MARKET RESEARCH

REPORT ON WOMAN IN 30S

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October, 2015

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INTRODUCTION

This report is aimed to identify the market segment of woman in their 30's. The goal is to obtain as much as possible information (360° overview), which can later be used in attracting them in visiting a web site related to Social skills (communication, listening, body language, emotional intelligence, and other alike skills).

According to US Census Bureau, in 2014 from the total population of 7.153.598.810 (7 billion), there are 506.102.805 (half a billion) are woman in their 30-39 years. This is like 7% of the total world population.

Therefore, this reports is looking at the market segment through different perspectives, in order to identify potential needs. It represents a summary of extended online research of portals, websites and articles that are targeting woman in 30s. Based on that observation we've identified several categories that are critical to woman in 30s and we've addressed them into more details.

As progressing thorough topics we will be identifying pains and fears, hopes and dreams, obstacles, and other things that seems relevant. We have to note that there is a lot of stereotyping in this report - which is actually its purpose. Of course that there is not one statement fit all, and there will be a lot of exceptions to each claim, but the purpose is to capture the majority of the segment and their points of interests.

In addition to our findings, we will provide several lists that we deem relevant – they represent potential source of ideas for topics for writing. At the end we will provide recommendation on where to find this market segment.

1. CHILDREN

One of the main topic for woman in their 30's, and is major source of emotion (positive or negative) are children. There are too many questions around children, that woman in 30s are struggling to answer:

- What's the right age to have a baby?
- What if you're actually infertile?
- How much money are you supposed to have?
- How stable should you be?
- How many should you have?

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- Do I want kids because I am female, and because child-bearing is still constructed to be an essential rite of womanhood?
- Do I want kids because I grew up (partly) an only child, and want a big family to compensate for a lonely youth?
- Do I want kids because I grew up (partly) in a large family of four, and want to re-create that experience as an adult?
- Do I want kids because I'm vain?
- Do I want kids because I'm lonely?
- Do I want kids because I think I'd be a good parent?
- Do I want kids because I'm supposed to want kids?

The questions are endless. And they are easy to see as ridiculous, toxic, indulgent, privileged, silly and obnoxious. Still, they are legit, and people need to deal with it.

It was impossible to assess woman in 30s in regarding to children from single point. The main problem is that woman in 30s can be at different stage when talking to children – they might not want, or trying to conceive or already have them. Therefore we couldn't derive any conclusion that will fit all these sub-groups.

In order to solve this problem, we've divided the main segment of woman in 30s into several sub-segments and addressed their fears and hopes separately.

1.1. WOMAN THAT ARE NOT YET INTERESTED IN CHILDREN

This sub-segment are still trying to avoid this subject. Mostly single, or dating (a small percentage of them could be married), they are still struggling to live like in their 20's. Without large commitments, traveling, enjoying live. Their main **fear** is that they are becoming old, and are trying to live to the max. Other also **fear** that if they start a family they will have to saddle, so the focus is on progressing in the career.

Another characteristic, is that they are avoiding reading articles about bio-clock, fertility issues at giving a birth at a later stage (which is also one of their main **fear**).

Their main **pain** is that most of their friends already have children, and the conversation is always moved toward children. "I have had so many conversations about having kids in the last week I can't believe it!" Since they don't have any, they cannot contribute to the conversation, and it is uncomfortable situation. "So, how many kids do you think you guys want?"

Main **hope** of this sub-segment is that they can continue enjoying live for few more years before getting children. They want to read about articles that the generation is shifting, and it is normal to have children at a later stage.

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What is **interesting**, is that somehow they believe that having a kid, is a live-changer (to the worse), and that they can live life up to the point of having a kid – and that is it.

The economic downturn has slowed birth rates in this country, which means that fewer Americans are having kids. Still, most do. Having children is still perceived as normal - just as it is to pair off. Single, childless people and families are still the ones who have to explain themselves. So, perhaps child conversation is so much between couples that don't have any. Because not having kids is still something to explain, whereas having them is simply expected, applauded, the next, normative step.

1.2. WOMAN THAT ARE TRYING TO GET CHILDREN

"I don't really feel different being 30. I just suddenly feel like I need to start having babies. Like right now." For this sub-segment, becoming 30, is an alarm that they should start raising a family. This mindset has its own advantages and disadvantages.

The main **fear** of this sub-segment, is that if they don't have the baby now, they might become too old and would not be able to be mothers. So their focus is on finding their soul mate (if don't have it already) and try to conceive a baby. Another **fear** is that it might not work (due to different circumstances), and they might not be able to have children. Also, they **fear** that they will have to give up on their current life (personal time, career) and focus on family.

Obviously, their **hope** and **dream** is to have a healthy baby. This means reading a lot of articles as healthy preparation for conceiving – food, nutrition's, exercises, ovulation periods, basal temperature monitoring, etc. They just want to get as much as possible prepared to get conceived.

It is **interesting** that this sub-segment is entering new chapter in life, and they have to visit sites that they have never before, start learning completely new things, and buying things that they've never needed before. So, if they perceive a site as credible and relevant, they will stick to it.

1.3. WOMAN THAT HAVE CHILDREN

This sub-segment, has already a child, or several children. Their main focus are the kids, and if they have returned to their jobs and careers, how to juggle between the family and career.

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Their main **fear** is the safety of their children (not only physical, but also mental, financial). They want the best for their children, but not sure if they can allow or afford it. Another **fear** is that they are not spending a lot of quality time with their families, and lives is more like a routine. And they **fear** that they cannot progress in their careers, because they've decided to have family. There is also **fear** of not living enough to ensure proper development of their children.

Noted **pain** is that they want to advance in their careers, without affecting the quality time of raising a family – something that is very hard to do in parallel.

Their **hope and dream** is to see their children grow into normal people that will be successful. Therefore, they are reading sites that give advice on how to properly raise a child, how to increase intelligence, or emotional intelligence, how to improve creativity, etc.

"She and her husband both explained the extravagant parenting strategies they employ with their 2-year-old -- language classes, strict nutritional policies, etc. -- despite their awareness that these techniques have no proven payoff." When it comes to parenting, even for the most rational among us, our choices are not rational.

1.4. OTHER

There are many additional smaller sub-segments, but as the subject is more global, we won't address them here. These are: woman that are fertile and can't have children, women that had a spontaneous abortion, women that lost a child, and many other smaller sub-segments.

2. MARITAL STATUS, LOVE & DATING

This is another main topic for woman in their 30's. The martial status, love and dating is another big source of emotion (positive or negative).

In regards to marital status, we can sub-segment this market on: single, dating, married, divorced, and other. It is interesting to note that within each of the sub-segment there are many that **desire** to belong in one of the other categories: the single ones want to be in relationship, the dating want to be married, the married wants to be single again, etc.

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These sub-segments can be then further sub-sub-segmented in 30-35 and 35-40 as there is some significant difference, but this would get too much into one area, which is not purpose of the report. The justification is explained here:

“The problem is that many women from 27-34 are independent professionals just like their male peers. They, too, have a lot of dating options, are busy building their careers, and don’t have a clear urgency to settle down. Then she hits 35. Theoretically, this is when she starts to get more serious. This is also when all the problems start. Because 35-40-year-old men who are ready to settle down still want to have time before becoming dads. Thus, their target market remains women, 27-34 – who may not be ready to settle down quite yet. These women still have money to make, places to travel and oats to sow. The 35-40-year-old women who ARE ready for marriage, unfortunately, are roundly ignored by the men they desire – their 35-40-year-old peers. These women are youthful and find themselves far more attracted to men in their 30’s than their 40’s.”

Here we will focus on each sub-segment individually:

2.1. SINGLE

Being a single woman in 30’s has its ups and downs. In 21st century, woman feel equally independent as man. In early 30s they want to remain single, and want to enjoy, travel, build career, before settling. Their **hopes and dreams** are around enjoying live, advance in their careers, get better financial condition, travel to different parts of the world (as now they can afford it). They also want to feel free, unchained, and do what they feel like. They would mostly be interested in reading about new places and adventures.

Woman in 30s that are single, and not by their own will, **hope and dream** that they will find the right guy. They would very much focus on reading on articles around finding your soul mate, how to evaluate if someone is right for you, are you ready to saddle, etc.

Main **fear**, is that even if they desire to be single (or in short relationship), as times goes by, everyone around them is getting serious and married, and the **fear** is that they will stay single. This fear is significantly increased at women above 35 year.

They should be reading articles about how to seduce at 30s, how to still look beautiful, etc. Also recommended reading would be fashion, as they are out often and need to fit in.

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2.2. DATING WOMAN (SERIOUS RELATIONSHIP)

There is a research done on what man in their 20s, 30s, 40s and 50s would say about dating woman in their 30s.

Men in their 20s date women over 30 because:

- "They understand better how to interact in a relationship." — José Fernández, 24 (single)
- "I appreciate the grace and expression of slightly older women. Certain facial features, like smile lines, can be charming." — Niv, 25 (single)
- "They know what they want. There is more of an end game. So if you meet their criteria, they're good." — Billy, 27 (has a girlfriend)
- "I think women in their 30s are in their prime. Sexual maturity, the way that they carry themselves — for me something about it screams woman." — Alex Sanza, 28 (single)
- "They are more stable." — Solomon, 29 (just started seeing someone over 30)

While men in their 30s say:

- "Generally more expert at the multisensory/theatrical aspects of the whole dance." — Anonymous, 30 (single)
- "Much better sex" — Anonymous, 32 (actively dating)
- "When I was in my 20s, I was drawn to older women because it gave me a certain level of confidence because she was established. She's not as needy." — Peter Bailey, 34 ("not married")
- "More nurturing." — Percy Baldonado, 38 (single)

Men in their 40s add:

- "Women over 30 have stopped putting metal through their lips and tongues which makes it easier to kiss them. And they've figured out their makeup routine so they won't keep you waiting as long when you're trying to get to an event." — Anonymous, 49 (seeing someone)
- "Age has never really played a role in who I date … I have dated my own age, younger than me, and older. What it comes down to is, I like this girl, she's cute, and I'd like to see her again." — Chris Dinneen, 41 (in a relationship)
- "I always liked somewhat older women for their maturity, self confidence and poise, finding those qualities quite attractive and usually absent in younger girls."— Daren, 45 (in a long-term relationship)

And men in their 50s prefer women over 30 because:

- "We have similar life experiences and similar pop culture references. It's a little more comfortable." — David, 50 (seeing someone, not exclusive)
- "Given that I'm 52, I can't really relate to dating someone in her 20s — too much of an age difference." — Patrick, 52 (single)

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Woman that are in serious relationship in their 30s are more likely ready to settle. Their main **hopes** are that the partner that they've got is the real one, and that they can start a family. But this is also their main **fear**, if after several years invested in the relationship, it didn't work out, they will be again single, and it is too much **pain** to go over the dating process again. They would mostly be interested in reading more about how to be proposed, or how to initiate conversation about babies.

