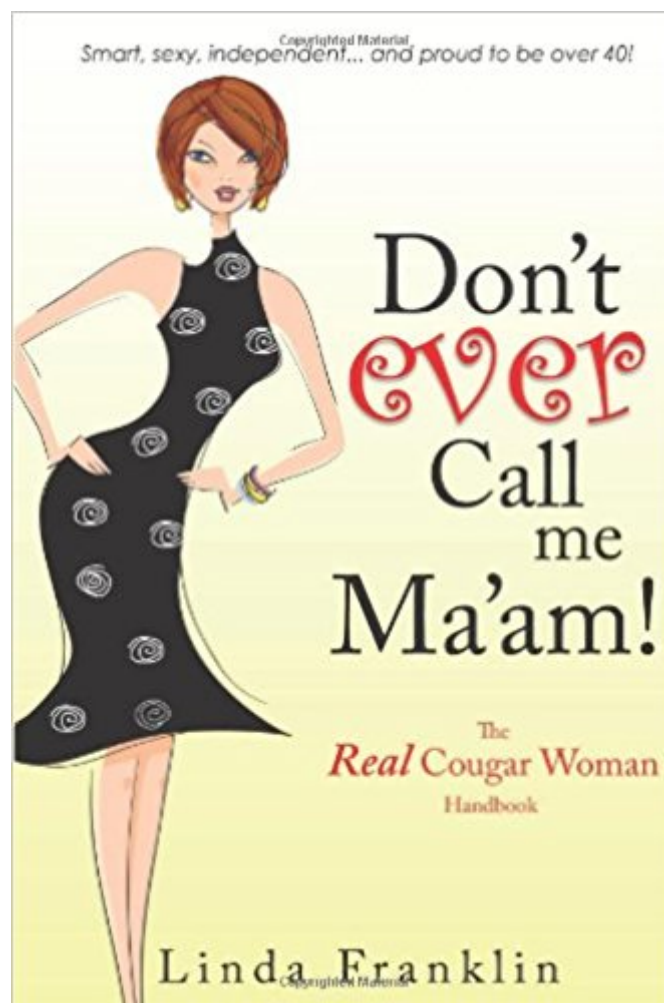


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# Don't Ever Call Me Ma'am: The Real Cougar Woman Handbook



## Synopsis

Walk the walk of a Real Cougar! Every woman has a Real Cougar inside just waiting to be released. A woman who is strong, confident, independent, sexy and proud to be over 40! A Real Cougar is a woman who: isn't afraid to knock down walls and crash through glass ceilings. adores men but refuses to be defined by the age of the man she chooses to be with. has gotten over listening to what other people think. knows how to keep her body healthy, her beauty radiant and her spiritual reservoir full. puts financial freedom high on her priority list. You should read this book if you are a woman who:   
• is tired of labels and does not want to be defined by her age.   
• wants to live life to the fullest with no regrets.   
• refuses to pack up her sexuality and toss it into the closet.   
• is determined to break through barriers that have held you back in the past.   
• realizes aging is inevitable but how you age is always your choice. This is the PURR-FECT moment in time to unleash your Real Cougar and fall in love with life!

## Book Information

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## Customer Reviews

"Reading this book may be exactly what you need to feel inspired to get in touch with your true femininity and power." - Peggy McColl, New York Times Best-Selling Author of Your Destiny Switch  
"DON'T EVER CALL ME MA'AM! is the essential "bedside book" for every woman. Linda empowers us to find our sense of self-worth in a series of examples of women who have embraced their life changing decisions through strength and determination." - Cathy Velte, Clinical Laboratory Scientist, SCCA Race Car Driver

Linda Franklin is the founder of The Real Cougar Woman, a company dedicated to educating women over 40 on how to be strong, sexy and independent. Linda was the first Canadian woman to own a seat on the New York Stock Exchange and manage an all-male trading department for a leading Wall Street investment firm. When she decided to trade in the Old Boy's Club and start The Real Cougar Woman, she was determined to uncover the secrets and techniques that make one look and feel fabulous over 40. Today, Linda works with thousands of women who share these secrets and successfully helps them unleash their Real Cougar.

