

Beth Bacall's

ShePrep.com

The real deal on the 25- to 54-year-old female...



**Are you looking to capture the female demographic 25–54?**

**Do you really know who SHE is?**

Who handles the purse strings, runs the household, controls the radio dial? **SHE** does. **She** may be married with a couple of kids and a job, but did you know that **she** has to register those kids for summer camp in January? **She** also has to fill the sugar bowl, keep the pets' vaccinations up-to-date, and squeeze in a trip to the gym. **She's** a mommy, a girlfriend, a wife, an accountant, a short-order cook, a nurse, a psychiatrist, and **she's** working hard for the money. It's impossible to know everything **she's** doing this week—unless you read about it here.

The 25- to 54-year-old woman is detailed oriented; **she** has to be, whether managing an office, family, or career—or all three simultaneously. These are the tips that deal with those details, tips for her but more importantly for you, so you can relate to her life. You'll find this information presented in a concise, orderly fashion on a weekly basis.

**She** is probably your prime demographic target. Maybe you've named her Becky or some other descriptive regional name. You could accurately call her **TIRED**, because **she** is. This woman would love a nap and a trip to the spa, but a little companionship and understanding on the air could be the next best thing. This is your direct link to what **she** needs from your particular outlet.

And here **SHE** is.....

Beth Bacall

SHE Specialist



Beth Bacall

## Catch & Release

Christmas and New Year's are now officially a memory. She's back to work at her regular duties, college kids are back at school, and the January blues are settling in. The glow of Christmas past can now be seen in pictures on her Facebook page. For me, New Year's resolutions are like cooked spaghetti: I throw the whole batch against the wall and I wait to see what will stick. No matter how strong my intention is to do something, something else will interfere—traffic jams, work issues, a child, a pet, or I just couldn't get to the store to buy fresh fish so I made frozen pizza for dinner. So much for the diet on that day; I should have eaten the cold spaghetti that's still stuck to my wall. Fish is the current "it" food and I'm really going to try to eat it twice a week as recommended. I'm not sure my kids will follow suit, but I've already written about the wonders of cereal for dinner. I'm thinking, "I've packed away all my holiday decorations but they keep turning up." A stray ornament here, a snowman there, or a stocking that fell behind a couch...I keep finding stuff. My cats are driving me crazy; they don't do so well with cold weather. They have found not only the sunniest spots in the house but also the best heating vents. Ahh, to be a cat lying in the warm breeze all day long. Unfortunately, their serenity will soon be broken. This is the year of the dog for me and, by springtime, a new member of the family will be introduced. Let's hear it for **Jack Bauer**; I love this indestructible and sensitive guy. *American Idol* makes a welcome return. I'm hoping this season will be a good season musically and for **Paula Abdul** as well. I know I'm not the only one who likes to lip sync to *Straight Up* and *Cold-Hearted Snake*. Paula has a sweet history with many late-80s to early-90s music freaks (this would be the 40-ish-year-old she). Spring clothes are already popping up on the shelves; it's weird to see so much white on the racks. We need adequate transition time into spring fashion. Black is more slimming, and those who are sticking with their resolutions to slim down and firm up need time (preferably from January until April) to go from black to white. Our nation waits in great anticipation as a new president is about to be inaugurated. The economy, the war, what designer **Michele Obama** will wear to the inauguration ball, and what's for dinner tonight remain top of mind.

Volume 4: Issue 126  
January 11—16, 2009



She attempts to stick to healthy dinners but interferences put pizza on the table.

## She Buzz Words

- Gaza
- Trigger foods
- Weight Watchers
- Windshield washer fluid

## Right now she could be...

- Un-decking the halls
- Peeling potatoes
- Writing a story
- Walking the dog
- Ordering in...again

## She's sad

This is peak season for **SAD** (Seasonal Affective Disorder) and 10 million Americans suffer from it. SAD is a form of depression that happens as fall and winter days get shorter and darker. It affects more women than men, usually those ages 18–30. For more help and tips to stay well, log onto [www.SADA.org.uk](http://www.SADA.org.uk) or [www.WebMD.com](http://www.WebMD.com).



### She could be a...

- Gym teacher
- Accountant
- Analyst
- Volunteer at a local animal shelter

### She's single

- When dating, who pays for dinner?

### She year-end top of mind...

- Money
- Kids
- Relationships
- The Inauguration
- Weight
- Career
- Organizing
- New goals

### She read...

*Just Tell Me What to Say: Sensible Tips and Scripts for Perplexed Parents* by Betsy Brown Braun

### She's totally ready for...

- Gwen Stefani to get back with No Doubt
- An anti-aging treatment that really works

### She's not so sure...

- Oprah is purchasing a house in Washington, DC?