2.3. MARRIED WOMAN

This sub-segment consists of woman that are in their 30s and are married. This can be further sub-segmented into having or not having children, but that was already addressed in the other category.

Their **hope** and **dreams** are building up/or sustaining a normal family. They would most likely be reading about self-improvement. They could also focus on building up a family and progressing in career.

It is interesting to note, that single and dating woman spend a lot of time and insecurity on whether they will get married and have family. Once that is sorted, the focus is on higher things.

The **fear** is also toward the career of family – losing any of it. They would need advice on how to jiggle between these to – maintain an healthy family, and keep up at work. Having said that, organizational skills and time management would be essential.

2.4. DIVORCED WOMAN

Divorce rates are at all time highs, and are higher for people in their 30's than they are for any other age demographic. The reason can vary a lot: thought that found the right soul mate, and after few years realize it is wrong, or simply cannot overcome differences.

The main **pain** is the look from the society. Although it is 21st century, divorced people are still looked differently, as they need to explain themselves. Especially if there is a kid involved.

Their main **fear** is that they need to get back in dating shape – start meeting new people, and start dating. The **fear** comes from many aspects: think they are too old, current

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burdens does not leave time for dating again (kids or career). Also, their **fear** will be present even if they meet someone (if you burn once, you will be more careful).

Their **hope and dream,** is that they can get back in game and fall in love again. They might start reading articles about how to get back in the game. How to seduce at 30s, how to still look beautiful, etc. Also recommended reading would be fashion, as they need to get out more often than before.

2.5. OTHER

There are definitely many other sub-segments that are not taken into consideration: Widow, lesbian, woman that are having an affair, etc. but this research cannot cover every sub-segment.

3. HEALTH (PHYSICAL AND MENTAL)

Health is also is within the top 5 topics within woman at their 30s.

“For many women, turning 30 marks the real beginning of adulthood. You’re established in a career, and maybe in a relationship. You might be thinking about starting a family. You feel pretty good about yourself, and all the health indiscretions of their 20s — remember those all-night parties and how you still managed to make it into work the next day? — haven't taken much of a health toll. In other words, the healthy lifestyle habits you ignore now could set the stage for a less than healthy life in your 40s and beyond.”

Let's face it, ages 30 to 39 are prime time. "All in all, the thirties are a very positive time for health, but it's also the time you have to start developing excellent habits as an investment in the future," says Dr. Debra De Joseph, medical director of The Women's Health Institute at University Hospitals in Cleveland, Ohio.

The major **fear** for woman in 30s is that they are getting old, and don’t have the energy to keep up the pace. As they are getting older, wrinkles appear, body lose its shape, and with child birth, it is hard to get back in shape. One of the **fear** is that they will no longer be attractive – if single, cannot find partner, or if married, the partner not show any interested. “Your 30s can feel sort of bittersweet. Just as you're coming more into your own and feeling stronger in your identity, your body begins to show some of the first subtle signs of aging.”

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The **pain** they are facing is fighting obesity. Although it could be littler overweight, it can be perceived as very stressful, and to change the self image.

Their **hopes and dreams** is that they will find time for themselves – time that they can be on diet, time to exercise, time to work and keep up with the family. So this also relates to organizational skills, but also motivational reading.

They are also **dreaming** on having the shape, form, strength as in their 20s. This means they would be interested in beauty tips & tricks, how to hide their imperfection, etc.

“It seems that as we age, metabolism does slow down for various reasons, including genetics, hormones, and diet, to name a few. Add into the mix the fact that body fat increases incrementally after age 30, with fat accumulating around the middle, according to the National Institutes of Health. Although the metabolic slow-down in your thirties isn't huge, if you don't take steps to rev it up, you could potentially pack on double-digit pounds as you age.”

4. FERTILITY

Like it or not, age remains the biggest determinant of fertility. “No matter how much you take care of yourself, you can't slow down ovarian aging," says Dr. Kutluk Oktay, medical director at the Institute for Fertility Preservation at the Center for Human Reproduction in New York City. Very simply, age is a factor when it comes to fertility. The older you are, the tougher it is to conceive, and there is a "gradual decline" in fertility for women, starting at about age 32, which takes a sharper drop when a woman reaches about age 37, explains OB/GYN Dr. Judith Volkar of the University of Pittsburgh Medical Center. "In general, women don't understand the decline in fertility and they put off child bearing thinking they have plenty of time," she says. "But peak fertility for women is when they're in their twenties. It can be a difficult conversation when a woman in her thirties or older is trying to get pregnant and can't."

To be clear, pregnancy is "absolutely not impossible" in the 30s, and many women will get pregnant, says Volkar, citing stats showing a woman's chance of conceiving within a year in her earlier 30s is about 75 percent, dropping to about 65 percent in the late 30s. "Education is really important, and I don't want to alarm women, since putting off childbearing until the 30s makes a lot of sense for many women," says Volkar. "I just want women in their 30s to be mindful of fertility."

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The main **paint and fear** is that as time pass, woman would be unable to have children, which was covered with the Children section. Also the **hopes and dreams** are that they are exception in the statistics, and that they can still have plenty of children.

I WAS TOO OLD TO CONCEIVE... AT JUST 35

When she was in her early 30s, Lesley Pyne never doubted she would one day become a mother. Recently married and pursuing a career as a Whitehall civil servant, she thought children would naturally follow in good time.

But when, at 35, she started trying for a baby with husband Roger, nothing happened.

Lesley, right, recalled: 'When we were referred to the IVF clinic, we suddenly realised that I was probably too old. If we'd have known, we would have started sooner.' Over the next five years they had six rounds of IVF.

At 40, Lesley decided to stop trying, knowing the statistics were stacked against her and feeling 'physically and emotionally finished'.

Now 53, she helps other women come to terms with infertility.

She said: 'A lot of women think they can just delay motherhood, have IVF and it will all be fine.'

Lesley Pyne, 53, helps women come to terms with infertility

There are many articles on fertility and how to improve changes at older ages. However, it is hard to find articles on how to communicate to your partner about being infertile, how to cope with infertility, how and other relevant social aspect of the subject.

5. SEX

I it true? Do women really hit their sexual prime in their 30's? Or is this simply a man cave created fantasy that has no basis in human sexuality and fact?

Woman sexuality at their 30s is largely covered by the media.

According to a professional sociological study conducted by the University of Chicago, entitled, The Social Organization of Sexuality, the female libido is contingent upon many things. For females, sexual intimacy and sexual intercourse are overlapped with feelings of emotional security and are extremely subjective to cultural norms and perceptions. This can indicate that sexual desire is easily curbed by upbringing, values, and personal experiences with the opposite sex. One of the biggest libido busters for women of all ages, was stress. And while men can become easily aroused, science has yet to figure out in

particular what sparks arousal in women. Many sociological studies have come to terms with the theory that for a female, sex drive is often determined by “what occurs between the ears, rather than between the legs!”

According to a Durex Global Sex survey, only 46% of the population considers their sex life to be fulfilling. Another survey conducted by revealed that 56% of married men in their 30’s are dissatisfied with their sex lives. Additionally, according to the same survey Americans only spend about an hour per week having sex, and average one of the lowest amounts of sexual encounters, globally, in a single year.

I am unable to comment on the sex aspect of this segment – as I couldn’t find articles related to fear/pain/hopes/dream.

6. FASHION

Plenty of articles on fashion. However, I was unable to find a connection on the fashion and the social skills and related articles.

7. OTHER RELATED AREAS

7.1. STRESS FACTOR

Majority of women in 30s live under constant or common stress

- 61% of women aged 31-40 are constantly or quite often over-stressed, anxious or depressed
- Only 34% of these women have sought help from their GP
- 'Health gap' of 66% who are trying to cope on their own.

New statistics reveal how the majority of British women in their 30s are constantly or 'quite often' feeling over-stressed, anxious or depressed - but just over a third of those affected seek medical help.

Sixty-one per cent of women aged 31-40 report **feeling** over-stressed, anxious or depressed 'most or all of the time' or 'quite often', health statistics* gathered by Patient, the UK's leading independent health information website reveal.

Despite these mounting stress levels, only 34% of these stressed women have sought help from their GP to tackle how they're **feeling** - resulting in a 'health gap' of 66% who are **struggling** to cope on their own.

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Commenting on these findings, Dr Sarah Jarvis, clinical consultant at Patient says: "Many women around this age are not only under pressure at work, but are juggling other commitments, such as caring for young children and elderly family members, not to mention household chores, when they get home after a busy day.

It's worrying to learn that many don't seek medical help, as stress can have significant long-term impact on a person's health. For any woman who feels this way, I'd urge her to speak with or call her GP for a confidential chat or to get advice on ways to cope when she really feels overwhelmed."

There is a need of articles that will address the stress of this segment, as 66% of the woman are coping with the stress on their own.

7.2. TRANSITION AGE STORY

It is transition between 20's (careless live) and 40's (mature life). I find the content unique, so I left the article as it is:

Being a female in your 30s is a bit perplexing -- you're not so young, you're not so old -- but even beyond that, it's a period of time that seems to be a quieter, less socially-discussed endeavor compared to the decades that sandwich it. When you think of women in their 20s and 40s, it seems easier to define them in intangible terms. The 20s chick is known for exploring and taking risks. The 40s chick has a rep for coming into a higher level of independence and self-empowerment and hell, she's even gotMORE magazine. These two decades even have their own version of well-documented existential crises -- quarter-life crisis and mid-life crisis, anyone?
The 20s and 40s gals have a distinct and interesting enough internal dialogue that compels the rest of the world to want to have an external dialogue about them -- look anywhere, and you'll end up with a plethora of 20- and 40-something material at your fingertips: self-help books, blogs, TV shows, movies; they're ubiquitous.

But no one really talks about the 30s female experience in the same sense. Is it because this decade of living seems too busy existing in the mundane? After all, this is a period where we're preoccupied with accruing bloated titles at work, getting that corner office, getting married, not getting married, having kids, avoiding having kids, etc. On the outset, it sounds so terribly banal and purgatorial, but internally, what's really going on?

I decided to ask everyday women in their 30s and 40s what they thought the 30s female experience is, and I uncovered some running themes.

