, you are not alone. Today, whether by necessity or choice, more and more women are working past what used to be traditional retirement age. At VibrantNation.com, the leading online community for women over 50, midlife women regularly connect and exchange advice on the subjects that matter most ... including how to use all the resources at our disposal to find meaningful work at midlife.

Finding jobs for women over 50 is full of unique challenges. If you are a midlife woman with a long work history, you probably don't lack skills or experience. In fact, you may feel overqualified for many of the open positions in your field. But perhaps you're returning to the work force after a long hiatus. You have plenty of experience, but your technical skills need updating. Maybe you're targeting companies or industries where managers and coworkers would be much younger than you. Should you be concerned about age bias? How do you overcome the perception, right or wrong, that older workers are less savvy about technology?

Career guides in bookstores and online offer plenty of general advice for job hunters in their 20s and 30s, but if you are a midlife woman, you need honest, real-world advice from other women who have walked in your shoes. Read on for job seeking tips that really work—from savvy Vibrant Nation members who understand the important role of technology in finding jobs for women over 50.

## How to use social media to find jobs for women over 50

If you haven't been on the job market for a decade or more, you need to know that networking has changed. The old model of job hunting—responding to classified ads or job board listings—is obsolete. But

finding jobs for women over 50 is still about who you know who can get you in the door for a face-to-face meeting. “People want to hire someone who comes with the blessing of an existing employee or colleague,” Kerry Hannon wrote on Forbes.com, “It makes their job easier. And that’s a card younger workers can’t play.”

Yes, job seekers over 50 should continue to attend in-person industry meetings and networking events. But in the era of online resumes and social media, professional networking also means being proficient and active with a range of Internet and social networking tools—tools that most job hunters in their 20s and 30s find as simple and natural as walking down the street. To be competitive, here's what you need to do.

**1. Have a current profile on [LinkedIn](#), [Facebook](#) and [Twitter](#).** The popular micro-blogging platforms LinkedIn, Facebook and Twitter are probably the most efficient way of making sure everyone you know knows that you are looking for a job, and can help spread the word. But don't limit yourself to announcing your job search; use these tools to play up your professional expertise by answering questions and participating in groups relevant to your field.

> **LinkedIn.** “I used to look for jobs through recruiters, but now hiring companies contact me directly through LinkedIn,” says a Vibrant Nation member. “The larger your network, the more likely your name will come up in a search by prospective employers. They are more likely to hire you because they don't have to pay a recruiter's fee and they feel more confident in hiring someone they have found through networking.”

Mary Harvey, owner of a staffing and recruiting agency, uses LinkedIn to make business contacts and as a recruiting tool. “It allows me to meet and learn

about people quickly,” she says. “LinkedIn can put you in touch with people who work in same business or industry, people who can help you professionally. You can join groups and conversations, and find out what's going on in different cities in your industry. You meet people you wouldn't have time to meet otherwise. It's slower than Facebook, but compared to Facebook, more serious, businesslike people (i.e. the people I prefer to recruit) use LinkedIn.”

> **Facebook** is similar to LinkedIn, but can feel much more social, depending on how you build your network. “It's lifestyle networking vs. the business networking on LinkedIn,” says Mary Harvey. “You may find more personalities and talk about what movies to watch or books to read.” But the popularity of Facebook makes it a great tool for spreading the word about your job search.

> **Twitter** “Twitter allows for very limited call-and-response actions,” says online entrepreneur Margy Rydzynski. “It's also being spammed to death by businesses that use it the wrong way.” Used right, however, Twitter can help you make valuable contacts in your field. “When using Twitter, try to connect with like minds who share your interests and passions,” says a Vibrant Nation member. “Try this link to help you find topics and their followers: <http://www.squidoo.com/twttrlist/hq>. TwtttrList is an easy-to-use tool that helps you find a ‘Best of’ list of your favorite tweets on your favorite topics.”

**2. Familiarize yourself with all of the various career portals available online.** Examples are [Monster](#), [CareerBuilder](#), [Yahoo HotJobs](#) and [DICE](#). These sites are not perfect, but they do contain good resources, advice and insight. “Beware of scam jobs posted on these sites,” warns a Vibrant Nation member. “The old cliché ‘if it sounds too good to be true, then it probably is’ applies to jobs, too.”

**3. Connect with trade sites in your field of interest.** Do your research and find trade sites that specifically work with recruiters or employers within your areas of expertise and interest. Use the sites to connect with other professionals who may be willing

to share tips about new opportunities regarding job openings or training in your area.

