

SELLING POINTS

Who is the “new single woman”?

Single women aren't shy about shopping for “like to have” items. They're not waiting for weddings or showers to acquire fine linens or crystal.

The power mindset of single women means advertisers need to figure out how to appeal to women who are buying their own homes, having babies solo, taking adventure trips with girlfriends, and not waiting for a better time to make significant purchases.

According to “Targeting the Single Female Consumer,” an article that appeared August 1, 2000, in “Reuters Business Insight,” the characteristics of the “new single woman” are:

1. She is prepared to find out what she needs to know in order to make the right purchasing decisions.
2. She is a relationship-seeker who remains loyal to trusted brands.
3. She lets confidantes influence her purchasing decisions.

The neXXt generation ♀

Independent, well-to-do young women are reshaping the face — and the future — of sales and marketing

by **Connie Brubaker**

When I graduated from high school back in 1970, the decision to marry my high school sweetheart seemed obvious. Besides the fact that there wasn't any financial or emotional support for college, I wanted to escape from the tight reins at home.



Connie's Comments

Many of my girlfriends were in the same position, and all of us were conscious that an unmarried 25-year-old woman was well on her way to being considered an old maid.

Today's women are in a vastly different situation. They are on a path to self-discovery and are increasingly focused on enjoying life. They're getting married later and having fewer children. Not that they aren't achievement-minded: more women than men are graduating from college, and most of those graduates are entering the fields of business,

law and medicine.

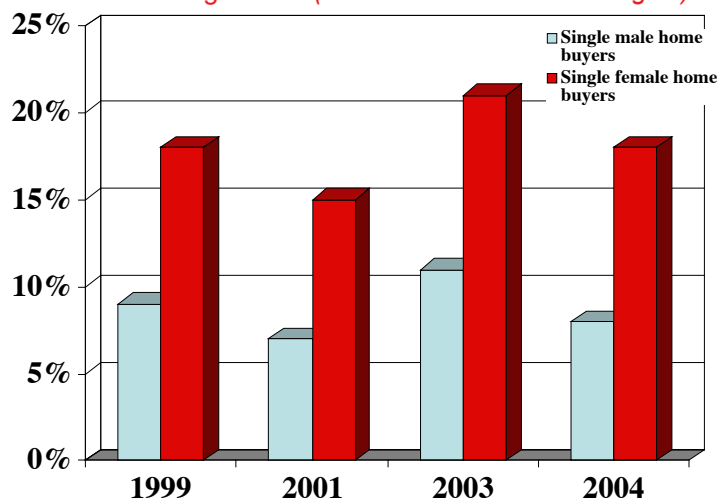
I recently spoke to the Young Women's Alliance, a professional organization that aims to give professional women a resource for opportunities to lead, educate, network and serve. I felt an atmosphere of polish, professionalism and power.

What matters to these young, dynamic women? From a business consultant's standpoint, the marketing ramifications are fascinating.

- Thanks largely to higher wages and better job opportunities, the number of single women buying their own homes has more than doubled in the past 10 years — as my friend Lisa Kelly

Lady of the House

More Austin-area single women are buying homes than single men. (Source: Residential Strategies)



of ZK Mortgage says, you don't need a
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Connie's Upcoming Speaking Engagements:

April 7th: Fort Worth Texas Women's Chamber of Commerce

Companies changing their approach to female customers

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diamond to buy a house.

Women are buying with their financial futures in mind, with 76% buying in order to reap the rewards of rising house prices and build equity. By 2010, the Federal National Mortgage Association projects that female-owned households will comprise 28% of all U.S. households, or 31 million homes.

- Not surprisingly, the financial industry is recognizing that this generation of young women wants to take

charge of their individual financial futures, instead of simply holding out for a rich man to take care of them.

Women and Company, a subsidiary of CitiGroup, have been quite successful in their strategy to attract female investors using ads targeted specifically at single women. Wachovia has special links on its website to facilitate the education of women investors. Merrill Lynch began a women's business development unit, and Chase Bank conducts regular seminars and workshops for women.

“Women enjoy learning with other women,” says Elaine Agather, chairwoman and chief executive of J.P. Morgan Chase Bank in Dallas.

- The Diamond Trading Company, a subsidiary of DeBeers, launched a campaign in 2003 with the slogan,

“Women of the world, raise your right hand.”

Sales of right-hand rings are up as much as 20% since, as economically and socially independent women buy their own diamonds instead of waiting for a man to buy one for their left ring finger.

Other industries are also beginning to recognize that women are not an impoverished minority, but rather an independent, determined majority. Today's women know what they like and what they want — and they're willing and able to pay for it.

So whether you're selling homes, mortgages, insurance, financial services, diamonds or athletic wear, pay attention to the female perspective. It just may be the future of business.

WANT TO IMPROVE YOUR SALES TO WOMEN? Sign up for one of Connie's informative, insightful and fun workshops on *Women's Role in the New World Market*. Choose from:

- *The Difference Between Men & Women and How They Buy*
- *Marketing to Women*
- *Selling to Women*

Connie Brubaker is a certified Integrity Systems® business consultant and professional speaker who focuses on sales, customer service and leadership.

QUOTE OF THE MONTH

“I buy my own diamonds, I buy my own rings. The rock I'm rocking, I bought it for me.”

— Song lyrics by Destiny's Child