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Book That Tells Baby Boomers How to Find New Careers Has Been Downloaded More Than 6,000 Times Since January Launch

More than 6,000 people have downloaded *Repurpose Your Career: A Practical Guide for Baby Boomers* since it launched in January 2013, and the book has been featured in [Forbes](#), [U.S. News & World Report](#), [Newsmax](#), and [PBS's Next Avenue](#)--a sign that a lot of Baby Boomers are trying to figure out what to do, caught between vanishing retirement and looming unemployment. **If you're in your 40s or older, it may feel like it's too late to make a new start.** *Repurpose Your Career*, by Austin career design expert Marc Miller, explains step-by-step how to tackle both the psychological and practical hurdles of transitioning into a more fulfilling career.

Repurpose Your Career deals with everything from identifying your core needs, to strategic networking, to how to negotiate with prospective employers. And it was written by someone who took all the steps himself before teaching others.

Miller is a "recovering engineer" who worked for years at IBM, then for two startups, not only as an engineer but in sales and training, teaching in more than 35 countries. **One day, his bicycle collided with a car at combined speeds of 50 mph, nearly ending his life.** The experience changed his perspective on what he was doing with his time and launched him on a search for career fulfillment that led him to working two years as an inner-city high school math teacher and later as a fundraiser for an Austin non-profit. He decided to parlay his experiences—and his engineer's expertise at breaking big tasks into manageable steps—into helping other Baby Boomers like himself find long-lasting career fulfillment.

Retirement, Miller points out, was never all it was cracked up to be. Invented by the WWII generation for people with much shorter life spans, it largely fostered depression and isolation. Instead of retiring, Baby Boomers should use their experience and self knowledge to find work they can grow into for decades.

Miller's approach is a combination of introspection and instruction. First, he teaches readers how to identify the core needs that can make or break their ability to find satisfaction in any job. Then he leads them through the steps of getting those needs met including strategies for building a tribe to support your career search, networking strategically, using social media—something many Baby Boomers haven't yet adopted--and negotiating effectively with prospective employers.

His book also tackles the deeply personal challenges faced by an accomplished adult who now has to start over, with all the financial, health and family issues that many Baby Boomers carry.

Written with professional writer Susan Lahey, *Repurpose Your Career* is not only an easy read, but packed with practical information and specific action steps. Available in paperback on Amazon and Kindle. It's the guidebook Baby Boomers need to carry them into the next phase of life.

Summary Points for Repurpose Your Career: A Practical Guide for Baby Boomers

Many Baby Boomers Have Lost the Option of Retirement...and that's a Good Thing

Retirement was invented by the World War II Generation whose average lifespan was 65 years. By the time people retired, they generally had only a few years left. And even then, many of them found the idleness of retirement depressing rather than relaxing. For Baby Boomers, retiring at 65 is not only impractical but illogical. We are likely to live beyond 80. We don't need, nor could most of us enjoy 20 years of idleness. But neither do we want another 20 years in a career we never loved or have tired of. The alternative? Take the steps now to transition into a career you can grow with and that meets your needs for the next 20 years or more.

The Key to Finding a Career That Will Fulfill You is to Know Thyself

Most of us have a whole system of underlying, core needs we're not aware of. They're so much a part of us, and so rarely a part of the conversation regarding careers, that we don't factor them in when looking for a job. Knowing things about yourself, such as how much control you need, what rewards best suit you, how you relate with co-workers, translate into fulfillment far more than salary and title. Baby Boomers with years of life experience are in a better position to identify what's important to them—despite the fact that they have more responsibility—than people just starting out.

There Are Practical Steps to Making a Career Pivot

The best approach to a career change is a series of pivots that move you into the position where you want to be. This includes identifying your core needs, networking strategically to learn about possible careers and companies, updating your social media skills and, most importantly, building a tribe to support you through the process. This also includes learning how to negotiate for what you want, remembering that you're not just putting yourself out there, hoping someone will have you. It's not easy for someone with experience and some gray hair to deliberately choose to step down from the position of "expert." But overcoming pride and taking these steps is the path to greater fulfillment for the rest of your life.

Author Bios

Marc Miller is the founder of Career Pivot, a career design firm especially geared to Baby Boomers who are unable or uninterested in retiring but want a more fulfilling work life. His own career has included nearly 20 years at IBM as an engineer, salesman and trainer followed by stints as a high school math teacher, fundraiser at an Austin non-profit and work at two different Austin startups. He has taught in 35 countries.