### She TV...

- *Scrubs*
- *24*
- *Gossip Girl*
- *The View*
- *American Idol* (premiers on Jan. 13 & 14)
- *LOST* (premiers on Jan. 21)
- *Desperate Housewives* (100th episode on Jan. 18)

### She tips

- Most department stores put their sales online before they officially begin in the store that weekend.
- The Auto Club says this time of the year, thousands of us lock our keys in the car. In December of last year, the auto club helped more than 76,000 people who locked themselves out
- **She** can keep that holiday poinsettia alive longer by placing it in partial sun. Poking holes in the bottom of the foil will allow for drainage. Water this plant just enough to keep the soil moist and keep it away from radiators, vents, and direct heat.
- More concentrated products are showing up on the shelves; they use about 50% less packaging and their formulas are just as good. Follow the instructions and don't use more than recommended.

### She shops

There are deals and steals all over the place. **She** should check these websites for the best deals or to receive retailer newsletters:

- [www.DealAlert.com](http://www.DealAlert.com)
- [www.FatWallet.com](http://www.FatWallet.com)
- [www.PriceSpider.com](http://www.PriceSpider.com)
- [www.SalesCircular.com](http://www.SalesCircular.com)
- [www.SundaySaver.com](http://www.SundaySaver.com)

Save on shipping too:

- [www.Freeshipping.org](http://www.Freeshipping.org)
- [www.ShipGooder.com](http://www.ShipGooder.com)

### She questions

- Do we really need to celebrate the 45th anniversary of Alfred Hitchcock's *The Birds* with a Barbie doll?
- Wait a second. *The Birds* is rated PG-13?
- Does **she** wear Uggs as a fashion statement or to stay warm? Truth time, Cali girls.
- What's the most **she** has spent on a single beauty product?
- Is **she** a saver or spender?
- Does **she** think **she** received a re-gift?
- Has **she** purchased anything for spring yet?



## She's a mom

According to University of Maryland sociologists, single moms spend just about the same amount of time married moms do with their children. What does she think about this?

### She quote

"You can do one of two things: just shut up, which is something I don't find easy, or learn an awful lot very fast, which is what I tried to do." – Jane Fonda

## She fact

The average wake-up time for Americans is 5:35 AM. (Source: All You Health and Fitness)

## She saves

Parents who want to save money on kids' clothes have a new site to check out. She can buy, sell, or give away kids' clothes and baby items like high chairs at [www.handmedowns.com](http://www.handmedowns.com).

### She vent

"My Crackberry has a mind of its own and we are not communicating! This technology thing is going to backfire. There will be a huge backlash, and I'm totally ready for it. Right now, I'd like to fax a telegram to someone."

## She questions

- Does your cat wake you up at night?
- Was she really energy-smart during 2008?
- What are her energy plans for 2009?
- Does she have anything left to re-gift?
- How much time does she spend online at a social networking site (like Facebook, where hours go to die)?

### She keeps telling herself...

"The sun will come out tomorrow..."

## January datebook!

January is the national month for: Cervical Cancer Screening, Family Fit Lifestyle, Financial Wellness, Getting Organized, Hot Tea, Losing Weight, Feeling Great, and Poverty in America Awareness.

### Special weeks in January

- Elvis Presley Week (8–11)
- Kid Film Week (12–25)
- National Soccer Coaches Week (14–18)
- Catholic Schools Week (25–31)

### Special days in January

- 16th: Religious Freedom Day
- 19th: Martin Luther Jr. King Day
- 20th: Inauguration Day
- 26th: Chinese New Year
- 27th: Holocaust Memorial Day

Here are some of the big events she looks forward to in 2009:

- Bruce Springsteen and the E Street Band will play the half-time show at Super Bowl XLIII in Tampa on February 1
- *Jonas Brothers: The 3-D Concert Experience* movie, sometime in February
- The Circus Starring Britney Spears Tour
- Disney's *Race to Witch Mountain* movie, somewhat of a sequel to the baby boomers' *Escape to Witch Mountain*
- Ringling Bros. and Barnum Bailey Circus - She can get a free circus ticket voucher to any show, anytime, anywhere, with no expiration for her baby (up to 12 months and living in the United States) at [www.ringling.com](http://www.ringling.com). Military discounts are also available.
- *The Hannah Montana Movie* (yes there's another coming) opens April 10
- The *Harry Potter and the Half-Blood Prince* movie opens July 17
- *Cloudy with a Chance of Meatballs*, a beloved children's book, hits the big screen September 18



## She sells

She can sell her gift cards. While gift cards are a seemingly harmless and acceptable gift, their full value is not guaranteed. Selling your gift cards can help you obtain profit from these pieces of plastic. But proceed with caution; some resold cards may already be used, leaving you with nothing. It is best to know the seller and to read online ratings.

