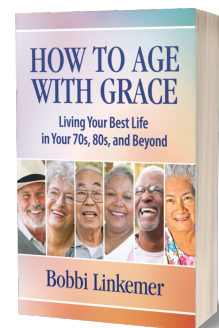


Bobbi Answers Frequently Asked Questions

Whether you are standing in a bricks and mortar bookstore or browsing on Amazon or some other online source, even before you consider buying a book, there are so many things you'd like to know. What is the book about? Who is the author, and how is he or she qualified to write about this topic? Why did she write it? Where did he find his information? What sets this book apart from others on the same topic?



Frequently Asked Questions (FAQ) is where you will find much of what you're looking for. There is just enough here to satisfy your curiosity but not enough to give away the heart of the book. There are many ways to use FAQ besides helping you decide to make a purchase. One of my favorites is to organize a book-club discussion. Let's begin with the first thing you want to know.

What is this book about?

In a nutshell, *How to Age with Grace: Living Your Best Life in Your 70s, 80s, and Beyond* is an owner's manual that answers the ten most pressing questions older adults ask to help them live well now and prepare for the years ahead. While there are no magic answers to these questions, the more we understand, the better able we will be to answer them. If there are potential problems, perhaps we can prevent them. If there are suggestions for enhancing our lives, now would be a good time to explore them. Each chapter answers one question thoroughly; and each is both personal and practical, explaining the subject clearly, sharing the author's experience, calling on the knowledge of many experts, and offering scores of suggestions on how to prevent or deal with the issue.

What is Bobbi Linkemer's background?

- Began writing when I was thirty; have never stopped
- Wrote nonfiction for magazines, individuals, and organizations in both the private and public sectors.
- Have been an author, a magazine editor, corporate communicator, marketer, book coach, editor, and ghostwriter
- Clients have ranged from Fortune 100 companies to entrepreneurs and individuals
- Helped twenty-seven authors write, publish, and promote their books
- Have written twenty-eight books of my own; published by traditional publishers and my own small publishing company

What subjects have your previous books covered?

- Communication and interpersonal skills in the workplace
- Business skills and relationships at work
- Leadership and self-empowerment
- Living well with developmental disabilities
- Writing, with emphasis on writing nonfiction books

What are you doing now?

- Retired in 2019 at age of eighty-two
- Almost immediately began writing *How to Age with Grace*
- Finished book, wrote a book proposal, went through publishing process
- Wrote marketing plan and began marketing the book

What motivated you to write this book?

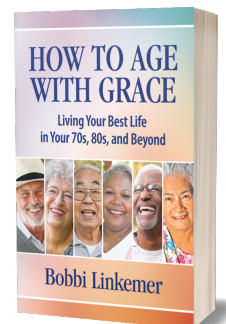
The idea for the book was born when I found myself having to make several life-altering decisions at the same time: whether to sell my condo and stop living independently, decide where to live instead, give up my car, and close my book-coaching and editing business. I needed more information before I could make these decisions, so I started researching. I realized almost immediately that if I were grappling with these issues, no doubt other people my age were also doing that. I focused my research on ten questions to which older adults need answers, ranging from what's the best attitude to have about aging to how to talk to my adult children about end-of-life issues.

What is this book's purpose?

Most of us don't envision the inevitable changes that come with aging. One day, they just seem to appear, bringing with them a host of concerns. *How to Age with Grace* is a guidebook for how best to confront and deal with those concerns.

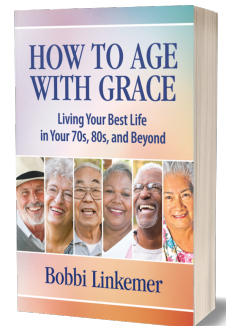
Who is your ideal reader?

Today, there are more than 46 million adults aged sixty-five and older living in the U.S. By 2050, that number is expected to grow to almost 90 million, 19 million of whom will be the "oldest old"—those aged eighty-five and over. These people, as well as their adult children, are the ideal readers for *How to Age with Grace*.



Who are your other potential readers?

