



MEDIA KIT



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THE WISDOM REVOLUTION
A CELEBRATION OF WOMEN
OVER 50 WHO ARE QUIETLY, OR
NOT SO QUIETLY, MAKING A
DIFFERENCE

Curated by **CRAVOTTA**
MEDIA GROUP

Hi, I'm Donna Cravotta



STORYTELLER & VISIBILITY STRATEGIST

As a woman well into my 50s, I appreciate visibility around debunking ageism and celebrations honoring the wisdom of midlife women.

But... as much as I love and admire the Forbes 50 > 50 lists, they are missing a wide range of women. The other women over 50 who continue to learn, grow, connect, and make a difference. While running businesses, they are also solo parents, helping their elder relatives, living with compromised health. They are our mothers, sisters, cousins, aunts, friends, mentors, and colleagues. They are people we know.

The work they do matters. Their industries span healthcare, mental health, business and life coaching, holistic healing, dance, art, technology, marketing, legal, financial services, and so much more.

I want everyone to know them. To celebrate them. To recognize that they may be over 50, but they are just getting started.

I proudly introduce you to 77 (and counting) incredible women over 50 who are quietly making a difference in lives, businesses, families, and communities.

In March 2023, I launched **The Real 50 over 50** with a weekly LIVE interview every Wednesday at noon ET, on LinkedIn, Facebook, and YouTube, where we share the stories of women on the front lines of life. We've added on a monthly Wisdom Panel, and more is in the works.

This mission is about amplifying the visibility and work of women over 50 that more people should know about simply because they are awesome.

So Far

THE REAL 50 OVER 50

This initiative isn't a summit or a sprint. It's a continuous, weekly live interview series on LinkedIn, Facebook, and YouTube aimed at amplifying the voices of women over 50 who are quietly making a difference.

The objective is to expand their visibility, enabling us to make a larger impact by sharing real-life untold stories and experiences.

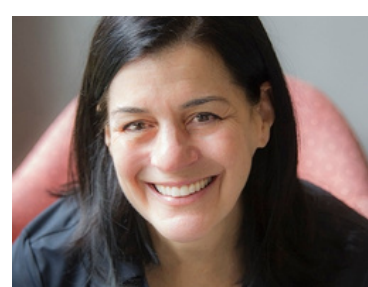
Together, we're challenging ageism in the workplace, businesses, communities, and families. We are a wealth of wisdom.

The women featured are all mission, purpose, and heart-led. They are artists, authors, speakers, consultants, medical professionals, healers, entrepreneurs, and more. The average length of professional experience is 40 years.

They are smart, funny, engaging, generous, and accomplished speakers who are prepared for interviews. Training and media preparation is also available for any participants who need support.

THE NUMBERS...SO FAR

- **77 women - ages 50-85**
- **36 interviews**
- **2 Wisdom Panels**
- **Booked thru August 2024**
interviews scheduled
- **900,000+**
collective reach





Project

GOALS

- Grow to include the stories of 100 women by the end of 2023 and 200 women in total.
- Expand visibility for all participants so individually and collectively we can make a more significant impact.
- Host monthly live Wisdom Panels of women based on topic, location, industry, or shared audience to land more women, specifically over 50 on stages and interviews covering their area of expertise.
- Be a force of women who inspire and create change, not only for those over 50, but to show younger people of all genders what's possible.
- Gather and share a collection of untold stories that change lives.
- Document and celebrate the courage of women who boldly reinvent their professional and personal lives exactly when society tells them to step aside.
- Create a platform that inspires relationships, partnerships, and collaborations as we learn and grow from each other.
- Apply a process I use in my business and with clients called Tried & New.

It's a life and business review. Keep what is tried and true, and make room for what is new. Then, create something that doesn't exist.
- Build a leadership team leveraging the experience and skills of the participants.
- Be a collective force for positive change, inspired leadership, and promoting that anything is possible.

Media

GOALS

- Over the next 6-12 months, the media goals for this project are to create a media platform for women over 50.

Be the 'go to' resource for journalists, podcasters, and organizations who:

- Feature women over 50.

- Cover the topics of:

- aging powerfully
- ageism
- healthcare
- mental health
- well being
- emotional healing
- finance
- parenting
- sandwich generation
- caregiving
- building a legacy
- relationships
- equality
- small/solo business
- education
- technology/AI
- inspiration/motivation
- mentorship
- leadership
- multigenerational workforce
- HR
- career pivots/reinvention
- spirituality
- and more...

- Leverage earned media to further increase visibility and gain other opportunities.