Merissa, 36, sees this decade as a **rediscovery of yourself** -- but in a blowtorch-to-your-ass kinda way:

One phrase to sum up my 30s so far? In the hot seat. You take an audit of your career, your home, your bank account. You start to take a hard look at the person in bed beside you. You start to take a hard look at your face, the little lines that won't go away... In your 30s, you find your 'fight': What are you willing to fight for and why? Maybe you speak up more. Maybe you make some changes. Maybe things start to happen that change you: children, mortgages, divorce, a parent's illness. It's the decade of reckoning, bookended by the 'explore it all' 20s and the 'fuck it all, what's done is done' 40s. It's the hot seat. The time of awakening.

Then there's 39-year-old mom-of-two Ali, who **feels the 30s is about a quest for balance** (i.e. not going bonkers):

The first word that comes to mind for me is torn. Every 30-something year-old woman I know (mostly married with kids) have had to live under the annoying 'having it all' shingle and are made **to feel inadequate**, whether working at home, part-time, not at all, or being the primary breadwinner. There is so much information, so many opinions out there floating on the Internet; it's hard to find even a little peace within.

As for my rocker chick former co-worker, Margo, 47, she looks back at the 30s as a **practice in the art of refinement** -- or what she proudly calls, becoming "top-shelf bitches":

The essence of a woman's 30s: understanding what you prefer in life. You're solidifying your preference wish list. It can be spiritual or material or metaphysical. In your 40s, these preferences are either attained or abandoned. Maybe climbing Mt. Kilimanjaro isn't going to happen this year, but you hiked one of the more difficult parts of the Appalachian Trail. Maybe that pear tree espalier in the garden didn't work out, but your cherry tomatoes kicked ass. Maybe you're not driving a Bugatti, but that BMW 5-series is tits. Whether it's experiencing the natural world, digging in the dirt or tearing up the asphalt, a woman can become who she's meant to be by putting a name on what it is that she wants from life. I think this begins in the 30s.

But why does this decade's experience get overlooked by society?

My longtime bud Angela, 32, thinks it's **simply an awkward and hectic transitional period** that frankly, just ain't sexy:

The 30s get the shaft by society because it is the middle child. The 20s are a time to experiment and experience, by your 40s you have it dialed in, but your 30s is that awkward adolescence of figuring out how to get your family and yourself out the door in the morning, kick ass at work, have a healthy dinner on the table that evening, connect with your partner but not skip story time for the kids and still find time to get in a run to recover your pre-baby body or maintain a healthy figure. It's not pretty as you're trying to figure this out.

And then there's Tracy, 40, who thinks the answer is simple: The more extreme life experiences get people excited, and the 30s just isn't that exciting:

> When 40 became the new 30, 30 became invisible. It's a decade of major transition, a bridge from the broke hot mess of your 20s to the fabulousness of your 40s. Or when 'Mean Girls' graduate to 'boring bitches.' At least that's one of the perceptions that hurts the pre-middle age group. Thirty-somethings are overshadowed by the antics of the 20-something "Girls" and the 40-something "Real Housewives" because, pop-culturally speaking, the best material is born from 'having nothing' (20s), 'having it all' (40s) or 'losing it all' (40s divorcee).

But, Rebecca, 36, has an altogether different perspective, asserting that the 30-somethings are too busy directing our cultural trends and don't feel the need to be the stars of the show:

> I do wonder if the 30-something female is deliberately standing behind the camera. This is the age bracket that some of us make life-changing decisions (i.e. children), and though I am loath to leave women barefoot, pregnant and at the stove, I do think that we take a step back to keep things in perspective. There's also the fact that most of us did not spend our early teens posting every sloppy detail of our lives to the world (i.e. Facebook, Twitter). It's no wonder we're cool with chilling behind the lights and calling the shots.

For me, I have my own opinion of what it means to be in your 30s. In light of the fact my 20s seemed more like a huge fog -- perhaps in every metaphorical sense of the word -- my 30s thus far feel like an awakening. I'm sloughing off the unessential in life, love and work, and discovering the joy of saying "no" rather than caving into a people-pleasing "yes." In short, I'm gaining an honest confidence.

Sure, there's a CRAP-TON of stress -- you feel like every aspect of your life has got to be balls to the wall -- but I still feel like, by and large, it's a journey of solidifying yourself, and that's always a good thing.

The 30s collective experience may not be glamorous enough to base endless books or TV shows on, but hell, I'll take it. Besides, look at it this way: At least when you're in your 30s, you're mostly done with mouth breathing at the bottom of a toilet bowel, and you still got some years before you get scorched with a hot flash.

7.3. ARTICLE(S) ON WOMEN STRUGGLES IN THEIR 30S

I found (Link) an interesting article that is focused on what are woman at 30s struggle and here are the highlights. Also incorporated comments from other sources:

- I struggle with the idea of having children and equally with the idea of not having children (read: window closing).

- I struggle with seeing my family once a year on Christmas or in Hawaii. Once arguably quite close, I've grown apart from them due to geography. Whether you're 12 years old or 30-something, feeling alien to your siblings feels alien.
- I struggle with the concept of vanity. Is it wrong to be upset by the lines that rim the outside of my eyes and cut through my forehead like bulldozer tracks?
- I struggle with the concept of relationships. What do I want my friendships and relationships of all different types to look like at this point at this point in my life?
- I perpetually struggle with career and school endeavors and aspirations (yeah, this is "tip of the iceberg" statement).
- While there are a lot of things that I struggle with (just a few briefly mentioned here), this isn't what is on my mind when I wake up in the morning. When I wake up and I'm happy dancing (badly) around the house to some ridiculously bad song doing the dishes, I'm just good.
- 30s also bring some of the unique challenges, such as grey hair. It kinda sneaks up on you. One day everything is fine and then - boom! - glitter is coming out of your head. Very shocking experience.
- I'm 33, and my big struggle is trying to reconcile what I'm doing with my life with what I want to do with my life. I'm at a point right now where I can still choose to drastically change the course of my life by moving across the country or trying a whole new career, but I'm also at the age where I need to have a bit of stability so that I can save money for the future and to surround myself with nice things. My other concern is that I have to do what I want to do now--find a part of the country I want to live in and a stable job that I want to stick with before I end up falling in love and getting married, or possibly having kids. The trouble is that there's a hundred things I can do and I keep looking to the future, unsure I want to stick myself to any one thing. So it's a bit confusing being in your thirties, if you're not the sort of person who has a clear-cut trajectory for your life in mind.
- I struggle with people who don't understand that I am ok being single and who don't believe that I really don't want to have children. I'm sure you'll meet someone soon. The right man is just around the corner. Perhaps you are being too picky. Have you tried online/speed dating? Have you thought about sperm donors or IVF? You better hurry up before you run out of time. Who will take care of you when you are older? Why are you single? You'll meet someone when you least expect it. You'll regret not having children. I used to be like you, then I hit 40. I avoid single women in their 30's, they're all desperate. Aren't you lonely? Haley Berry just had a baby in her 40's, there's still time to change your mind.
- They struggle with intense sexual urges. Suddenly everyone is sexy. Like, EVERYONE
- Most of the other women I know around my age - late 30's - seem to feel caught between trying to devote themselves fully to their families and fully to their career. t's impossible to do both very well, and we know it. But we don't want to give up either, so we keep trying our damndest to make it all work. It's exhausting. Even if we don't talk about it, I would say I have seen every women I know well in this age bracket, who has kids, in this tug of war.
- If I "struggle" with anything, it's to fit in everything that I want to do, and align schedules with those with whom I want to do those things. I figure that, when I'm in my 40s, I'll have figured that one out too.
- My sense of adventure has become more intense. I see the decade between 30 - 40 is the best age to go out there and do what I want. I am finally in the age of an adult. I can do shit :P The struggle is to sort out the priorities.
- I have to convert the voice of my inner child to sound more coherent. That is not easy most of the time for a person who still thinks the world of her teddy bear and Spongebob.

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- Most of my friends don't speak my language anymore. They speak the baby language or the adult language. Nothing in-between.
- 34 year old woman here. I think I made up my mind and want to get married and have children. I also think it's too late for me to have children. I know physically I can have kids at an older age, but I don't want to. I want them NOW! But I've only been dating my boyfriend for a year and I just don't see me being a mom or a wife anytime soon. So I'm dealing with the fact that I may never be a mom. :o(
- I turned 31 last month. One niggling concern (or internal struggle, if you will) is that my two best friends from childhood aren't as available to me as before. Their careers and their families demand much of them. We still keep in touch and are as emotionally close as we were in school, but I miss the easy way in which I could demand their attention and time when we were younger. This is especially hard for me since I don't make 'best' friends very easily.
- In my 30's, the struggle was wanting to have children. Is it the right time, career-wise? Am I with the right partner? Am I physically capable?
- Depends, probably declining beauty from society standards, pressure to find a husband and start a family
- Women in their 30's Feel Insecure about Their Age
- I am in my mid-30s now and I have to say, becoming comfortable in my own skin is more important to me now than ever. I spent my 20s worrying about career and having children and making money and buying the right handbags. I spent the past few years focused on parenting and making more money and creating a "happy" life in a nice home. And now, at 35, the focus has organically shifted back to me. (For the most part, the parenting thing, as you know, does not go on-hold... but the handbag obsession has. Somewhat.) I am looking to fall in love with myself. I am looking to appreciate myself and applaud myself and embrace myself. I want to feel confident and proud of all of my choices, my likes, my dislikes, my opinions. I am obsessed with becoming a woman who is comfortable in her skin.
- Most days, you will go about the machine of life -- alarm, kids, shower, kids, breakfast (maybe), coffee (definitely), kids, door, car, road rage, kids singing "Wheels on the Bus," daycare, work, work, lunch (at your desk), work, kids, car, road rage, home, kids, dinner, bath time, bedtime, TV, glass of wine (much-needed), sleep (interrupted by to-do-list, kid crying, partner snoring, etc.) -- and you will not even notice that life is passing by so fast that somehow suddenly you're 38 and you're not really 30 anymore.

8. WHERE CAN YOU FIND THIS POTENTIAL AUDIENCE?

In terms of locations (online and offline) where the woman can be found, it was again impossible to find one solution fits all. The problem is that the segment is too large (woman in 30s). Woman in 30s can be found everywhere – which makes the findings irrelevant. According to US Census Bureau, in 2014 from the total population of 7.153.598.810 (7 billion), there are 506.102.805 (half a billion) are woman in their 30-39 years. This is like 7% of the total world population.

