

# Turn Your **Pink Slip** into a **RED HOT Business**



*Losing your job could be the best thing that ever happened to you!*

Boomerpreneur, **Jean Newell** is a prime example of how to reinvent yourself in these challenging financial times.

With no formal education in business, finance or distribution, Jean started **Newco Enterprises**, a manufacturing and marketing company specializing in Jean's own inventions. Her products, a line of wearable organizer bags called **PUPs** (acronym for personal utility pouch), have been featured on QVC, and in major department store chains, boutiques and gift catalogs.

As a national speaker, author and consultant, her inspirational advice and training series "**How to Turn Your Pink Slip Into a Red Hot Business**," will change the lives of unemployed Americans searching for their next employment opportunity.

## **Media Experience**

*Jean and her inventions have appeared on numerous television shows, radio programs and in print media. Examples include:*

- QVC
- The Today Show
- The Bonnie Hunt Show
- The Daily Buzz
- The Montel Williams Show
- The Big Idea
- The Washington Post
- The New York Daily News
- The Chicago Tribune
- The Orlando Sentinel
- Local Affiliates

## **Story/Segment Ideas**

- **"I just got fired; now what do I do?"**  
*Creative ideas to make extra cash*
- **Boomers Mean Business**  
*Reinventing yourself in mid-life & beyond*
- **Work for the Best Boss in the World — YOU!**  
*Six easy income-producing, home-based businesses you can start immediately*
- **You Could Be the Next Million Dollar Entrepreneur**  
*Take a 5-minute discovery quiz and uncover your hidden talents*

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