Some places to sell your cards (some with a tiny fee):

- [www.Cardavenue.com](http://www.Cardavenue.com)
- [www.Swapagift.com](http://www.Swapagift.com)
- [www.Plasticjungle.com](http://www.Plasticjungle.com)
- [www.Craigslist.org](http://www.Craigslist.org)
- [www.eBay.com](http://www.eBay.com)
- [www.GiftCardBuyBack.com](http://www.GiftCardBuyBack.com)

## She health

- To help stay well, she can add the anti-flu diet to her list of things to eat: apples, blueberries, broccoli, spinach, lettuce, and onions all contain quercetin, an antioxidant that helps the immune system stay charged.
- If she has a parent or relative age 65 or older, they may qualify for EyeCare America's Senior EyeCare Program, which provides quality, free medical eye care. 800-222-EYES (3937)
- January is here, and that means New Year's resolutions are still on their temporary streak. If her resolution is to burn some fat, here are some recommended activities.
  - o High-burn activities include: elliptical trainer, running, yoga
  - o Low-burn activities: reading, standing in line, playing cards
- Staying in touch with numerous loved ones is difficult during sickness and surgery. Free web pages are available where she can post updates and receive messages at the website [www.CaringBridge.com](http://www.CaringBridge.com).
- The Power Plate is the latest device to show up at her gym. She balances on this device with a vibrating platform, while lunging and squatting. A typical session lasts about 25 minutes (or until she falls off and says forget this thing).

## She serves and saves lives...



Lets remember the troops and their families this Holiday season...five years and counting.

## She money

Garage sales, on the pavement or online, is the "it" thing to do. There are easily many items in a single household that can be sold, some for a decent profit. Fear not: selling your stuff can gain you a few extra dollars, create clear space at home, and simplify life altogether. Be sure to take the time to look through your house for items you don't need. Have your family help. If it's still in a box and you have no plans for taking it out, sell it. If you are unsure of price/value, do some research on the item; it might be a rare piece with a decent price! Sell your items at consignment stores, online classifieds like Craigslist or at an online auction like eBay.

## She fit

- BMI stands for body mass index, an important tool when hanging on to that resolution to lose weight. The Centers for Disease Control and Prevention's website has BMI calculators for adults, teens, and kids. Keep the whole family fit at [www.cdc.gov](http://www.cdc.gov).
- There's a free site to help her calculate how far she really is running or walking on her exercise route. After typing in a zip code and highlighting her map, the site will automatically tell her the route's length in miles. [www.MapMyWalk.com](http://www.MapMyWalk.com)
- According to a study done at Fairleigh Dickinson University, people exercise longer when listening to music.
- Coupons, budget-conscious healthy meal suggestions, and tips towards living an active life can be found at the website [www.StartMakingChoices.com](http://www.StartMakingChoices.com).



## She's not sure how she feels about...

- *Reader's Digest* states that a steak dinner for a family of four equals about the amount of energy it takes to drive an SUV for three hours while the lights are left on in their home.
- The same article says that the United States raises about 10 animals for each human a year, totaling about 60 billion animals for food.
- Potato Chip Cookies? They were popular in the 60s and, thanks to the **Immaculate Baking Company**, they are on the shelves again. [www.immaculatebaking.com](http://www.immaculatebaking.com) She can order a box or make her own sweet and salty cookie by choosing a recipe at [www.Cooks.com](http://www.Cooks.com).



## She green

Kids ages 2–8 spend about 28 minutes a day coloring, which ends up wearing down about 730 crayons by the time most kids turn 10 years old. Crayons are a petroleum product and it's best to recycle the little leftover nubs of color. She can ship them to the **National Crayon Recycling Program** at LAF Lines Ltd., 16830 Edgewood Ave., Wayzata, MN 55391 or visit the website [www.crazycrayons.com/recycle\\_program.html](http://www.crazycrayons.com/recycle_program.html) for more info. All crayons will be recycled into new crayons.



## She's listening



## She kid

Kids can create a three-minute video vision of what their future could be like at **TEL.A.VISION**, a website that connects kids and teachers from all around the world. [www.telavision.tv](http://www.telavision.tv)

## She's loving

- **Nutrisoda**: a sparkling pomegranate and blackberry drink that has ingredients that will help maintain her skin's elasticity and firmness. [www.nutrisoda.com](http://www.nutrisoda.com)



- The Republic of Tea's **Get Gorgeous** caffeine-free herb tea. [www.republicoftea.com](http://www.republicoftea.com)