I like the idea of encouraging women at any age and life stage to be confident, strong and active. In addition, the notion of turning the stereotypical definition of the "cougar" on its head was refreshing. Therefore, I was in a receptive frame of mind when I ordered this book. I was hoping to read some inspiring stories from women my age who are doing really exciting and dynamic things with their lives. At the very least, I expected some confidence-affirming tips, and perhaps some guidelines on how to navigate the murky waters of the changing roles that women my age often find ourselves in. Instead, much of the material felt like retreads of messages I've been hearing since I was in my 20s: I don't need a man to complete me. Set goals and follow through on them. Know your own body. Be sure to exercise. Here's how to apply makeup. Stuff like that. Yawn. Far worse, several chapters read like promotional copy for various health supplements, hormone treatments and other such products aimed at the 40-plus crowd. I couldn't shake the feeling that my purchase of the book might be helping to subsidize some free advertising for commercial products, and that bothered me. This book might be helpful as a beginner's guide to self-empowerment, if you're completely at a loss where to start. If you're a mature woman who already has a good sense of herself, and you're just looking for some excellent support and affirmations, my advice is to surround yourself with great friends who are as fabulous as you are. Form a support group. Maybe search the web for some free online support systems. Don't buy this book, and don't accept the limiting and rather insulting designation of "cougar," because the fact is that we're all much more than that. Just be the fabulous person you already are, and own it. Shine on, ladies.

There are many great things to say about Linda's work in this book but one thing has made the greatest impression on me by far is her list of 8 medical tests all women over 40 should get on an annual basis. One of the tests is a Bone Density Test and when I read that I thought "That's an old lady test - I'm only 49!). But, when I went to my doctor for my annual pap a couple weeks ago I told

the nurse I would like a Bone Density Test. She looked at me and said "the doctor doesn't start those until age 50" and pretty much dismissed me. But, when the doctor came in the room he had this GREAT idea, A Bone Density Test:). The results are in and my diagnosis is Osteopenia, which is the precursor to Osteoporosis. If I hadn't read and took action on Linda's recommendations I would not have had the opportunity to start early prevention/treatment. Buy this book and pay attention to what Linda has to say, she knows what she's talking about!

I am a 46 year old woman who had a desire to make the rest of my life more meaningful. I wanted my future to "count" more than my past. I was looking for a book to read that would add to my new found vitality. And, I ran accross "Don't Ever Call Me Ma'am: The Real Cougar Woman Handbook" by Linda Franklin. I read Linda Franklin's book. It was as if my body had been starving for Vitamin C or something and she (Linda) offered me a tall, refreshing glass of fresh squeezed orange juice. The book sent an exhilarating shock to my system!Don't Ever Call Me Ma'am: The Real Cougar Woman HandbookÃ A Not only does Linda discuss the attributes women over 40 are seeking, she goes much further. She also explains how they can be obtained. Reading the information in her book was a wonderful experience. The book led me to her web page and now I'm a member of "therealcougarwomen" club. Linda's book has helped me to take charge of all the things that are really important to me, i.e., health, financial independence, spirituality. beauty, and healty relationships. I adore the book, the club, and the monthly ezine. I highly recommend reading this book if you are over 40 and searching for those afore mentioned attributes. You will not regret purchashing or reading this book. I have referred it to all my friends. I even purchase it for them because I believe in it so much. Please purchase, read, and enjoy.

I almost fnished this book in one night! It is wonderful! I am in my late forties and was started to lose alittle of my Spark! I am a Real Cougar in every sense of the word, but,everyone now and then needs a pick me up! This book was just the ticket! It made me see that YES I am doing almost everything right! and it gave me some much needed encouragment to keep up exactly what I have been doing...Living life to it fullest and using my age as a PLUS!!! Confidence comes with age!The best part is a sign up for the cougar club on line...GREAT!!! Wonderful articles from REAL women and very helpful...This was the best part of the book, helping me reach out to other women just like me!!!!It answered many questions for an example, Why is it that as soon as I turned 40, younger me were FINDING me, being attracted to me!!!! With no encourgement at all!Where were these great guys when I was younger!!! Back then only much older men seem to be chasing me!!!!How

refreshing to see that it was my Confidence and independence that was attracting them! This only came with age and learning from life experiences...Thank you for making this book available !You Rock as does the author of this book!

Every woman should read this book NOW!!! It is a book that touched my life in a big way. My self esteem as an older woman started to go down because I felt as if I was thrown away by what American society expected older women to do --that is to age, get fat and die. This book is open and honest it is truly inspiring instead of dying you learn to live life on your terms and be happy. I highly recommend this book.

Not what I expected but enjoyed it all the more.

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