Spurred by incidents such as a nearly fatal bicycle accident, he has dedicated years to understanding the elements that comprise a satisfying career life from every angle, including how people relate to status, social interaction and physical activity. Then he uses his engineer's analytical skills, combined with his teaching expertise, to break down the process of identifying a compatible career and taking practical, powerful steps to transition from one career to another. A networking "connector" and long term resident of Austin, Miller speaks, gives workshops and helps individual clients find careers they can grow into for the rest of their lives.



Susan Lahey is a professional journalist and content writer who began her career as a business reporter for *The Kansas City Star*, and has been an associate editor for a Kansas City business/lifestyle publication and freelanced for dozens of regional and national publications covering everything from entrepreneurship to sustainable building to art.

Since moving to Austin, she's worked for publications including the *Austin American Statesman* and *Silicon Hills News* and written web content, blogs, white papers and other materials for businesses across the country through her content company [Fishpond Content](#).



Fact Sheet: Repurpose Your Career: A Practical Guide for Baby Boomers

Authors: Marc Miller and Susan Lahey

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Reviews

I love this book! It is highly readable, insightful and action-oriented. The concept of Career Pivots as a series of half-steps towards a goal brilliantly captures the process of career change.

Arlene S. Hirsch M.A., LCPC

Career and Psychological Counseling, Chicago

If you're deciding what to do for Act Two of your career, read this book. Marc Miller's empathic, constructive suggestions will help you gain clarity to identify what direction to take, and his practical tips will help you successfully reach your goals.

Miriam Salpeter, Author *Social Networking for Career Success* and *100 Conversations for Career Success*, social media and job search consultant, KeppieCareers.com

Marc Miller talks about the elephant in the room that many baby boomers are avoiding... we are living longer and will have to work longer. But what does reinventing your career mean when you are in your 50s or 60s? You can repurpose your career and this book will help you tackle the changes and help you find fulfillment in your work and personal life.

Thom Singer, Author *The ABC's of Networking*.

Kudos to Marc for staying true to his goal of creating "A Practical Guide" for Baby Boomers as they tentatively navigate their way toward an often scary search for a new career.

His book has a laser focus on the key aspects to successfully accomplishing a midlife career change: Who am I? What do I really want to do? What matters to me in all aspects of my work? How to search for and land a job that will satisfy my needs? Midlife career transition is definitely not for sissies and Marc gives practical action steps along the path to success.

Laura Schlafly, Career Coach, Speaker, Author, *Creative Catalyst for Career Change*. Helping mid-life professionals find meaningful work with Passion, Purpose and a Paycheck. www.CareerChoicesWithLaura.com.

Marc has written a book those in career transition need to read. He stated he likes systems and that is exactly what he has provided—an organized approach to helping one find the position that doesn't seem like a job. Follow his system and you'll be well on your way to be able to laser focus your job search. People will understand what you are looking for and you will know how and with whom you should network to find the position that matches your personality and skills.

Kathy Condon, award-winning Author, Trainer and Speaker on Face-to-Face Networking

A sobering, inspiring and practical read for all. This book is not only for boomers; because all careers will pivot and we need to be ready for inevitable changes.

Gudjon Bergmann Author, Speaker and Writing Consultant www.authorsblueprint.com

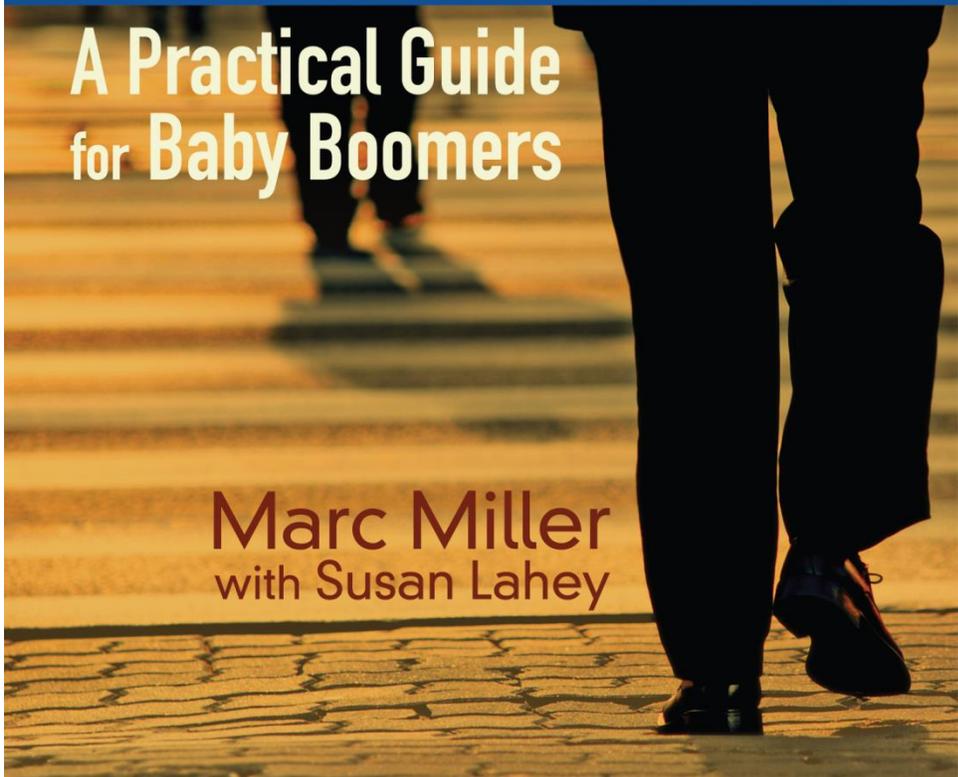
*"If you're deciding what to do for act two of your career, read this book."
– Miriam Salpeter, Keppie Careers*



