



## FOR IMMEDIATE RELEASE

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### **The Big Blank: Why Millions of Women are Asking, “Is this all there is?”**

Sacramento, Calif. — Suzanne, 44, felt it. “I don’t necessarily love my life,” admits Suzanne, “but I’m not sure I can change it...and to what? I guess my philosophy these days is: I don’t have to like it I just have to do it. What other choice do I have?” Suzanne, like many of the 40 million women between the ages of 35 and 59, feels depressed, trapped and unsatisfied and longs for a change.

“Suzanne hit what we call the ‘Big Blank.’” explains Anne Marie Smith, co-author of *Second Bloom: 10 Steps to Reinvent, Rejuvenate, and Realize a New Life* (Kaabrah Publishing, January 2009). “The Big Blank often causes us to start living unconsciously; that is, we put ourselves on autopilot just to get through each day,” says Smith. But what causes the Big Blank? Says Smith, the Big Blank is often rooted in a major life change such as the death or illness of a parent or spouse, an unhappy marriage, an empty nest, or a loss of job. “But sometimes, it just sneaks up gradually, for no known reason.”

And Smith should know. She hit the Big Blank when she was in her early 40s as did co-author, Michelle Gamble-Risley. “Like the two of us, many women want and know they need to make a change, but don’t know how,” says Gamble-Risley.

Lana, 42, a business owner felt herself changing over the last year and doesn’t know why. She no longer has the energy or patience for day-to-day business issues and conflicts. The cosmic questions of mid-life constantly swirl through her mind, the main one being “Is this all there is?” She wants to do something different but is frozen by fear of the unknown.

“The best way to get over your fear,” says Smith, “is to create a transition plan that maps out exactly what you need to do to move from your current life to a new-and-improved, happier life.” Smith and Gamble-Risley developed a 10-step process that helps women create their transition plans.

The first step is to define exactly what the issue is such as a bad marriage, unchallenging career, or financial problems. “From there, you describe the significance of solving or not solving this issue, identify your core values to realign your life’s purpose to match those values and create a bold and daring vision for the issue,” explains Gamble-Risley.

The transition plan should also identify your allies. That is, those people who you need to help you pull off your vision and resolve your issue. And it’s critical to know what you’re up against, so you must identify obstacles that are in the way of your vision and assess your personal strengths that will help and weaknesses that will hinder your progress. Finally, you need to get tactical and create strategies and actions that are necessary to realize your vision.

“The key is to get your thoughts on paper and organize them. People are always more successful when they have goals and plans,” advises Smith.

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