**4. Blog.** Blogging is a powerful way to brand and market yourself. “I recommend that everyone get a domain in your own name and start a WordPress blog,” says a Vibrant Nation member. “You may start writing about anything you want, but chances are you'll find yourself going in the direction of your dreams and passions before long. In the meantime, you will have invested your time in some online real estate that, like most property, will gain value as it matures. In the meantime, you will be branding yourself.”

Looking for another reason to blog? For many women over 50, there's powerful extra motivation: the desire to share what we know. “So many of us on Vibrant Nation have had rich careers,” says a Vibrant Nation member. “We have not only learned but also experienced so much in our lives that others, especially the younger generations, need and want to know. We need to get that information out.”

**5. Keep your online presence professional.** Proofread every word, sentence and all formatting on every piece of online content to ensure that you have presented yourself as a top professional. “Business is business, so don't publish overly personal information, unprofessional links, photos, or comments online that a potential employer may see and find negative,” says a Vibrant Nation member. “Remember, many companies now use these sites to research a client prior to interviewing or making a final hiring decision.”

## How to do social networking right: 5 dos and 5 don'ts

Done right, social networking can help you build your personal brand, expand your customer/client base and establish expertise in your chosen field, says author and online entrepreneur Margy Rydzynski. That makes it a very powerful tool for marketing yourself online during a job search. But you need to use it wisely (subtly!) to achieve the results you want.

Here are five dos and five don'ts from Margy to bear in mind.

**Do:**

**1. Do treat your presence online as a proxy for in-person networking.** You need to work that virtual crowd and get your name out there. Treat your social network (or networks) as a way of building community and developing relationships. This is as important for a business as it is for an individual.

**2. Do your homework before establishing a presence online.** There are hundreds, if not thousands, of opportunities for you. Choose a network that's appropriate to the product/service and/or age group you're targeting. Wondering where to start? Visit Simple Spark, an online catalog of online applications, including social networks at: <http://www.simplespark.com/>

**3. Do post regularly.** Nothing looks more unprofessional than a blog or social networking presence that lies dormant for months at a time. Also, search engines love content that's updated frequently. Make it a commitment.

**4. Do respond to other people's posts.** The best way to attract attention to yourself is to pay attention to others.

**5. Once you've signed up, do make sure you fill out your profile completely.** Include a photo that's casual, but not unprofessional. Consider changing your profile photo from time to time to keep things fresh. Talk about yourself as well as your business.

**Don't:**

**1. Don't treat a social network as an outlet for free advertising.** Users want useful information or social interaction, not an ad disguised as a post. They get enough of that in the side bars.

**2. Don't leave your profile picture blank.** Think about it: would you go to a networking meeting through your local Chamber of Commerce with a paper bag over your head?

**3. Don't start a blog or set up a social network and then ignore it.** People will not get a good impression of your business. In fact, they may think you've gone out of business.

**4. Don't expect overnight results.** Relationship-building takes time.

**5. Don't bore your readers/viewers to death with long-winded rehashes of the latest board meeting.** Leave the annual report on the table. Talk to people—don't read to them.

**IN THE NEXT SECTION OF THIS SPECIAL REPORT, YOU'LL LEARN  
WHERE TO LOOK FOR JOBS FOR WOMEN OVER 50.**

## Finding a job after 50: Key #5

### Where the jobs are:

Best careers for women over 50, companies that love midlife women, and cities for older workers

“I recently moved, and am unable to find work although I have plenty of experience. Being 60 seriously hinders my job search, even though prospective employers say they don't discriminate. Any suggestions?”

“At 53, many employers simply start shying away from hiring you.

“For me it started in my 40s. Younger people are cheaper. They're less experienced and require less by way of health care benefits.”

“I'm 60 and looking for work. It's very frustrating! I think many employers actually believe themselves when they say they don't discriminate, but they do.”

If these voices sound familiar, you are not alone. At VibrantNation.com, the leading online community for women over 50, members gather daily to connect and share advice on topics that matter most—including the unique challenges faced by members seeking new careers for women over 50. After all, who better than other women like you to give you the real-world job hunting advice you need?

“Age discrimination is subtle and pervasive,” says Vibrant Nation member and career expert Helen Dennis. If you're worried about age bias undermining your job search Helen says, “First start with yourself. Consider asking yourself what it is that makes you seem older to others. Is it your appearance, skills or lack of them? Get some professional assistance in resume writing, personal appearance and interview skills.”

