

# The Real Cougar Woman™

Advice For Women Who Are Smart, Sexy, Independent  
and Proud To Be Over 40



## What is The Real Cougar Woman™ ?

She is **style**, she is **grace**, she is **smart**, she is **a leader**.

She has worked hard, learned a lot and excelled at whatever she chose to do. She doesn't ever have to apologize for being successful – **she has earned her stripes**.

“Real Cougars” are **business women**, and they are **wives** and **mothers**. Women who are divorced and women who have never been married. A “Real Cougar” is not defined by a band on her finger, **it's all about her attitude**.

She is a woman who is constantly looking for new opportunities and **knows how to get what she wants**. Sometimes things don't work out exactly as she plans, but she always says “what's next”.

“Real Cougars” are **changing the social and business norms for women everywhere**. She dares to live her life to the fullest and is the new role model for women everywhere.

**Aging is inevitable –  
how you age is always your choice!**

## Five Components of The Real Cougar Woman™

### HEALTH & WELLNESS

The Real Cougar Woman knows that feeling good is the most important thing. Her body is changing each decade and it's her responsibility to keep it running at full capacity.

### BEAUTY

The Real Cougar Woman doesn't want to look 25. However she understands the importance of looking fabulous. She takes the time and effort to WOW everyone she meets.

### RELATIONSHIPS

The Real Cougar Woman knows that relationships are difficult to maintain. After 40 priorities change and you have to be willing to change with them.

### FINANCE

The Real Cougar Woman knows the importance of being financially independent. Feeling secure means taking money matter into your own hands.

### SPIRITUALITY

The Real Cougar Woman knows how important it is to listen to her gut. The Law of Attraction is just the tip of the iceberg. Linda's "I CREATE" program is guaranteed to get you what you want.



## Linda Franklin — A Real Cougar Woman

Linda Franklin has a natural talent for thinking outside the box. She was the first Canadian woman to own a seat on the New York Stock Exchange, which gained her acceptance into the “All Boys Club”. She went on to become a managing partner in charge of arbitrage trading for a leading Wall Street investment firm.

For the past decade, Linda has immersed herself in finding the secrets of looking and feeling fabulous over 40. She interviewed and consulted with scores of medical and other experts to learn the latest techniques and secrets of dealing successfully with the challenges of aging.

real cou·gar wo·man

-noun, plural women

A confident, sexy, independent woman over 40. She is a growing trend and now is the time for women all over the world to unleash their real cougars.

With the creation of her blog **The Real Cougar Woman™** and the **Real Cougar Club™**, a women’s social network, Linda is redefining what women over 40 want for themselves. She provides inspiration and cutting-edge information on health, beauty, relationships, finances and spirituality.

Linda is the author of *Alive and Kicking — 39 Reasons Baby Boomers Will Always Be 39*, and creator of **Unleashing Your Real Cougar Woman Power Kit**. She is currently writing *The Real Cougar’s Guide to Love, Sex and Relationships*.



## Products & Services

The Real Cougar Woman™ website/blog ([www.TheRealCougarWoman.com](http://www.TheRealCougarWoman.com))

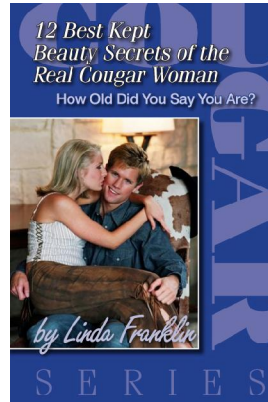
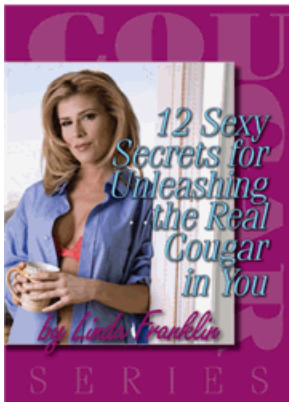
This provocative website and blog provides cutting edge information and resources that are updated on a daily basis.

Real Cougar Club™ social network ([www.RealCougarClub.com](http://www.RealCougarClub.com))



A network where smart, sensual, beautiful women are getting together to share their secrets, tips, dreams and deepest desires. We're telling it like it is!

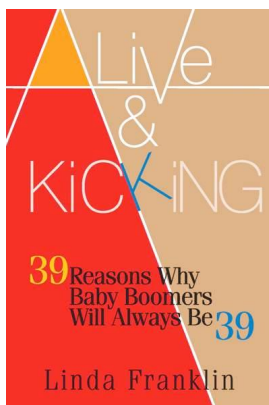
Real Cougars are not Sugar Mamas. They refuse to be watered down or made out to be some desperate character seeking to recapture her youth. Take a look at Kim Catrell, Katie Couric, Demi Moore, Diane Sawyer, Hillary Clinton, Susan Sarandon, Reba McIntyre and Oprah. These are just a few of the movers and shakers who are Real Cougars.



LINDA IS AVAILABLE  
FOR SPEAKING &  
COACHING

- Developing Your Cougar Instincts
- Learning The Beauty Secrets of the Real Cougar Woman
- Awakening Your Inner Sex Goddess
- How Men Feel About Real Cougars
- Creating A Life That Fits

Aging Is Inevitable - How We Age Is Always Our Choice.



## Media

Appearances on The Today Show, Fox's Good Day New York, Hallmark's New Morning and several radio shows. Featured in the Boston Globe, More Magazine, More.com, Essence Magazine, The Huffington Post, and The Albany Times Union.

## Story/Segment Ideas

### **Finally It's Time For Women To Roar**

*The Real Cougars Are Changing The Rules And It's About Time!*

### **Joint Bank Accounts Are As Passe As the Dowry**

*How Real Cougars Achieve Financial Independence*

### **Mandatory Maintenance Of The Real Cougar**

*How Much Time Does It Really Take To Look Fabulous*

### **Kitten To Real Cougar**

*Daughters Are Never Too Young To Learn The Secrets Of The Real Cougar Woman*

### **Why Real Cougars Are Trading In Their Men For Younger Models**

### **5 Special Things The Real Cougar Wants From Her Man**

### **Survival Tips For The Real Cougar**

*How To Introduce Your Younger Guy To Mama*

## Contact Information

**The Real Cougar Woman™**  
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www.TheRealCougarWoman.com  
www.RealCougarClub.com

*A division of High-Yield Living  
"Changing How We're Aging"*