REPURPOSE YOUR CAREER

A Practical Guide
for Baby Boomers

Marc Miller
with Susan Lahey



Questions for Marc Miller, author, Repurpose Your Career

1. In your book, you contend that losing the option to retire can be a good thing for Baby Boomers. Why?

Retirement in itself is not healthy. We get too much out of work: social interaction, structure, rewards. We have a reason to get out of bed in the morning. The woman who cuts my hair is 68. I asked her why she still does it. She just likes the social interaction. Her husband is in his 70s. He fixes air conditioners. He just likes it.

2. What are some of the biggest obstacles Baby Boomers face in transforming their careers?

Number one is fear. Fear of failure, fear about finances, fear of what other people will think. The second biggest obstacle is that we don't know who we really are or what to do next. That's why I always include a lot of introspection in this process. People will tell you "I don't know what I want to do next" and so they wind up doing nothing.

3. What's the most important step Baby Boomers should take to find a better career?

Figure out who the hell they are. What makes them happy? What makes them tick? When have you been happy? When have you enjoyed work?

4. What's the biggest mistake people make in changing careers?

Not doing their homework. Not dealing from realities. That's what I did when I went off to teach high school, I didn't do my homework I learned a hard lesson. I have one client who has been a project manager sitting behind a desk for 20 years and he thinks he wants to be a butcher. So he's been going to classes, working in a seasonal meat department. He's finding out he has to be on his feet all day. It's a really hard, physical job. But he might still want to do it, he just needs to be in the proper shape for it.

5. Is there a difference between what you advise for people who still have jobs versus people who have been downsized?

Absolutely. People who still have jobs have time and money and can afford to make slow transitions. When you've been unemployed for awhile it's uncomfortable and stressful and you need to put food on the table. Usually I tell people who have been downsized they should find a job that's closely related to what they were doing and make changes from that stable position. Most people who want to start a business, for example, start it on the side.

6. What was the best career move you ever made for yourself?

The best move I ever made was leaving IBM and going to a successful startup. It got me out of the monolithic organization where I worked for many years and into a smaller one. It taught me a lot about what I really liked.

7. What was your worst career move?

That would be stepping out of an IBM sales organization and stepping into being an IBM IT consultant. I assumed I was so technical I could go back to that, but I was sitting in a cubicle eight hours a day writing technical specifications and I hated it.

8. Tell me about your nearly fatal bicycle accident: How did it change your perspective?

I was riding my bicycle and I collided head-on with a 96 Toyota Corolla. Our combined speeds were 50 miles per hour. I totaled the car with my body. I was up, walking on crutches in three days and back on a bike in two weeks. I was 46 and survival rates at those speeds are 10 percent. I had no business living through that. That made me really look at “What am I doing with my life?” Since then I’ve always done things to help people.

9. What piece of advice in your book do you think Baby Boomers will have the most difficulty with?

I would have to repeat what I said in the book—it’s asking for help. If you’ve been in a position where you have been the expert and you’re going to where you are the novice, that’s a major step down. That’s hard on the ego. And it’s just hard for a lot of us to ask for help.

10. Is the information in your book only applicable to Baby Boomers?

No. Most of the practical steps to finding a career run across generations. The part that applies more directly to Baby Boomers is the introspection part. They have a lot more career and life experience to draw from than younger people. They have more previous choices to examine to help make future choices.