Once you have addressed those issues, however, it may be time to consider external factors—and address them head-on. The good news is, jobs for women over 50 are out there if you know where and how to look. What's more, if the perfect job for you does not materialize (or is offered to the wrong person!) many smart, savvy midlife women are capable of creating the work they deserve. For inspiration, look no further than the Vibrant Nation community for stories of how real women reinvented their careers after 50:

- > Katie Haun's previous work for a pharmaceutical company meant that she was already very health-conscious, but after being diagnosed with breast cancer, she eventually started her own business to provide treatment solutions she needed but hadn't been able to find. "I created a business based on what I needed and could not find when I was diagnosed with breast cancer. You might say that my new career found me."
- > Mary Harvey left a successful, 15-year career in PR and advertising to find better balance in her life. She started her own staffing and recruiting firm 1993, and now has time to enjoy her marriage, her family, and simply live her life. "I left the traditional, corporate world for two reasons. The first was that I was simply burned out by the lack of importance given to personal relationships. In that world, you step on toes and screw people over every day, all in the name of making more money. You can't afford to be nice—you have to be ruthless. I played that game for years and I was good at it, but in the end, I knew it wasn't right for me."
- > Anne Kreamer was the worldwide creative director of Nickelodeon at 40. However, the death of her parents and the pressure of her



corporate job coupled with her young children was too much. So, she reinvented herself as a journalist and author of [\*Going Gray: What I Learned about Beauty, Sex, Work, Motherhood, Authenticity, and Everything Else That Really Matters\*](#). "One of the themes in my book is about how letting go is often the way one ends up finding oneself. In my 40's, letting go of the expectation that I had to be all things to all people allowed me to come to a happier place. I started writing and sort of reinvented myself as a journalist. I know do incredibly fulfilling work, meet incredibly interesting people, and I get to do it out of my home."

If you're a woman over 50 looking for work, consider the following tips from members of VibrantNation.com to identify the best careers for women over 50, find companies that love midlife women, and which cities are friendliest to older workers.

**1. Target companies known to be age-friendly or age-neutral.** Instead of allowing the possibility of age discrimination to discourage you from pursuing the career you want, do your research and target industries that have shortages and that are either age-neutral or age-friendly. Some include health care, retail sales and education. "[AARP](#) is a good source for some on-line assistance," says Helen Dennis. "Consult the AARP's list, 'Best employers for workers over 50' to get a sense of industries that might be age neutral."

**2. Use a temporary job to overcome age bias.** A temporary or contract position can often turn into permanent work. Employers who are reluctant to hire you permanently at first may be willing to hire you for a temporary position. Once you're in the door, you'll have plenty of opportunity to demonstrate how sharp, energetic and hard-working you are. Prove yourself invaluable to the team.

**3. Offer yourself as a consultant instead of an employee.** A company manager who is reluctant to hire someone she sees as overqualified for a full-time job may have a different attitude about using a consultant or outside contractor with the same

background," says career coach [Randy Block](#). But when you're selling a part of your background, it's age-blind. "A company doesn't care if you have gray hair and are 63, just that you come in, do the work and go home."

**4. Create a full-time "patchwork" of freelance jobs.** Kristin Cardinale prefers the term patchworker to freelancer, and argues that "[patchworking](#)" offers more stability than a permanent, full-time job at a single company. "When you simultaneously work for a number of employers, you're able to make a connection with multiple companies, multiple decision makers and perhaps, in multiple fields or industries. If one of those jobs accounts for ten percent of your total workload and that job goes away, then you've only lost ten percent of your employment rather than if you lost one 9-to-5 job and you've lost 100 percent of your employment."

"If you're over 50 and interested in part-time work, try freelance work exchange," says a Vibrant Nation member. She recommends these resources: [www.elance.com](http://www.elance.com), [www.freelancer.com](http://www.freelancer.com) and <http://www.1moneymania.com/jobs-in-usa/jobs-women-over-50.html>

**5. Focus your search on growth industries like healthcare, social work and education.** "There is an increasing need for health and social workers at all levels for the elderly," says Vibrant Nation member Daccarte. "And there will always be a need for educators."

**6. Work for the federal government.** In these tough economic times, the federal government is one of the bright spots in hiring," says Vibrant Nation member and career expert Jan Cullinane. Check out openings at [www.usajobs.gov](http://www.usajobs.gov). Another possibility, if you're single, is to rent out your place and try the Peace Corps: "They offer a monthly living allowance and medical coverage," says Jan. "It'll give you a chance to give back while you reflect on what you want to do, and may even lead to a new career."