- People over the age of fifty-five or sixty who are considering retirement
- Older adults who are seeking answers to the questions this book covers and trying to age well physically, emotionally, and intellectually
- Adult children of aging parents who are grappling with how to deal with some of the tough issues without destroying their parents' dignity and sense of independence
- Geriatricians and other medical providers who care for the elderly
- Chiropractors, physical and occupational therapists, and fitness trainers who have older people among their clientele
- Assisted-living and long-term care facilities whose residents are older adults with all levels of physical and mental ability
- Psychologists, social workers, advocates, and case managers to help older adults and their adult children talk about tough subjects, such as finances, living arrangements, and end-of-life issues
- Attorneys, financial advisors, estate planners, and trust bankers
- Intellectual readers with a special interest in aging, retirement, finance, health, end-of-life issues, and communication between older parents and adult children



What are the ten questions older adults are asking?

1. Attitude: What is the best way to view and enjoy the rest of your life?
2. Living Arrangements: When is the right time to stop living on your own? What are your other options?
3. Safety: What does it take to accident-proof your surroundings at home and out in the world?
4. Driving: When is the right time to hang up your car keys and find other means of getting around?
5. Health: What changes can you expect, and how can you maintain your vigor and vitality?
6. Retirement: How do you know when you're ready to stop working, and are you prepared for that next stage?
7. Adult Children: What is the best way to communicate the facts your children need to know?
8. Finances: Are you aware of how much money you have and what you need to maintain your lifestyle as you age?

HOW TO AGE WITH GRACE

Living Your Best Life in Your 70s, 80s, and Beyond

9. Friendship: How will you build and maintain your support system of friends and family?
10. End-of-Life: Have you thought about this? Do you know what you want? How do you make your wishes known and fulfilled?

How did you approach these issues?

The book is aimed at adults in the 70s, 80s, and older. I am in this category and am writing, in part, from my own experience. I am also a researcher and an interviewer and called upon both skills in writing this book.

Where did you get your information?

I had several sources of information: my life and feelings on the subjects I was writing about, interviews with other older adults and experts in the subject matter, books in my own library and on Amazon, and multiple relevant websites. Many of the books listed in the bibliography were from my library.

How do many seniors feel about their own aging?

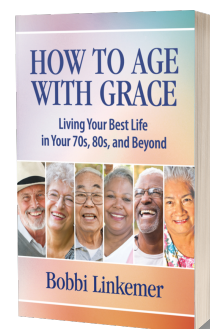
Most studies on this subject conclude that older people are happier and healthier than ever before, certainly much happier than when we were middle-aged. Many of us see ourselves as independent, vital, and active; but others may not share that image. If we have wrinkled skin or gray hair, it stands to reason we must be old. So, we go on diets, color our hair, and join Zumba classes. The result of this effort and expense is that we look better than ever, but beneath the surface, physical and emotional changes are taking place whether they are obvious or not.

How are older people perceived by society?

It's easier to feel positive about getting old when age is respected, and older people are valued, which is not the case in our youth-obsessed society. In fact, it is sad but true that older women are becoming invisible in many settings, including executive positions in business, top roles in movies, and placement in magazine advertising. Is this how the world sees, or doesn't see, "women of a certain age," or is this the way we see ourselves? Buying in to this inaccurate, demeaning stereotype is a self-inflicted wound.

How does the media portray older people?

According to Chip Conley, founder of the Modern Elder Academy: "Most advertisers get a big F for their efforts to understand the older population." Ads run the gamut from ridiculous to downright insulting. Of course, they are produced by ad agencies,



but they are approved and paid for by advertisers who must still be in their teens to think the ads accurately depict the aging population or, even worse, that they are funny. The average age of people working in the advertising industry is thirty-four. How can a thirty-four-year-old be expected to understand what goes on in the mind of a person in his eighties?

What sets this book apart from other current books on aging?

- Sources of information: The book is one-part personal reflections on my own experience; one-part insights, observations, and facts based on research; and one-part interviews with experts in various fields and older people who are trying to live their best lives.
- Content: *How to Age with Grace: Living Your Best Life in Your 70s, 80s, and Beyond* poses ten fundamental questions seniors should be asking, provides comprehensive answers, and suggests sources for additional information.

Does the book have a unifying theme?

As people age, the decades ahead are uncharted territory that each individual will have to explore alone. *How to Age with Grace* provides a roadmap for their journey.