- Types of Media Outlets:

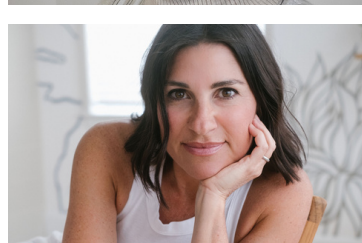
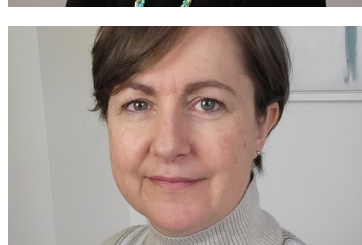
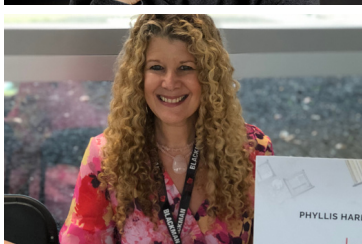
- Entrepreneur
- AARP
- Good Magazine
- Salt Magazine
- Tip Jar
- Be Strong Blog
- Forbes Woman
- Washington Post-50 Plus
- Modern Woman Magazine
- Podcasts for women over 50





Story Angles

SO MANY STORIES, HERE ARE A FEW



- We have a group of women who help heal trauma. Including a mental health professional who has trained and works directly with Brené Brown and another who started an online mental health platform focusing exclusively on trauma recovery.
 - The intersection of childhood trauma and entrepreneurship.
 - How unresolved trauma impacts families and businesses.
 - Evidence-based methods for moving past trauma.
- How integrative hypnosis can help you say goodbye to anxiety and build confidence.
- Helping midlife women find love, success, and happiness in all aspects of their life.
- Sharing HERstory. Women makeup half the population and should make up half of history; it is up to us to insist on our own inclusion.
- Living HIPP: Design a life that is Happy Inspired Passionate Peaceful.
- On the more spiritual side, we have women who left successful professional careers and after the age of 50 and allowed their intuition to shine through, now they blend their decades of expertise with the spiritual side and serve as financial intuitives, business mentors, medical mediums, healers, and more.
- Our women include business and life coaches that cover a broad range of topics. They have built communities, nonprofits, and have found creative ways to share what they've learned.
- Sharing stories of the impact of the project as the participants become more visible.
 - What happens to their lives and businesses?
 - What happens as they build relationships with each other?
 - What are the avenues of impact? The ripple effect?

Wisdom Bombs

THINGS WE SAY

“ I know since I turned 50 I spent like so many years before that worrying about what other people think... after I turned 50 I was like no it's my turn. *Amy Thurman*

“ Burnout is chronic stress that has not been managed... but betrayal is defined as the breaking of an expectation that you have relied on that ruptures your view of yourself and the world. *Lora Cheadle*

“ Laughter can be used as a tool for personal and professional development, and it can be incorporated in various professional settings, including the legal profession. *Noreen Braman*

“ Healing starts with self; it's about learning to trust oneself and one's own wisdom. *Tina Walsh*

“ You can create a business that supports the life you want this next chapter to be. *Karen Yankovich*

“ You reach a point in life where there's a little bit of space to think about what you want and you start to remember who you are. *Laurie Seymour*

“ Everything is a choice. You could have said no or not acknowledged it, but you chose to step in. And there's the power. *Kim DeYoung*

“ We form these limiting beliefs in our subconscious mind by the age of 7 and we carry those wounds of what happened to us and we don't even know it. *Jenn Gulbrand*

“ I often tell clients, you're the problem, but you're also the solution. That's what I call the bitter pill and the magic pill at the same time... because you have the power to fix it. *Hilary Silver*

“ We're 50, we're NOT dead! *Kamrin Huban*



About

DONNA CRAVOTTA

Donna Cravotta is the CEO and Founder of Cravotta Media Group and the creator of the Mix Tape-brand story video reels, the BeVisible.club, a group learning community, and The Real 50 over 50: The Wisdom Revolution, a visibility project featuring 50+ women who are quietly making a difference.





After years of creating marketing strategies and building customized online platforms, Donna saw a recurring theme. Clients had gaps in their own stories. They left out parts of the journey that got them where they are today. This gap created a disconnect in their work and their marketing.

So she flipped her own story, spent a year evaluating 40 years of professional experience, listening and learning what small businesses need, and redesigned her business. Now, her focus is on guiding clients as they pull together all of the parts of their stories and mix tried and true strategies with new technology to be visible and connect with their perfect audiences.

Her clients have expressed how empowering it is to see their stories through a new lens and feel prepared to be visible in an entirely new way.



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