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However, we can try assessing each sub-segment individually, which could give us idea where the sub-segment is most likely to be found. The table represents the market sub-segment and locations.

Market sub-segment	**Location where they can be found**
Woman that are not yet interested in children	
Woman that are trying to conceive	
Woman that have children	
Single woman	
Dating woman	
Married woman	
Divorced woman	
General woman in 30s	According to this infographic, The Typical Twitter User Is White, Female And In Their Early 30s – so Twitter is ideal for targeting this market segment. According to this infographic, except LinkedIn, all other social media networks are dominated by woman. A Forbes top 100 websites for woman. It covers forums, portals, and other sites that are for women – although it is generally woman, the sites are targeting all the relevant issues that woman in 30s face – career, family, children, dating, etc.

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9. LIST OF THINGS THAT ARE RELEVANT TO WOMAN IN 30S

This lists contain a lot of numbering for woman in 30s – either is 10 reasons or 20 things, or 9 skin care tips. The main purpose is to open space to find things that are relevant to woman in their 30s (as they are primary reader of this lists), and while reading what they read, to get ideas on topics that can be addressed in your website.

LIST 1: 30 THINGS THAT WILL (PROBABLY) HAPPEN IN YOUR 30S

1. If your friends live more than a few blocks away, instead of seeing them several times a week, you'll see them, like, several times a year, max.

2. You will have to leave H&M within 10 minutes of being inside because the music is awful, the dressing room lines are way too long and the clothes look like they won't last 'til next Friday.

3. Binge-watching a TV show is more appealing that binge-drinking on a Saturday night.

4. You won't have vacations anymore; you'll just have weddings to go to. (Or family to visit).

5. Doing work you like with people you don't hate will be more important than earning and growth potential.

6. If you're still single, you'll re-think some of those deal-breakers that were so important in your 20s. (You'll also re-think your profile on OKCupid. Again and again.)

7. "No" will get easier and easier to say.

8. Weight will get harder and harder to maintain.

9. You'll develop a drinking strategy -- like, two hard drinks and then switch to beer for the rest of the night; or, one glass of water for every glass of wine -- to help avoid hangovers.

10. It only sort of works.

11. You will no longer obsess or really even think about whether so-and-so likes you or not, because ain't no one got time for that.

12. You'll join and quit a gym approximately seven times. (And you'll take up running because everyone on your Facebook feed seems to be running a race and maybe it will help you get in shape).

13. Daytime parties will be full of kids (some of them yours) and you will probably be called "Aunt" or "Uncle" by several of them, regardless of whether you're actually related.

14. No one will have real parties anymore. Except for when they do. And when that happens, you'll Instagram the sh*t out of it because you just have to record it for posterity.

15. You'll crowdsource blender recommendations on Facebook and get about 73 different responses.

16. You'll become the executor of your parents' will(s) and will discuss what their wishes are should something happen to them.

17. One of the best and most exciting purchases of the whole decade will be the brand new bed you buy.

18. A close second will be a new washer and dryer.

19. Every once in a while you'll think about how much student loan debt you still have to pay off, and you will cry.

20. You or one of your best friends will get divorced.

21. You or one of your close friends will have fertility problems.

22. Someone you went to high school with will become a grandparent.

23. I'll just let that one sink in a minute.

24. I mean, it probably won't happen 'til the end of your 30s, but still. You are old enough to be a grandparent. Technically.

25. You will suspect you have a gluten allergy. Or maybe you're lactose intolerant. Suddenly, you'll be ordering everything "on the side" and carrying Tums with you at all times.

26. If you're single, you'll date someone with a kid at some point.

27. And it will make you question whether you want one of your own.

28. Between the dermatologist appointments, endocrinologist appointments, chiropractor appointments, prenatal check-ups and your kids' wellness visits, you spend approximately 60% of your life at the doctor's office.

29. You'll do a juice cleanse because everyone keeps talking about how awesome they are and how great you'll feel and how clear your mind will be.

30. You'll cave on the second day and eat a burger and it will be the best damn burger you've ever eaten in your whole entire life and you'll be all, "Everyone's right! I DO feel amazing!"

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LIST 2: 30 REASONS WHY YOUR 30S SHOULDN'T BE A HOT MESS!

1. **A confidence boost:** Yay! You made it out of your 20s in one piece. Mostly everyone asked expressed feeling more confident in their 30s. You stop caring about what everyone thinks and really start owning who you are. "The key has been finally realizing that the exhaustive task of trying to please everyone around me was not important; while instead, simply accepting myself made me happier," said Andrew Horsefall, 31, an attorney in Syracuse.
2. **People take you seriously:** You've been in the workforce for a solid chuck of time now. You're no longer entry level. You might have a mortgage, a spouse, or your own business. These things are all very adult and come with a new level of respect from the world.
3. **You can afford things:** We all know the 20s can be a struggle financially. Going from college life to your first low-paying job isn't easy. Your paychecks are now more in line with the cost of living.
4. **Less drama:** Despite what you may see on reality T.V. there's way less drama in your 30s. Maybe it's because you're probably not getting drunk as often? Seriously though, the he said/she said stuff definitely tapers down.
5. **You know what you like/don't like:** By the time you're 30, you know what works for you, and what doesn't. You know what you're willing to put up with and what you're not. "I feel like turning 30 was a permission slip to start trusting my brain," said Eric King, 36, a news anchor in Dallas.
6. **Stop comparing yourself:** In your 20s you may have found yourself monitoring the career moves and love lives of your peers far too much. In your 30s, you truly stop paying as much attention to what everyone else is doing.
7. **Defined Your look:** Nobody's judging you, but your look was probably still somewhat of a hot mess in your 20s. Some favorites from your teen years spilled over. Maybe it was over-plucked eyebrows or too much hair gel. Whatever the case, you've finally gotten your aesthetic under control.
8. **No more roommates:** This may come with a few exceptions depending on where you live. You might still have a roommate if you call New York City or Los Angeles home. After a cast of characters in your 20s, chances are you're no longer shacking up with someone to split the rent, unless they're your boo.
9. **Focused fashion sense:** You've had time to experiment and see what's out there. You start to focus on building a wardrobe rather than chasing trends. The bonus is you can actually afford some designer items now, too. It becomes about quality and what looks good on you. " I feel more confident in my skin (yes, even after two kids) and I can afford a sharper wardrobe," said Roni Proter, 34, lifestyle expert in Dallas.
10. **No sleeping on couches:** Chances are when you visit your friends now they have a real bed (and possibly a guest room) to host you in, not just a leaky air mattress.

11. **Understand your parents:** You get your parents by now. You see them as complete people who've probably had their own struggles.
12. **You're more self-aware:** You've had time to recognize how the world reacts to you and take it in. You know your strengths and your weaknesses. Enough time has passed for you to let this marinate.
13. **Cliques don't matter:** By the time your 30s roll around you don't care about hanging out with a particular group just for cool points. You hang around who you actually like and enjoy.
14. **Start seeing results:** All the hard work you've put in starts to pay off. Maybe you went to grad school or started running marathons. Whatever it is, you're starting to see the fruits of your labor. "All the work in my 20s (personally, professionally, physically) is finally starting to work out," said Nneka Nwosu Faison, 32, a journalist in Boston.
15. **Accepted the journey:** You've learned to deal with life's ups and downs. Disappointments don't distract and defeat you as much as they did in your 20s.
16. **A solid network:** You've been around long enough to establish a solid professional network. You've got good references and recommendations from people with credible resumes.
17. **Experiences to share:** Perspective is everything. A decade of life experience as adult gives you something real to share with younger people. "I have great experiences to draw from when I give advice in my personal and professional life," said Yasmin Adam, 32, an HR Recruiter in Vancouver.
18. **Priorities are straight:** Whatever is important to you as a person is pretty clear by now. Whether it's family or climbing the corporate ladder. You've worked out a pecking order for where things stand in your life. If not, your proprieties are definitely becoming clearer.
19. **Stronger relationships:** At this point the people who've remained in your life are there for a reason. You've seen each other through some things. You've shared all kind of life experiences together from starting to careers, to marriages, and having kids. "I know myself, the Lord, and that genuine relationships make me happy," said Crystal Berger, 35, producer/host in New York City.
20. **Legacy matters:** You've started to think about what you're going to leave behind. You're concerned with building something of significance wether it's a contribution to the community or a family.
21. **You can give back:** You don't dread those donation emails from your alma mater as much anymore. You're actually interested in giving back to the people and places that have helped shape your life. You feel like you can make an impact mentoring younger people and paying it forward.
22. **Staying home is cool:** Let's be honest, on a Friday night you're tired after a long work week. In your 30s you no longer feel pressured to hit the latest hot spot every weekend. You're totally cool with staying in and watching Netflix.
23. **Paying less:** You actually paid more for certain things like car insurance in your 20s, simply for being young and dumb. It's one of the items you should be paying less for now (unless you went from a Honda to a Bentley). And If you've

maintained good credit, borrowing money may cost you less now, too. These are good things.

24. **A better place:** You may not be a homeowner yet, but chances are you're living in far better digs than you did in your twenties. No more dingy apartments. Along with ditching the roommate came an overall upgrade in accommodations.
25. **Relaxing group dinners:** Dining out with a group of friends is a lot less stressful in your 30s. There's no more tracking who had what and trying to split the bill accordingly. At this point, everyone is cool with splitting the bill evenly.
26. **Freedom to choose:** You're the shot caller of your own life and it feels awesome. "I'm free to just be me. Free to take new risks or not take risks," said Toni Duclottni, 31, an actress in Los Angeles.
27. **You're building something:** There's definitely a sense in your 30s that you're building something meaningful.
28. **Refined musical taste**: You've got an musical appreciation for The Cure and Frank Ocean respectively. Enough said.
29. **You're still young enough:** In the grand scheme of things, you're still in the younger part of the population. You still have time to get things together. You're still hip enough to catch onto pop culture and tech trends just as fast as 20-somethings do. "Old enough to be taken seriously, yet young enough to still have growing pains," said Exavier Pope, 38, an attorney in Chicago.
30. **You're not a hot mess:** Reasons one through 29 are proof enough that you've actually gotten cooler as a person. More cool points equals fewer hot mess points. This is why the 30s are awesome!

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LIST 3: HERE ARE 10 REASONS WHY TURNING 30 IS GOING TO BE GOLDEN

10. Family time is the only time. The fragility of life is made more and more apparent as you get older and right now, there isn't anything more important to me than my family.

