
The Premiere Certified Career Coach Program

Become a Certified JobsOver50 / Boomer Authority™ Career Coach



JobsOver50 and Boomer Authority™ Association have launched the nation's premier "**Certified Career Coach**" program for professionals serving the 50+ demographic. The mission of this program is to help Baby Boomers find new career insights, encore career paths and, of course, job opportunities.

Benefits of becoming a Certified Career Coach

- ▶ Extend your personal brand
- ▶ Secure new coaching engagements and generate additional revenue
- ▶ Reach a myriad of Boomer job applicants that are currently in need of your expertise

The program empowers Baby Boomers to connect directly with Certified Career Coaches for advice and counsel. **To be certified**, coaches must have a substantial professional background (reviewed by our compliance committee) and must have at least one bonafide publication over the past 5 years (in a print journal, as a guest blogger and/or have authored a book).

Six Value Propositions of the Certified Career Coach Program:

1. The only proactive marketing program that places coaches directly in front of thousands of 50+ job seekers in need of immediate professional advice - on a daily basis! (Instead of directories that are reactive and rely solely on visits to their directory. In most cases, if a job seeker wants to connect with a coach, it cannot be done directly.)
2. The only coaches' directory that offers a fully customizable Landing Page with robust applications to extend and expand their brand. Our Content Management System (CMS) is available 24/7 (As opposed to a static directory with no functionality or CMS).
3. The only coaches program offering its members multiple revenue streams; from proactive marketing of their services via the JobsOver50 & Boomer Authority networks, to book sales and job posting revenue.
4. Certification from two leading organizations. This adds a significant globally-recognized credential only obtainable by approved, verified coaches.
5. Membership in Boomer Authority, the world's leading association of professionals serving the 50+ demographic, places coaches in a vibrant and compelling global ecosystem. This includes business networking, exchange of ideas and, most importantly, the dissemination of valuable content about products & services for Baby Boomers and Beyond!
6. Unlike passive directory listings, you are in direct contact with prospective job seekers to negotiate your fees. What's more, all inquiries go to YOUR email address and not into cyberspace where there is no way to track receipt & distribution.

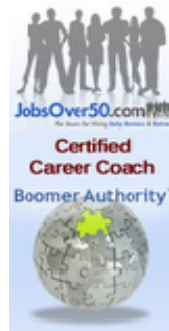
You also qualify as a Certified Career Coach if you hold one or more of the following coaching credentials from these professional coaching educational organizations:

- International Coach Federation Certifications (ACC / PCC / MCC)
- International Association of Coaching (IAC)
- Certified Professional Co-Active Coach™ (CPCCTM)
- Career Coach Institute Certifications (ACCC / CCC)
- Certified Career Management Coach (CCMC)
- Job & Career Transition Coach (JCTC)
- Credentialed Career Manager (CCM)
- Certified Coach (CC)
- Certified Employment Interview Professional (CEIP)
- Certified Professional Career Coach (CPCC)
- Career Directors International Certifications (MCD / CEIC / CECC)
- Certified Personal Branding Strategist (CPBS)

All job seekers that register on JobsOver50.com will be given the option to retain high-value, specialized coaching services from a roster of carefully selected Certified Career Coaches - all of whom are members of the Boomer Authority™ Association. **(Not a member of Boomer Authority™? You can join at <http://boomerauthority.org>. Membership is Free.)**

Each Certified Career Coach will use their Profile Page on Boomer Authority™ as a custom "Landing Page" which explains in detail how you, as a professional career coach, can help a Baby Boomer from a career & development standpoint as well as the cost of your services.

Display our Badge of Distinction with Pride on your Blog or Website...



Certified Career Coach Badge

Upon certification, you will be authorized to display on your web site and/or blog this distinctive badge recognizing your professional status and association with JobsOver50 and Boomer Authority™.

Your Personal Listing in the JobsOver50 Coaches Directory

On the JobsOver50 portal there is a prominent "Call to Action" banner urging job seekers to obtain professional assistance. Jobs seekers that click the banner will be taken to a directory of Certified Career Coaches where a photo, name, company, 140 character description and a hyperlink to your Boomer Authority™ customized Landing Page can be found.

Your Boomer Authority™ Custom Landing Page

Below are the key components for the creation of your custom landing page.

1. Professional profile - You may use as many words as needed with embedded links, photos & thumbnails. Visit a typical custom landing page on Boomer Authority™ at <http://boomerauthority.ning.com/profile/EvelynKalinovsky452>.
2. Coaching offer - An explanation of your coaching services, fees and how you deliver your service (i.e. telephone, conference call, webinar, in-person, etc). For book authors, please state if your book is included in the cost.
3. Area of expertise - (i.e. profession, industry, gender, demographics, etc.)
4. Payment terms - (FYI, JobsOver50 will serve as your collection point. Clients will pay via credit card).

Third-Part Application & Widgets

Boomer Authority™ has many useful applications to help promote your coaching services: You may upload training videos, third-party widgets, photos, RSS Feed your blog or radio show, and much much more. And, of course, you may edit your Profile Page on-demand. Visit the Applications available found directly on your Profile Page. As you know, there is no cost to be a member of Boomer Authority™ and there is no cost for third party applications.

To cover the 'Call to Action' banner, the Coach directory and hosting fees, there will be a modest one-time setup charge of \$95.00 plus an annual license fee of \$49.00 payable via check or credit card.

Value Added Revenue Streams:

1. A generous compensation plan for coaches that are in contact with HR managers. This applies to coaches that directly or indirectly generate job posting sales for JobsOver50. Ask about this program when applying for Certification.
2. If you have authored a book, list it for free and available for purchase at the Boomer Authority™ Bookstore at http://astore.amazon.com/boomerango-20?_encoding=UTF8&node=24.

To become a Certified JobsOver50 - Boomer Authority™ Career Coach, please send your background information to moconnor@jobsover50.com. This is subject to approval. There will be no charge until such approval is met and you agree to be listed. Once approved, we will request a jpeg photo, link to your boomer authority page and a 1 paragraph bio.

Become the Beacon of Hope to Boomers in Need!



- *Drive quality results and extend your reach to the 50+ demographic.*
- *Further increase coaching revenue by complementing your credentials with a Certification from two leading organizations.*
- *Maximize your revenue opportunities by developing sustainable relationships with Boomers requiring professional assistance.*

About the Certified Career Coach Team



JobsOver50 is a free web-based employment service for Baby Boomers & Retirees. We understand the employment needs of 50+ job seekers and have built the nation's largest network of job opportunities for mature workers. We connect job seekers to employers via associations, schools, alma maters & civic organizations. JobsOver50 creates partnerships throughout North America which serve as liaisons. This model delivers a competitive edge to job seekers and high-quality results to employers. 100% safe & spam-free. JobsOver50 is a Goliath-SilverCensus company.

David Mezzapelle is Founder and Director of Marketing & Development.

Boomer Authority™ Association

Providing Baby Boomers with Products and Services to Maintain Their Quality of Life

Boomer Authority™ has 1200+ members as is the only global association of its kind, bringing together men and women from 23 countries and from every professional discipline serving and fulfilling the needs of the 50+ Baby Boomer demographic.

Members comprise encore career experts, midlife transition coaches, eldercare experts, estate planning legal counselors, retirement/financial planners, gerontologists, educators, and literally dozens of other professions.

Boomer Authority™ is a vibrant and compelling global ecosystem for business networking, the exchange of ideas and, most importantly, for the dissemination of valuable content about products and services for 50+ Baby Boomers and Beyond!

Martin Diano is Founder and CEO.