**7. Stop looking for the “perfect job”—do what people need.** As a job seeker in a tough economy, you need to cast a wide net. Consider all of the skills you have used in that position and widen your job search accordingly, suggests a Vibrant Nation member. For example, if you were a librarian in your previous job, research may be an option. At our age, we have usually accumulated enough experience and skills to give us more than one option for marketability. Look around and be open to new ideas.

“Do something people need but hate to do,” says Vibrant Nation member Ainslee Grace. “My friend started catering meals for busy working women. I once did office and home organizing for great pay, because I am obsessive-compulsive and I enjoyed it. I’m also a trained accountant, so these days, I do taxes. Most people are terrified of doing taxes, and until the government makes the process more understandable, people like me are in high demand!”

“Ask everyone you know if they need anyone to do something for them or for their business,” adds another Vibrant Nation member. “So many companies have downsized; permanent staff are overworked and can’t get everything done. Offer your services, do a good job and do it at more places.”

**8. If you love to write, try technical writing.** Vibrant Nation member Susan Bilheimer became a technical writer when she was in her mid-40s. “If you are a good writer and can write clear directions, you can break into this field. There are lots of sites with information. Check out the [Society for Technical Communication](#), which is the best organization for tech writers. I know many people who got into this field later in life.”

Other kinds of nonfiction writing can evolve from hobby to business. “I tell all of our friends over fifty to write about what they know and what they’ve experienced,” says a Vibrant Nation member. “This can be a side venture or a full time job, but if you like to write, it is a no-brainer. There are so many ways to make money from information online.”

**9. If you have administrative experience, become a virtual assistant.**

“Working from home as a virtual assistant is a legitimate and profitable entrepreneurial path for many experienced administrative and executive assistants,” says Vibrant Nation member Melodee. “Virtual assistants provide business support by taking over tasks that entrepreneurs and small companies don’t have the time, expertise, or inclination to do themselves. Each virtual assistant is different, helping clients in a specific niche. For example, I tend towards the technical aspects of business, which includes software, website, autoresponder, ezine and shopping cart support.”

**10. Try selling.** “I didn’t really have a career while raising my family,” says one Vibrant Nation member. “But as soon as my daughter was in high school, I started selling on Half.com, eBay and Amazon. I started with things around our house, then expanded to retail items (mostly clothes) that I purchased on sale (I love to get a deal) and then sold for a profit. Being online a lot opened me up to a whole new world; I’ve been studying marketing and other online avenues of making money.”

**11. Consider nonprofit work.**

- > **A nonprofit group may take a more flexible approach to your professional qualifications.** “You continually get more out of a non-profit than you put in—it’s so fulfilling,” says Marilyn. “In my twenties and thirties, I was exclusively a mother and housewife. But knowing how to run a household and raise children required planning and follow-through. I feel that role prepared me to eventually become a director of a nonprofit. If you can be a housewife and mother, you can also run a company. Of course you have lots more to learn, but that is the fun part!”
- > **Working for a cause is more fulfilling.** “Animal rescue has always been a part of my life, but not always in a formal way,” says Silva Battista. “Then, about 25 years ago, my husband and I and a group of friends came together in the



deserts of Utah, bringing a lot of animals with us. Later, we discovered that the local animal shelter was a total disaster, so we volunteered to take over animal control. We ended up founding Best Friends Animal Sanctuary (now Best Friends Animal Society). It's so satisfying to see animals who feel safe and loved, but it's also wonderful to see how selfless people can be."

## **12. Raise capital for a new venture by thinking outside the box.**

In order to raise seed capital large enough to get her nonprofit going, Vibrant Nation member and philanthropist Dana Dakin learned to ease away from materialism and stop holding onto stuff. "I sold my 3-year-old Volvo sedan for \$18,000. It took several trips to the village of Pokuase in Ghana to establish my microlending program, but by November of 2003, WomensTrust made its first loans totaling \$2,022 to 73 women."

**13. Become an entrepreneur.** Many Vibrant Nation members feel that self-employment is the best career for women over 50. Here's why entrepreneurship may be worth considering.

> **You're never "overqualified."** "For women our age, one of the big challenges of job hunting is that we're often overqualified," says recruiter Mary Harvey. "Managers think you'll jump ship soon as the job market improves. One solution, if you have the resources to do it, is to go into business for yourself. Become an entrepreneur. That way, you get to reinvent yourself and create the job you want." Vibrant Nation member Kayasinger agrees: "Women over 50 have the advantage of life experience and wisdom along with excellent relationship skills. Women are also open to getting help. A good mix for starting a venture."