9. Those curves, girl. I've noticed that over the course of a few years, I've accumulated a certain amount of extra padding in very strategic places. Personally speaking I couldn't be happier, and I suspect, so are a few gentlemen.

8. Respect. I have absolutely no patience for disrespect. Whether it's with my career, my relationships or friendships, I passionately aim to respect myself and others.

7. Leaving parties early. I've probably upset enough friends with this but I can no longer stay out until the odd hours of the morning. Don't get me wrong, the occasional girl's night will find me dancing all over Manhattan until my feet hurt but really, it's once in a blue moon. I've come to accept my love for my bed, the comfortability of coming home to a clean apartment and most importantly, not feeling haggard the next morning.

6. Investing in my relationships with other women. I don't think I was ever serious about my relationships with women during my 20s. I was busy trying to be relevant and figure out who I was to really understand the components of a great friendship. I think that in our 20s we sometimes think that if something doesn't work, we can just replace it with the next best thing. As I continue to evolve and learn, I realize that my girlfriends are my saving grace. The time I spend investing in our friendship is crucial to my growth and theirs. Simply put, I'm happy to have someone's back than to go along friend-hopping... and it's taken me 30 years get that.

5. Sleep. Now, everybody and their mama knows that there's not enough anti-wrinkle cream to hide your tiredness. Girlfriend, I suggest you prioritize sleep over everything else!

4. Time alone. Whether it's just me, my coffee and a copy of Vogue, time spent alone is the very best way to come to your senses. I never thought I'd value the lazy Sunday afternoon stroll through the park, a solo vacation or even a cozy solo dinner at my favorite neighborhood restaurant, but I so passionately do.

3. Embracing ones faults. Admitting my faults on a regular basis and not apologizing for them has become the daily routine. I'm both insecure and confident, sensitive and strong, positive and pessimistic. I over-share, I write way too much, I take a lot of Instagram photos, I'm terrible at being patient and I may or may not be obsessed with Piers Morgan. My point is, I embrace everything.

2. The personal matters, too. Taking work and career seriously is very admirable but it's not everything. I like kissing and I don't like to sleep alone, and for the first time in my overly articulate life, my schedule is no longer an excuse or barrier.

1. There's no need for approval or permission. Plain and simple.

LIST 4: 10 TIPS FOR LOVING LIFE (AND YOURSELF!) IN YOUR 30S

1. **Embrace your physical appearance.** I (for the most part) came to terms with my looks a little while ago and it was, and continues to be, incredibly freeing. Yes, I still have five pounds I would like to lose and yes, the little gray hairs are annoying and yes, I wish I was more comfortable in high heels. But I love my eyebrows and my skin behaves itself for the most part and red lipstick looks really good on me. So I wear it often. I found the perfect jeans for my curvy hips. I accept that I am much more graceful in flats. I have finally learned to embrace the looks I have been given... and actually like them.
2. **Take control of your health.** It is so easy for us to let our physical well-being fall to the bottom of the priority list and if you don't feel good in your own body, how can you feel good in your mind? Get enough sleep. I need eight hours. It's just a fact. So I opt out of late-night TV and go to sleep much earlier than I may want to. I fit in exercise. Not fanatically, but I fit it in regularly. I am trying to be better about scheduling doctor's appointments when I need to. I try to eat well. I am not talking about counting calories or carbs or cookies -- I am talking about eating well. Figuring out what your body needs to feel good, factoring in the odd treat to satisfy your cravings, eliminating the things that simply don't work for you. Drinking more water. Meditating. Stretching. All these little steps have a very big impact on how you feel about your body and your mind.
3. **Find a personal mantra.** I used to be an "everything happens for a reason" kind of girl. Now "the things you take for granted, someone else is praying for" has become my personal favorite. It doesn't really matter what it is or where it comes from, it matters that it resonates with you and that you know you can find comfort in it when you need to.
4. **Get a hobby.** If you don't have one already, find a hobby. Something that really engages you -- physically, mentally, creatively, whatever. For me, it is cooking. I have no idea where it came from, but I am so happy it found me because it's something I do with genuine pleasure and joy. It's an activity I can lose myself in, without having to depend on anyone or anything else. And I lose myself in it often.
5. **Seek inspiration.** In this day and age, it's so easy to find inspiration that moves you. Stuff that really speaks to you aesthetically, spiritually, creatively. Go out and find it. Trust your eye and your personal point of view. Pin it. Bookmark it. Photograph it. Keep it in your mental (and literal) files for a creative boost when you need it. Better yet, create your own work and put it out there for others to seek inspiration from as well.
6. **Figure out how to de-stress.** This is a big one I have been working on lately. Actually turning my mind off of negative thoughts and stressful worries. It works wonders... when it works. Some things that seem to help me: warm baths, a good book to distract my mind, candlelight. For you it may be a workout. Or a call to your sister. Or writing in your journal. Whatever it is, finding a way to control your own mind and the random roads it travels down, is a really important factor in taking care of yourself mentally and feeling your best.

7. **Stop comparing.** This is a tough one, friends. Especially when you are in the online world the way that I am and everyone has more followers, more comments, better photography, stronger writing. But the only way you will feel comfortable in your own skin is to truly live in it... not someone else's. I know where my strengths and weaknesses are. I know that everyone has a different approach and a different background and a different means to the end... whatever the end is. And I can always go back to my mantra to remind me of it, when I need to.
8. **Help others.** It's not quite as simple as doing a Goodwill drop twice per year. Volunteering your time, your insight or your talents can be rewarding in so many ways. It can be as simple as being a room mom or mentoring an intern in your office or going to your best friend's house to help her de-clutter. It lets you take the focus off yourself for a little while, reminds you that your life is abundant and rich and simply warms your heart. Letting yourself be completely selfless in order to restore your spirit. You will come out of it feeling brand new.
9. **Know how to say no.** Or I can't. Or I don't want to. It's so important in this busy life to be able to set your own limits and stick to them, even if it means letting someone else down. If I know a new client opportunity isn't a good fit, I decline. Even if the money would have been nice. If I am invited to a social outing but would rather be home with my kids, I skip it. I know what my limits are and I stick to them -- politely, of course -- and it allows me to say yes to so many more important things in life. Learning to make choices and stand by them -- even the tough ones -- without hesitation is a sure sign of inner strength.
10. **Buy the handbag after all.** Or whatever it is that makes you happy. In moderation, of course. But buy it. Indulge yourself. Treat yourself. Reward yourself with the little things that bring a little sunshine into your day. For me, it's cookbooks, fresh flowers, a proper mani/pedi and weekend getaways whenever possible. If there is something I am really coveting, I usually get it. It's me telling myself that I am worth it, I deserve it, I work hard for it and I have every right in the world to enjoy it.

LIST 5: 13 THINGS THAT ARE TOTALLY GOING TO CHANGE YOU IN YOUR 30S

13 Things That Are Totally Going to Change You in Your 30s

1) You will **figure out who YOU really are** and why you have gone through so much. You will reflect on your life and find it easier to claim your own path outside of the wishes of your parents, counselors or coaches. You will realize the difference between a mistake, a whim and a calling.

2) You will **struggle with how you are going to start building a legacy** in this life, versus the fear that you will not make a difference at all. You realize that you want to leave a mark on the world for more than JUST YOU -- you start living for your children, your community and maybe even the world. And you wonder how you are going to do it. In this decade, you will see your calling more clearly, if you are open.

3) You will find **great satisfaction and great frustration with all of the people that you are going to be taking care of** (e.g., spouse, children, parents, siblings, friends). You will face many situations that throw you, but you learn how to adjust to life's changes and those that need you. This will transform you, your time and your relationships.

4) **You will feel real, in-your-face, make-you-cry stress** about finances, love, career and family. You will start to understand what your parents were talking about all of those years. The good news is that this is the kind of necessary stress that life is made of -- and where you find out what you are made of.

5) **You will get off balance**, on balance, off balance, on balance -- and so on -- because of all of the roles that you have to carry on the shoulders of your life. You will have to wear many hats, and you will often feel like a tightrope walker trying to stay the course, balancing the people and commitments in your life. This frustration will help you to see that one person can only handle so much and you will start to understand why setting boundaries is so critical.

6) You will feel **more meaning in your life** and begin to see love, career and family as part of your purpose -- instead of part of your obligation. You will realize that with great love, also comes great pain, and you learn that it is worth it. On purpose.

7) You will start coming to terms with the fact that **you are not going to live forever** as you start losing important people in your life. Mortality becomes a brutal fact of life, and it changes you painfully, for the better.

8) You will **see the world differently** and embrace things that you would have run away from in your 20s. You will feel a higher sense of well-being, creativity and self-awareness as your experiences widen. I'm talking about values, experiences, goals and opinions that will (*gasp*) change. You will be very surprised by you.

9) You will realize that gathering mass amounts of friends is not as important as**paying attention to those who are in your life for a reason**, and those who should not be in your life at all. Your fringe friendships will fade, your closest relationships will deepen and some wonderfully surprising people will on-the-floor amaze you.

10) **You will have life-changing "a-ha moments"** that drastically change the direction of your life for the better. The underrated gift of wisdom comes with age, and you will be thrilled by it.
11) You will not feel as young and carefree as you did in your 20s, but **you will learn to love feeling more grounded.** As sad as it is to let go of the good ol' days, you will appreciate being at the Adult Table. The food just tastes better. And you know how to order off of the menu.
12) **You will figure out how to align who you truly are on the inside with what you are doing on the outside.** You will figure out how to start accepting your limitations and your talents. You move toward making peace with the human experience and focus in on why you are truly here.
13) You will accept your previous struggles as life lessons and **gain a greater sense of life purpose.** Amen. It's part of the beautiful game of life. Now play ball.

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LIST 6: 20 THINGS WOMEN IN 40S WANT TO TELL TO WOMEN IN 30S

1. **Love and accept yourself – fully.** I truly believe if I had accepted the good and bad parts of myself at a younger age, I would have avoided many of the wrong decisions that I made in my life. Once you know who you really are inside, you begin to accept and love yourself fully. Once you truly love yourself from the inside, you are able to love and accept others which provides a much higher probability of maintaining healthy relationships.

2. **Feed your soul**. Whatever your passion, or whatever you enjoy in life, make sure you feed your soul with what inspires you. If you are not sure what your passion is, try new things and find different activities until you find a few that give you that feeling of warmth, freedom and acceptance inside.

3. **Find a strong support network**. For a long while, I tried to do everything in my life in my own power and with little help from others. I later realized having a strong support network of friends and safe people to share my life with is so rewarding. Finding and cultivating new relationships with others that will love and support you no matter what is so important to have in life.

