

The 5 Trillion Dollar Female Money Brain



Female Money Brain

While the media focus of female power has been directed at climbing corporate ladders to break glass ceilings, women have been quietly building an even greater power base. Corporate America work up too late one day to find wealth has been shifting to women while they have been marketing with an out-dated male mindset.

Now I realize not every woman out there considers herself wealthy, but there is a female, money brain power base your are part of.

- Women spend \$5 trillion annually
- Women spend 80% of the income in dual paycheck families
- Wealthy women investors are growing at a faster rate than men
- In the next 10 years women will control 2/3 of US consumer wealth
- Women over age 50 control a net worth of over \$19 trillion

Even as these figures may have decreased somewhat reflecting the post 2007 global financial downturn, women are still in position to make financial decisions. **70% of women of women work outside the home** and almost **75% of them are mothers with young children.** The New York Times even reported that more

women than men were holding onto jobs albeit many at lower salaries.

Whatever the circumstances know that **never before in the history of the World do women have such an extraordinary opportunity** to be in a position of influence and the movement is already on. One survey reports that **91% of women said that advertisers don't understand them**. At the same time, **70% of women have started new businesses**.

Gee ... I guess if men don't want to listen to what we want, we'll just have to create our own markets and keep more of the the wealth for ourselves.