

Our Road Rules

Badass Boomer Women™, 2019 • An Evolving and Contemporary Movement of Gutsy Women,
Boldly Living (Badassing) Our 3rd Act

The Badassa™

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#1 Who She Is.

She is YOU. A *Darling Badassa*, a gutsy, restless and fun-loving Boomer Woman and Rebel, badassing (boldly living) her 3rd Act. With gratitude, She embraces her uncertainty, changes, possibilities, and losses, with colon-cramping courage, kindergarten curiosity, and freaky age-defying gusto.

#2 “RE” Her Life.

Even though her crown may be crooked or missing jewels, She no longer makes weak or lame excuses or hangs back in her life. She shape-shifts her yearning into the art of badassing, knowing it's the last call to 'RE' her life: re-tool, re-vision, re-invent, re-new, re-know, re-do, re-create, re-figure, re-vamp, re-ignite, re-surface, re-purpose, re-member, re-write and re-name.'

#3 She Calls Bullshit.

While She respects the power of One to evolutionize and ghost a youth-obsessed media and culture, She joins her welcoming tribe of Badass Boomer Women, to call BULLSHIT on HER words and actions, and how She may downplay and minimize her worth, vitality, wisdom and laugh lines. In her 3rd Act, She is “the change,” in full possession of sparkly new thought forms, words and actions.

#4 Holy Crap! She's Alive!

She questions, She marches, She ponders, She risks, She writes, She connects, She loves, She fails, She rises, She cusses, She naps, She dances, She plans, She stands out, She flirts, She soothes, She adventures, She freaks out, She grieves, She misunderstands, She rebels, She giggles, She badasses. Holy Crap! She's ALIVE AND GROWING.

#5 Heave Ho, Woulda, Coulda, Shoulda.

Ridding herself of sticky and outdated perceptions, She no longer betrays herself by being stuck. As Creative Producer of her own life, She daringly engages new opportunity, learning and possibility, giving a Heave Ho to B-List players—Woulda, Coulda and Shoulda.

#6 Badassing Her Shenanigans.

To fuel her shenanigans, dreams and goals, her Badassa pocketbook is filled with time, options, freedom and Plan A, B and C. When her Bag Lady comes to play, She takes her out to lunch, picks up the check and blows her a kiss.

Festo #7: Hell. No.

While She may be sandwiched between care-giving gigs and people commitments, She loves herself first and hard, with a delicate and deliberate “HELL. NO!” to hand-cuffs, constriction and duty, carving out time for me-first talents, passions and pleasures.'

Festo #8: Reciprocity.

A fun-loving, imaginative and smartypants Badass Woman, She orbits the joy of reciprocity, RECEIVING as much as she GIVES.

Festo #9: Life is Full, Not Busy.

Owning her age and doing her part to eviscerate old stereotypes and ageism, she embraces a soulful approach to being and doing, with the profound knowing that contentment is enchantment. No longer hostage to busyness, she walks to a softer and more contemplative rhythm, knowing 3rd Act years offer fertile ground to fully connect Her head and heart.

Festo #10: Crazy Ass Changes.

While she can't Botox her thighs or booty, She accepts crazy-ass physical changes, knowing her beauty, femininity, pussy and worth is not diminished by time. Only way different.

Festo #11: Living Her Re-Write.

She knows She is going to die. In the meantime, as a *Darling Badassa*, her life is now a titillating and courageous *Fuck You Re-Write* to death's waiting room.



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