4. **Be authentic**. During some of my harder times in life, I wore a pretty and smiling mask on my face no matter what I was going through. Only a few close people in my life knew what was really going on during my hardest trials. Once you begin to show others you have ups, downs and struggles in life just like everyone else, you become more trustworthy and sincere to others.

5. **Live for you**. A huge part of my life was taken up by taking care of everyone else which resulted in having no time for myself. My motives and reasons for doing things were wrong which in turn made my life much harder than it had to be. You cannot make everyone in your life happy – ever. Once you begin to make the best decisions for yourself instead of others, life gets easier.

6. **Don't compromise too much**. I could have avoided a few bad relationships if I would have figured this out when I was younger. Compromise is required in any close relationship because we are all different and have different wants. Compromise is a good thing most of the time if the compromising is equal on both sides. Once you give up your

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wants and needs the majority of the time in any one relationship, it's time to re-evaluate that relationship and decide if it really is healthy for you to be a part of it.

7. **Travel more**. This might be my biggest regret. I did travel some when I was younger before I had children and it was wonderful. Money can buy you material things or memories. If I had thought about it this way before, I would have stopped making the meaningless purchases on material things and made sure I spent my money on at least one new destination each year. Traveling creates a sense of freedom and opens your eyes to the way others live in different parts of the world.

8. **Worry less**. I struggled with anxiety and lots of worry in my past. Worrying triggered my anxiety and it became an ugly part of who I was for a long while. Once you realise that worrying will not change your outcome, you begin to accept whatever is going to happen to you. You realise you will be okay no matter what. Once I stopped worrying so much about everything, my stress levels decreased immensely.

9. **Stop Comparing**. Sometimes I feel like I should be done with Facebook altogether. Comparing your life to your best friend whom you know really well is one thing, but comparing your life to someone's life on Facebook is detrimental. Once you realize that comparing your life to others does nothing but bring your own self worth down, you eventually stop. There will always be someone who is smarter, prettier or better off than me and I have accepted that. The moment I start comparing, I immediately change my thought pattern to what I am thankful for in my life and keep moving forward.

10. **Forget expectations**. I had the Disney syndrome growing up, you know the one that you will meet Prince Charming, get married and live happily ever after? Well Disney can suck it because that is not real life. After I was on failing marriage number 2, I just threw all of my expectations I placed upon others in the garbage. Once you realise you can still have dreams about your life but with dropping the expectations regarding other people, you really start to live your life in the moment. An expectation placed on someone else is actually just a premeditated resentment.

11. **Live to work, not work to live**. If I could do it all over again, I would have tried a myriad of different jobs when I was younger or researched a lot of different careers and chosen one that fit me best. Once you decide on a career path that you could really see yourself doing for the rest of your life, you then become someone in the workforce that

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truly lives to work because they love their career of choice. Many people are stuck in jobs they dislike just to garner a paycheck and that is not an ideal existence.

12. **Save for the unexpected**. This should be a no brainer but I did not do this when I was younger. I am now watching my parents live out their retirement and it has me thinking about all the things I need to do so that I am financially secure when I am older. Life will constantly be changing and probably continue to throw you unexpected curveballs so saving for upcoming hardships is a smart and sound decision.

13. **Give back more**. I found out later in my life that I enjoy helping others. For some this could entail volunteering time with a charity, or taking special care of a close friend that is going through a hard time. Giving a part of your time to do something that benefits you in no way, shape or form keeps you grounded and thankful for what you do have. It is so rewarding to forget about your problems in life by taking time to invest in someone else. When you do something just out of the goodness of your heart and expect nothing at all in return, you surprisingly feel better about life no matter what is going on.

14**. Forgive yourself and others.** I lived a good part of my life bitter and angry about a few events that happened to me and for a while I truly believed it was 100% the other person's fault. Once I realised that holding unforgiveness towards others and myself for past mistakes was holding me back from happiness, I made a change. It took me a while to be willing to forgive but I was able to work through it and experience freedom. Once you are able to truly let go of past hurts made by yourself or others, you see life and love in a positive light.

15. **Don't waste too much time on negative people**. Sometimes it is hard to get away from negative people if they are your co-workers or your family. In some situations you do not have a choice but with actual friendships you can choose what type of friends you want to spend most of your time with. If you are on the end of a relationship where that person is a taker vs. a giver it's time to set boundaries or slowly end the relationship. Once you begin to learn proper boundaries to set with people you would rather not have to deal with everyday, life becomes easier because you choose not to let that negative person affect you any longer.

16. **No is a complete sentence**. I have a hard time saying no. I want to say yes all the time and make everyone happy but that is impossible. If I do say no, many times I want to justify my no or explain the situation so the other person will feel better about my no. The

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older I get the more I realise that no really is a complete sentence and I do not have to justify every reason why I am not able to commit to an event or able do something for someone else. Once you are confident in your 'no', it's easier to make decisions for yourself instead of others.

17. **Think long and hard before you say 'I do'**. I am part of the divorce rate in America which is hard to admit but I now know what I want, desire and deserve in a mate. It is so easy to get caught up in the feelings and emotions of relationships. I considered the time invested with that person and I wanted more than what I currently had so I got married and hoped that things would change for the better. For myself in the end, they only got worse. If you don't see longevity in your current relationship or you have too many "if onlys" with that person, then you might not be with your ideal mate. It's much easier to end things with someone before they get too serious. If you have reservations about certain things in your relationship or you want to change core aspects of the personality of your partner, it is probably best to move on.

18. **Stop and admire the little things**. This is so simplistic but we currently live in a world where everyone is connected to an electronic device or the internet and it is becoming harder and harder to unplug and just enjoy everything that makes life worth living. Stop to enjoy a sunrise or sunset every once in a while, sit under the stars on a night with few clouds. Stop and smell the flowers. Go visit the ocean or the mountains and admire nature. We live in a world where Ferris Bueller is so right – "Life moves pretty fast, if you don't stop and look around once in a while, you could miss it."

19. **Stop caring what others think of you**. I so wish I would have figured this one out much sooner. I was so concerned with what others thought of me that I often times responded or did things for others because I thought that is what they wanted to hear or what they wanted me to do. Once I realised that what others think of me is really none of my business I was able to live life with right motives instead of wrong ones. Once you are able to be yourself and forget caring what other people think about you, life gets better because the worry and the expectation of pleasing others is removed. The truth is it is impossible to please everyone, so you need to focus on yourself and just wear the bikini anyway.

20. **Embrace Change**. When I was younger I wanted things to be predictable, to be stable and for the most part to stay the same. It felt safer to think that my life will be pretty much

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the same through the years. When I was then confronted with numerous changes all at one time, I did not handle it well. I have since realised that the only thing I can count on in life is change. Once you are able to embrace change and know that life can take a variety of different turns, you are up for the challenge and better suited to accept whatever comes your way.

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APPENDIX 7: 11 THINGS EVERY WOMAN IN HER 30S SHOULD SPEND MONEY ON

Entering my 30s within the next year and two months, I've come up with some useful things every woman in her 30s should spend money on. I came up with this list due to experiences I've dealt with in my 20s, and for future instances I'll need in my 30s. If you're in a good job and have a husband, you're probably already ahead of the game, but if you're a single chick on a budget like me, check out my tips for #things every woman in her 30s should spend money on. Some are more serious than others, but all have a useful point!

1. **Healthy Food**. First, from the nutrition major in me, the first of all things every #woman in her 30s should spend money on is healthy food. You need to establish a good baseline of nutrition for yourself. You can still eat healthy on a budget, but learn to eat healthy and spend your hard earned #money on food that will nourish you, energize you, give you the body you want, and even help you think more clearly. Eating healthy can also reduce hormonal issues and even acne. Healthy food is an investment!

2. **Health Insurance**. Health insurance is a must for #women in their 30s, and their 20s. Every #woman should have health insurance of some kind. You'll be taking important tests during these years, such as pap smears and more. You'll also need to have insurance in case you get sick, especially if you're single and not on someone else's plan. If you can't afford it or don't have access to it through your job, go to healthcare.gov, which has very affordable health insurance for everyone, and is based off your income.

3. **A Smartphone**. I'm sure most of you have this item covered, as we operate in a smartphone-obsessed culture, but I've noted it here for good measure. A smartphone is essential in today's times. It is worth the ridiculous amount I drop each month on my payment. My iPhone has helped me when I was lost on my way to a job interview, helped me navigate NYC all by myself and never having been before, helped me reach out to potential employees, blog readers, and my family while on the go through email, Facebook, or Twitter. Oh, and let's not forget the phone part! A smartphone also has many apps that can help you. From music to workout to, to helping you find coupons, getting the best price on gas nearby, or finding out about a new job, there are tons of great reasons to invest in a smartphone in your 30s, if by some crazy #chance you don't already have one.

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4. **A Great Pair of Jeans**. Every #woman needs a good pair of jeans. No matter how expensive they are, they should fit you well, complement your figure, and make you feel like a diva. My favorite pair cost a whopping $25 and are hands down my favorite piece of clothing I own.

5. **A Good Hairdryer**. Yes, you should own a good hairdryer by the #time you are 30! Your hair's health depends on it, and by now, you should have at least enough #money to spend more than $5 on the one you might have bought at the dollar store years ago that has lint built up in the end of it. Buy one with tourmaline technology that will protect your hair and help it look its best. Great hair is one of the easiest ways to make you #look younger and make you more confident, and a cheap hairdryer won't get you there. Cheap hairdryers can burn your hair, or they lack enough power to dry it quickly, leading to longer drying times and breakage. Great brands of hairdryers will have tourmaline technology, which will help make #hair silky, repair it, and protect it. They cost as little as $30 at superstores or online.

6. **A Decent Apartment**. If you don't own a home, start socking your #money away into a decent apartment. Be sure you're in a safe neighborhood, and preferably one that doesn't #look like the walls are fixing to cave in. You deserve to live in a space that is safe, lovely, and makes you feel more peaceful- not one filled with water leaks, roaches, or in a sketchy part of town. Find a better job if you can't afford a decent place right now, or re-do your budget so you can.

7. **A Good Haircut**. While having a great hairdryer is important, it's also important to invest in a good haircut. Having a fabulous cut that radiates your personality, style, and is done professionally, can make you more confident. This will benefit you in more ways than one, and can increase the life and health of your #hair.

