



REAL LIFE, REAL TALK, REAL PEOPLE
STEPPING THROUGH LIFE **OUR** WAY!

WHY? THE OBJECTIVES:

- **The over 50's are so NOT DONE!** Vitality is not just for the young! Our experiences may have gifted us grey hair and wrinkles, but we have also gained wisdom, strength, humility, the ability to laugh at that which would have previously made us cry, and the desire to make a bloody big difference to those who still struggle with life's challenges.
- **To engage and entertain our audience** with inspiring, enlightening, humorous and sometimes irreverent conversation around the real life issues which affect everyday people over 50. As well as issues around style, comfort and challenging the 'invisibility' of our age, topics will include everything from finding love in your 50's (including online dating) to finding and using your personal power and your voice, surviving coercive relationships to mental toughness, performing under pressure, bouncing back, and letting go of that which holds us back.
- **To deliver content which will resonate and be relatable.** We may even talk about stuff our audience wishes they could, but just can't share - or simply don't dare! Our listeners will be encouraged to step out of their comfort zone, know that it is NEVER too late to learn or begin something new, that the only opinion of them which matters is that which they have of themselves, and that **"being comfortable enough to do more of what you love is the only way to live"**.

WHY...would people tune in?

*"Don't ask what the world needs – ask what makes you come alive and go and do that.
Because what the world needs is people who have come alive."*

Howard Thurman

What can we do to help 'women of a certain age' come alive...?

As Jane Fonda states so eloquently in her Ted talk, she sees age not as pathology, but age as *potential*. We 60-somethings are going back to uni, starting new relationships, exploring our creativity, taking new spiritual paths, embarking on new careers, building new businesses, creating new communities, fighting for causes in which we believe, giving our time and money away, and bucket listing.

The baby boomer generation - our generation - is now estimated at 73 million and by 2030, all baby boomers will be 65 or older. That's a lot of experience and wisdom out there!

Some say we are the first 'ageless' generation in history, rejecting the rules of society - even leading a 'spirited life!' (spirit being our 'vital, animating essence').

And yet...we seem to be STILL living in an age where youth and beauty are often synonymous. I even heard a young woman being interviewed by Vanessa Feltz stating that "vitality is only for the young" - I was so incensed that I immediately emailed the radio show and offered to address this as a very vital 61 year old! No response, and just as disappointing was the fact that Vanessa didn't challenge this statement herself!!

Let's challenge society's generalised perceptions!

WHAT?

- An empowering, uplifting video and audio cast to look forward to each week. Podcast hosted (audio and video) across all streaming services such as Spotify, Stitcher, iTunes, and YouTube.
- Conversations with those 'at the front line', who have real experience of life's issues - and are willing to share these.
- A powerful way to build awareness around the new, defiant attitude of the over 50's.
- Being part of an inclusive, joyful, inspiring, enlightening and beautifully irreverent community :)
- Opportunities for learning, empowerment, transformation and liberation.
- Increased self-worth, self-image, wisdom and confidence.

WHO? The Host: Susie Mackie

In 2008, at the age of fifty, Susie graduated from Hereford College of Art with a First Class BA (Hons) Degree in Photography. Drawing on her personal and professional experiences, Susie's passion and purpose is for women to know their real worth and to encourage them towards self-love and self-empowerment.

In October 2018 Ladies First Professional Development created a special award 'Advocate for Women' for Susie in recognition of her work through the movement she founded 'Women of Spirit'.

"Susie's 'Women of Spirit' movement DOES make 'ordinary' women feel worthy."

Susie is a Fellow of the RSA – The Royal Society for the encouragement of Arts, Manufactures and Commerce.

Woman & Home Magazine Amazing Women Awards 2019: Finalist in the 'IMPROVING OUR ENVIRONMENT' category in recognition of my work to encourage women to make their world a better place.