> **You'll never be laid off.** Become your own boss and you'll never be out of work. "I'm a senior service provider and I love my business. It's more than a job—it's very rewarding and greatly needed," says one Vibrant Nation member. Her recipe for success as a business owner: "Identify a need, fill that need—and be sure to set up recurring billing."

## > **You can make a living doing what you love.**

"There really is a way to make a living out of almost any interest or hobby. You don't need a business degree, a lot of capital or a formal business plan, and it's much more practical and fulfilling than spending a couple of years in school, then competing with 25-year-olds to land a job when you finish," says a Vibrant Nation member. If you're curious about self-employment, she adds, "Start by mingling with like-minded people. And check out Barbara Winter's book, [\*Making a Living Without a Job\*](#) for stimulating ideas."

> **You call the shots.** "The only time I thrived in the work place was when I was given lots of space to create and move about," says another Vibrant Nation member. "I am part counselor, part educator, part science geek, part project coordinator, part program manager. I need my surroundings to be aesthetic and energizing. Too often, I compromise who I am to sit in a cube, spending eight hours a day doing specific tasks for an employer. Yes, I know that is what I am paid to do. My performance evaluations have always been good. But, if I were given the space to create and the room to move about, I could do so much more!"

"I have the kind of personality that is better suited to entrepreneurship than working for someone else," adds eBooker. "So I started my own businesses from home. What I did was research my best values, skills and interests and built 5 businesses around them. They're all online businesses, no store front, but I have never been happier in my life."

## **14. Is moving an option? The best cities**

**for older workers.** In general, college towns and centers of healthcare or state government tend to make great bets. According to a story published in [\*U.S. News & World Report\*](#) in April 2011, the U.S. city most welcoming to older workers is **Dallas, Texas**. "Close to a quarter of the city's 65 and older residents are employed, based on a five-year average." While Dallas' 2009 unemployment rate for seniors was

higher than average (7.6 percent), the city made up for it with an 8.1 percent overall jobless rate.

Other cities or metropolitan areas on the list:

- > **Salt Lake City, Utah**
- > **Columbus, Ohio**
- > **Washington, D.C.**
- > **Bridgeport-Stamford-Norwalk, Connecticut**
- > **Newark-Union, New Jersey**
- > **Nashville, Tennessee**
- > **Bethesda-Frederick-Rockville, Maryland**
- > **Nassau-Suffolk, New York**
- > **Richmond, Virginia**

Members of the Vibrant Nation community know the keys to finding jobs for women over 50 in a tough job market: passion, resourcefulness and flexibility. Perhaps the most important of all: confidence.

“Don't sell yourself short,” a Vibrant Nation member reminded us recently. “You know more than you think you do. Yes, the 29-year-old crowd is out there. Yes, they are the group desired by employers. But let your confidence and knowledge show. Just think: the 29-year-old group has 35 more years to go before they can match your skills and experience. You, on the other hand, have only a few more years in the corporate world before you can do whatever you desire—or, if you wish, you can do your own thing now and use your knowledge and experience to start up your own company.”



# Interested in learning more from other women over 50?

## HOW VIBRANT NATION CAN HELP YOU:

At [VibrantNation.com](http://VibrantNation.com), we publish in-depth guides and special reports written by and for the vibrant woman 50+. Each guide gives you timely information on a specific topic written by physicians, other experts or members of our own community who also happen to be at the same unique stage of life.

You'll find titles like:

- > **150 makeup and skincare products you won't want to miss**
- > **Breast reduction or breast lift: Which is right for me?**
- > **Alternatives to knee-replacement surgery**
- > **Your best skin after menopause**
- > **Quick relief for hot flashes and night sweats**

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[VibrantNation.com](https://www.vibrantnation.com) is dedicated to helping you connect with like-minded women in a similar stage of life. At VibrantNation.com, women 50 years of age and over can engage in smart conversations with their peers, share experiences, and generally interact with other mature women in a safe, supportive, online community.

VibrantNation.com publishes blogs about a variety of topics, including fashion & beauty, health & fitness, love & sex, family & relationships, and much more. Included are contributions from guest experts.

In fact, nearly everything about a woman's life after 50 is part of the ongoing conversation at VibrantNation.com. For the 50 million women over 50, VibrantNation.com is the leading online community, providing inspiration and peer support.

Discover why thousands of women have become enthusiastic online visitors to [VibrantNation.com](https://www.vibrantnation.com)

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