8. **A Dependable Car**. If you don't live in a city where you can walk or ride a bike, be sure to invest in a dependable car. While it doesn't have to be the best thing or the priciest thing on the market, it should function, have heating and air, the tires should be maintained, and the oil should be changed regularly. Listen ladies, there's nothing worse than a car breaking down on you on the freeway on your way to work, or overheating while you're out doing errands. It isn't only embarrassing, but it's also pricey and #time consuming to get fixed. Invest in a good car, even if that means it isn't the latest model.

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9. **A Good Pair of Dress Pants**. Every #woman should own a good pair of dress pants. You can wear them out, wear them to work, on job interviews, and to church or on a date. Jeans and yoga pants are of course essential too- obviously, but so are good dress pants. Even if you just have one pair and they're the standard black, be sure you own a pair that fits and that has a decent hemline.

10. **A Great Job Interview Outfit**. While dress pants are essential, so is the total job interview outfit. Make sure you have a really nice, solid-colored blouse or blazer, a great skirt that touches your knees, or that great pair of dress pants I mentioned. Have a nice, feminine shoe to wear that can be worn all year round. My favorite shoe is a solid 3 inch skinny black pump, which never goes out of style and goes with #everything. I also have a blazer, undershirt, and great pair of dress pants. You will need this for job interviews and potential job opportunities or events. Trust me!

11. **Greeting Cards**. Lastly, every #woman should invest in some great greeting cards. You can get boxes of cards from the dollar store that are actually really nice, or invest in pricier options. Why are these essential? You can use them for #everything! From birthdays, to thank you notes, or to thank a future employer for a job interview you just had, greeting cards are great to have around. I also like popping one or two in the mail each week to a friend of family member not expecting them. Greeting cards show you are mature, hospitable, and caring. This is important for maturing into your 30s.

What are some essential items you feel are necessary for your age? Or, do you have something to add to my list? Share it with me!

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LIST 7: 22 BEAUTY RESOLUTIONS TO MAKE IN YOUR 30S

So you found a gray hair or a wrinkle that isn't going away; no reason to panic. No one should be scared of turning 30, but in case you are, we've rounded up the beauty rules that POPSUGAR's most fabulous 30-something editors live by. So if 30 is around the corner, resolve to trade your addiction to tanning, smoking, or sparkly lip gloss for new vices, like serums, deep conditioners, and a pricey stylist.

While your 20s are a time for experimenting with edgy haircuts, lip colors, and questionable sexual partners, in your 30s, it's time to get serious about your long-term health and your long-term beauty. As soon as you accept that, the easier it will be; plus, it's an excuse to buy more beauty products. So keep calm and read on for 22 beauty rules to follow in your 30s.

1. **Wear Sunscreen Every Day**. No, really. Every day.

2. **Wear a Hat in the Sun**. Even if you're wearing sunscreen, you'll want more protection for your face. Even if you aren't seeing sun damage yet, we promise you it's there.

3. **Have a Hairdresser Who Gets You**. No joke: several of us over-30 editors at POPSUGAR fly across the country to get our hair cut, because our favorite stylists live in cities we used to live in and still visit frequently.

4. **Find a Good Dermatologist**. Your skin concerns should no longer be considered cosmetic. They're medical now! Make sure you are getting regular skin checks and that your doctor is willing to talk cosmetic dermatology and recommend the treatments that are best for your skin.

5. **Relax Your Face. Repeat: Relax Your Face**. As soon as you start to notice lines that don't go away, you'll learn to relax your face, especially when concentrating on something or when angry or stressed. Also, while I never stop myself from smiling when I'm happy, I've learned to smile a different way in photos so my face doesn't look so scrunchy.

6. **Embrace Moisture in All Forms**. Moisturize your neck just like you would you face. Slather yourself in serums. Pounce on anything with words like "antiaging," "firming," and "brightening."

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7. **Always Carry Tweezers**. At least twice a week, I discover a startlingly long, thick, dark "witch hair" growing from my chin that I must extract immediately.

8. **Find Your Red Lipstick**. As an adult woman, you should graduate from sparkly lip glosses to luscious lipsticks. If you haven't already, by the time you turn 30, aim to find the perfect red lipstick that works for you.

9. **Buy Nice Makeup Brushes and Wash Them Often**. While fingers work for some application tricks, the secret to having a smooth, polished makeup look is using the right high-quality brushes and cleaning them at least once a month, if not more. I make it part of my Sunday chores.

10. **Remember, Every Drink Will Show on Your Face**. Even if you become a more sophisticated drinker in your 30s (eschewing shots, knowing your limits), your face won't care. The day after a big night out, my face looks puffy, ruddy, dry, and just overall bleh.

11. **Drink Lots of Water**. In fact, now would be a great time to go refill your water bottle.

12. **Get Regular Facials**. Like, every three months. I don't do this, but I should. Because no matter how well I take care of my skin, I never look as fresh-faced as I did in my 20s, but a facial brings me pretty close.

13. **Start Wearing Night Cream Different From Day Cream.** Remember what we said about moisturizer? Nighttime is the right time to let your skin soak up the really serious stuff that you would never wear during the day under your makeup.

14. **Start Using Eye Cream ASAP**. You will become obsessed with eye cream (we love Juice Beauty Stem Cellular Eye Treatment) and eye serum (try Prevage Antiaging Eye Serum) to keep your skin as elastic, moisturized, and wrinkle free as possible. For those days after a night of drinking, a depuffing eye treatment also comes in handy.

15. **Moisturize Your Hands**. Apply both lotion and sunscreen to your hands, just as you would you face. Your hands can show signs of aging faster than pretty much anywhere else, so pamper them beyond just getting manicures.

16. **And Also Your Hair**. Yes, hair ages too, so just as you want to moisturize the heck out of your skin, you should be deep-conditioning your hair. My beauty resolution for my 36th year is to start using a deep-conditioning mask every few weeks.

17. **Use Less Aggressive Brushes**. Just like everything on your body, your hair is less likely to bounce back from abuse as you get older. Especially the curly girls among us

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should switch to a less aggressive brush for wet detangling, like the appropriately named Wet Brush featured in the POPSUGAR Must Have box.

18. **Stop Smoking, Even Socially**. We know, we know, we should have already stopped smoking or never started. But if you have trouble kicking the habit, like me, make your 30s the decade to quit. I was amazed how much better my skin looked even one month after I stopped.

19. **Stop Biting Your Nails**. If smoking isn't your vice, maybe it's biting your nails, another bad habit to give up in your 30s. Plus, think of all the ladylike manicures you can get once you stop!

20. **Always Wash Your Face Before Bed**. At the very least, wipe it down with a cleansing wipe. You really have no excuse.

21. **Wear Sparkly Makeup With Caution**. While you don't need to forgo all sparkly makeup, approach it carefully. Not only can it look juvenile, but when sparkly stuff settles around your fine lines, the wrinkles can look even more defined.

22. **Embrace It**. Though we always want to look our best, when it comes down to it, there's really nothing you can do about aging; it just happens. So just embrace it, and be glad you're not 25 anymore.

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LIST 8: 10 THINGS EVERY WOMAN IN HER 30'S SHOULD KNOW

Let's face it: There's a pretty big stigma that comes with turning the big 3-0. As someone who has lived through it (I happen to be 31) and seen my friends hit that milestone birthday too, I can safely say that one of the most common reactions to turning 30 is fear. Terrifying, all-consuming, keep-you-up-at-night fear. You're no longer a carefree 20-something, and for some reason it feels like when you reach 30 years old you're automatically supposed to turn into a responsible adult who has every little thing figured out.

Well, I'm here to tell you a few things about turning 30. First of all, there is nothing to be scared of. I know that everyone is different, but the last year and a half have been some of the best of my life. I won't say I wasn't a little nervous about turning 30… I had the same worries that every other 29-year-old has. What if I don't have my life figured out? What if I don't have as much money as I thought I would have at 30? Am I now too old to have one too many cocktails and stay up until the sun comes up?

To me, it seems that because you've lived through those transformative 20's, once you hit 30, life is pretty wonderful. You're more confident, you've learned important lessons, you have your true friends by your side, and you still have a ton of time ahead of you. Now I know that not all of you are nearing your 30's, but for those of you who are (and for those of you who want to be prepared), I've put together a list of 10 things that every woman in her 30's should know. And to be honest, I wish I knew all of these things when I was in my 20's (and even when I was a teenager). Take a look…

1. **There's Plenty of Time**. Don't panic. You still have plenty of time to figure out what you want to do with your life. Lots of people think that by 30, you are supposed to have it all figured out. I disagree. You have so much time to figure out if your career is right for you. Or if your significant other is the one you want to walk down the aisle with. Or even if you want to have some babies with that person.

2. **It's Not All About The Money**. I wish that when I was in my 20's I knew that my happiness and friendships and love (all of those things that make life great) are more important than the number on your paycheck. Now that doesn't mean you can't be very happy in your job while making a great living. But, if you're miserable at work (which usually translates to being a little bit miserable in life) but are justifying it because of some

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sort of prestigious title or exorbitant salary, I would recommend reevaluating. And maybe even making a change.

3. Relationships Are Everything. The people you love are the most important things in your life. Work is important, and so is your relationship with yourself, but as human beings we need other people. And it can be easy to isolate, especially when things gets hectic or times are tough. But the relationships that you have with others can help get you through anything. So keep up those friendships, call your parents, and tell your besties how much you love them regularly. They are the ones that will help you through the bad times, and party with you when there's something to celebrate.

4. **This Too Shall Pass**. This is a mantra that I say to myself on a daily basis. And it's not just when I'm going through something difficult. A good friend taught me that this saying not only helps you through the hard times, but also makes you appreciate when things are really, really good. Because knowing that something amazing is going to be over makes you appreciate that happy moment even more.

5. **All You Have to Do Is Ask**. Sometimes it's really that You want a raise? You want to know where your relationship is going? You're curious as to how many calories are in those glass noodles? Often times, if you simply ask for what you want, you'll get it. And if you don't, at least you'll have some clarity into the situation. For more on this, read my post about asking for what you want.

6. **Give Back.** It will make your life better. And it will make other people's lives better. Being of service to someone in need is probably the most important thing that all of us can do. You never know when you're going to be that person in need. And selfishly, it makes you feel good. There is nothing more rewarding than lending a helping hand. If you're looking for ways to give back, check out this blog post for some ideas.

7. **Stop Comparing**. This is a tough one to follow, but it's important for all of us to stop comparing ourselves to others. I saw a quote on Pinterest the other day that said, "Don't compare your beginning to someone else's middle", and it stuck with me. Everyone is on a different timeline. Everyone has different strengths and weaknesses. Everyone wishes they had something that someone else has. Comparing yourself to others is a vicious, never-ending cycle. So stop wishing you had someone else's hair or job or boyfriend, and start loving all of the amazing things that you do have.