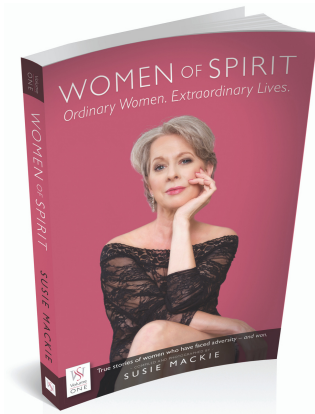
"I am honoured to have shared a stage with Susie and witnessed how she captivates an audience. Simply said, she sprinkles magic dust, hope and belief at exactly the time it's needed!" Sharron Lowe, Global Speaker, Coach and Author of 'The Mind Makeover'.



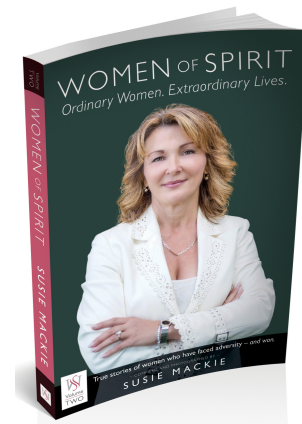
One of Hotter's
'Inspirational Women'.

WOMEN OF SPIRIT

Ordinary Women. Extraordinary Lives.



Women of Spirit, founded with the publication of Volume One in 2017, is a company dedicated to the empowerment of women, encouraging and enabling them to become more confident in who they are as well as in what they do. This has a powerful, often life-changing effect, which benefits not only women themselves, but those who are close to them both at home and at work. In everything we do, we believe in the empowerment of women.



Because living without self-esteem isn't really living at all, it is simply existing.

THE BOOKS: 50 incredible true stories. 510 pages of courage over adversity.

"Books so full of discovery and enlightenment, they literally give you goosebumps. Such a feel-good factor in a world that would honestly use this. A must-have for both men and women."



www.womenofspirit.co.uk

CREDIBILITY - AND BEING ON-TREND

One in five people are listening, and the listening audience is now much broader. Technology is driving the appetite, we are just at the beginning of the audio (book) boom, it suits the busy modern lifestyle. Listening to an audio book or cast is an intimate experience, bringing a sense of comfort and belonging.



Cheltenham Wellbeing Festival 2019 Privileged to be on stage with such amazing women.



Gorgeous Gail Emms MBE interviewed us beautifully.



Women of Spirit Janie, Susie and Charlie bravely shared elements of their stories to a captivated audience.

Now, more than ever, we need to bring broadcasts such as 'Our Spirited Life' into people's homes.

"Susie is creating a community of women supporting women to make their world a better place. She has used her own adversity to channel her energy into breaking boundaries, and she works hard to enable others to do the same. She lets people into her life and shares all, even the difficult parts, and this she does with great humour. She has found her life's purpose in showing other women facing challenges that they are not alone, that there is a future – even when things look bleak. When Susie engages with these women they see a real person who listens without judgement. Simply said, Susie sprinkles magic dust, hope and belief at exactly the time it's needed!"

Sharron Lowe, Speaker, Global Coach and author of 'The Mind Makeover'.

WOULD YOU LIKE TO BE A GUEST?

- If so, please email me at info@susiemackie.com with a topic that is close to your heart, and a working title.
- Although 'Our Spirited Life!' is for men and women, and we have some gentlemen on our confirmed list of guests, the broadcast will probably appeal mostly to women over 50.
- Topics need to be relevant to our audience as described above, and also to the 'Season' of the broadcast - seasons will run for 2 months and will have an overall title.
- Conversation will include 6 questions around your topic; 3 from me and 3 you have provided me in advance, for me to ask you, to keep us on topic.
- Broadcast style will be relaxed within the hour's structure, allowing for conversation to flow and meander into spontaneity rather than be an 'interview'.
- Our conversation will close with 3 top tips from the guest, that viewers can aim to implement into their own life.
- A public Facebook group/community will be set up for 'Our Spirited Life!', where people can discuss the latest episode and have access to information about guests, books, music choices and all the discussion and inspiration around our campaign theme.
- Social media: sharing is caring! We will invite you to the Facebook group and encourage you to share posts in the lead up to your broadcast, and to engage with those who comment.

PLEASE NOTE: Appearance at a certain time cannot be guaranteed.