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8. **Be Kind.** It's much more important than being right, or having the last word. What's the point in proving to someone that you know the answers when it's going to cause a riff between you? Why not just be kind and humble, instead of insisting that you're right? Trust me on this one: It feels much better to be close with someone than to prove them wrong.

9. **Balance Your Budget**. By the time you hit 30, it's important to know how to manage your money. Working with a great accountant definitely helps, but there's a lot you can do on your own, too. Build up your credit, start a 401k or IRA account, and check your balances on a regular basis. To get some tips, read our Smart Girl's Guide to Money Management and also our blog about How to Stick With Your Budget.

10. **You are loved**. This one isn't necessarily only for those 30-somethings. It's for every single person out there. You are loved and I hope you know it!

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LIST 9: 10 THINGS YOU MUST KNOW BEFORE DATING A WOMAN IN HER 30S

1. **If she's dating you, it's because she sees something special in you**. She isn't going to waste her time dating someone just because he or she is there. By now, she knows what she is looking for and who she is likely to be compatible with. She's not going to date anyone just because she sees a glimmer of potential or because they talk about what they might do "some day. "

2. **She knows how to have fun.** She's learned not to take herself too seriously and knows that it's important to enjoy yourself. She'll bring out her playful side and help you relax when you're stressed out.

3. **She doesn't play games.** She knows who she is, what she wants, and how to communicate effectively.

4. **She's amazing in bed!** She is comfortable with her body and good at communicating her wants and needs. Plus, she has experience. For mind-blowing s*x, a woman in her 30s may be your best bet.

5. **She is confident.** Confidence is sexy! She's learned that she's great just the way she is and has let go of insecurities she may have had when she was younger. She won't need constant reassuring that those jeans don't make her look fat. She knows they look fantastic.

6. **She doesn't have time for drama.** And she won't create it. It's not that she'll never get upset about anything, but she's not going to text you 20 times in a row or show up at your door with mascara streaming down her face. She has more important things to do.

7. **She's no longer a fashion victim**. She knows what works for her body and has developed her own personal style. Her wardrobe will have high-quality classic staples that fit her well. She won't show up in an unflattering shade of orange just because it's trendy this week or buy shoes a half size too small because they were on sale.

8. **But she doesn't want to be your mom.** Or your personal assistant. She's nurturing, capable, and organized, and will probably bring you chicken soup when you're sick, but she's not looking to take care of a whiny man-child.

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9. **She takes care of herself**. She doesn’t sleep with her contacts in or roll out of bed with a hangover on Friday mornings. She doesn’t live on ramen and coffee anymore either. She knows she’s at her best when she’s eating and sleeping well and getting some exercise.

10. **She won’t try to change you**. She knows that people rarely change and isn’t going to wait around or nag you, hoping you’ll turn into someone else. Just don’t leave the toilet seat up. That’s never OK.

#11. She is a single mom who works her ass off to provide for her kid. She pays her own bills and manages her own life because she knows a REAL man with money is a bonus. Not a financial plan. Bitch.

#11 she needs help with the bills and the kids. She wouldn't give you the time of day in her 20's. Then married the local hunk who left her for a younger woman.

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LIST 10: 9 RELATIONSHIP MISTAKES EVEN *SMART* WOMEN MAKE IN THEIR 30S

Still waiting for everything to "fall into place"? Listen up!

Let's start off strong here, folks: if you don't pick up any tips in the dating game in your 20s, suffice it say that your 30s ain't looking so good, either. Before you write off everyone for all the wrong reasons, just remember that as you age, the stakes get higher.

Maybe you're busy fighting societal norms or embracing your inner Betty Draper, but no matter what your status, the truth remains: Your friends are settling down. Some are starting families. At the very least, you're tired of being the only friend without a Plus One to drag to all the parties. What to do? That's a question for another time.

For now, let's focus what to stop doing.

1. **Repeatedly dating a 'type'**. Girl, you've been dating for like decades. You have a pattern. Maybe you're happy with your pattern — you're a blissful serial monogamist or a sometime-dater — but for the rest of you who've had it UP TO HERE ... change it up! No, really change it up. Dare we say, go against your instinct. Date the less-than-dapper dude who might not be the best arm candy. Try out the shy guy whose sense of humor you have to draw out. When it comes to love, your gut (and by gut, we mean vagina) can sometimes lead you astray. Go against the grain; it might end up feeling right.

2. **Waiting for everything to "fall into place."** It can't. It won't. Stop thinking that when you finally get a promotion, Mr. Right will just stroll on in with a bottle of bubbly and a fistful of roses. Or when you land the perfect apartment that you can finally afford with west-facing light and enough closet space to fit all of your shoes, the man of your dreams will just wander into your orbit. Few things in life follow a sequential order, and your love life definitely isn't one of them. "The Universe" doesn't know that you're ready to meet "the one." You have to go find him yourself, and that (usually) takes work.

3. **Being overly direct.** We get it: the clock is ticking. And yes, when it comes to salaries, martinis and aisle seats, it makes sense to ask for exactly what you want. But your dates aren't managers, bartenders or flight attendants. Dating, getting to know someone and (especially) deciding if you want that person to be your life partner are all steps in a

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delicate process that requires patience and restraint. Quite frankly, that applies to being in the relationship iself, too. So be gentle: it's good practice.

4. **Holding out for perfection.** You haven't waited this long just to settle, am I right? Er, no. If you're someone who happens to be on the hunt for Mr. (or Ms.) Right, and your hunt has extended into your 30s, consider yourself one of the lucky ones: You're finally wise enough to realize that being committed to one partner actually does require a dose of settling; it's called compromise. The key is to hold onto the important things — kindness, affection, ambition or whatever it is that sustains you — and let go of the more frivolous stuff. Maybe it means you have to deal with his neat-freak tendencies, or perhaps you earn more than he does. Figure out which "undesirable" traits you can live with in the long run, because nobody's perfect — not even you.

5. **Letting self-pity win**. Yep, another Facebook engagement on your newsfeed makes a grand total of 24 friends (or frenemies) this week. Awful, ain't it? Sure, you're entitled to a few moments of self-pity, but after a week of downing every Krispy Kreme you see, you've got to let go and move forward. A diamond might be forever, but a moment on the lips and a lifetime on the hips is just as harrowing.

6. Thinking money is the key to love. This is a tricky one. In your 20s, the idealist in you believed that money doesn't matter. Love is all you need, you (and John Lennon) thought. Then you stopped living with roommates, had to pay the whole rent — and maybe you realized then and there that finding a partner with a big, fat paycheck might be the answer after all. Well, maybe in the short term. But after the vacations have been had, the gifts have been exchanged and the nest has been feathered, what you're left with — besides a bunch of stuff — is a real, live human being with no monetary value. Healthy finances may make things comfortable, but they won't sustain you through personality conflicts, health scares, family issues and insecurities. Money can't hold a relationship together — you can take that one to the bank.

7. Thinking every partner is "The One". We know, we know, it's so hard not to. It's your first time staying over his place, he's adorable and you're already mentally designing your wedding dress and naming your first born. Do yourself a favor and bring your *ss back to the present moment. Let the relationship happen. Focus on the partner, not the idea

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of the partner. The more pressure you put on it, the easier it will crumble at the slightest touch — and you know what that means: starting again at square one (sigh).

8. Letting yourself fall apart. We've all seen it: it's about 11:58pm on a Tuesday night and there's a cute woman crying her eyes out at the bar to an innocent bystander. Or maybe it's an adorable guy shelling peanuts vehemently at the end of an empty bar, going on and on while the bartender tries to find an out. Don't be that person. Your heart is big and it's full and there are many, many stories tucked inside. Do yourself (and all of us) a favor: keep them there. They're your stories. Two vodka tonics, a first date with a semi-decent dude or 50-cent wing night at your favorite locale aren't open invitations to let the flood gates open.

9. Letting just anyone in. There comes a point when loneliness will invite itself into your apartment in the middle of the night. Let it. There'll come a time where it's in all of our lives. Just because you're lonely doesn't mean you should invite your one-night stand to your best friend's wedding, or the guy you just started dating to the holiday party where everyone else is bringing a plus one. Don't be afraid of going it alone. In fact, fly solo and own it! Desperation doesn't look good on anybody, sista.

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LIST 11: 9 SKIN CARE TIPS FOR WOMAN IN THEIR 30S

Having great skin in your 20s isn't too difficult, but once you hit the big 3-0 you may begin to notice that your skin isn't cooperating like it used to. There are some changes that can naturally occur in the skin after 30. Knowing how to take care of your skin can help you to feel young, and look your best.

1. **Exfoliate Often**. Exfoliating is essential and should be done twice per week. This can allow you to remove dead skin from the face. The skin will look and feel refreshed after the exfoliation process.

2. **Eat lots of fruit**. Consuming fruits each day can allow you to get the benefits of antioxidants. This can be a great way to stay youthful. There are many opportunities each day that you can eat fruit in place of other snacks.

3. **PH Balancing cleanser**. Use a pH balancing cleanser each day. The pH of the skin can change as skin ages. The cleanser you use each day should have skin balancing properties in order to help skin stay youthful and fresh.

4. **Get your vitamin C**. Vitamin C is imperative for skin health. There are a couple of ways that someone can ensure that they are getting lots of Vitamin C each day. Diet can be a great focus to ensure that vitamin C daily requirements are met. There are also supplements that can be taken daily. This can also be an ingredient that you look for in your skin care products.

5. **Moisturize Daily.** Moisturizer is one of the most important parts of your daily skin care routine. There are moisturizers that are intended for daytime use, and also nighttime use.

6. **Always wear sunscreen.** Sunscreen is imperative to protecting skin from damage. SPF should be worn daily no matter what the weather is outdoors. Skin damage can even occur on the cloudiest day. There are many great skin care products that also include SPF as an ingredient.

7. **Use Retinoids.** Retinoids should be an ingredient that you seek out. Retinoids can be an effective way to treat acne. Acne is something that many people deal with throughout life. Retinoids can also help to prevent and reduce wrinkles.

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8. **Have a skin care routine.** Creating a routine will be a habit to establish. Each day you should have a plan for your skin care, and this routine will become your way of life.

9. **Drink water all day.** Water is the way to keep skin hydrated. Drinking water should become a part of your entire daily routine. There are some easy ways that you can keep water with you at all times to ensure that you are staying hydrated for skin health benefits.

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