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## **What's the Big Deal? Dare to answer that question for yourself.**

By Liz Di Marco Weinmann

We ***DARE*** you to turn your attention to tackling whatever it is you have to deal with so you accelerate your dreams & desires. If you want to drive your own strategy forward, you need to know how to deal constructively and productively. You need to understand and cultivate respect, appreciation, admiration and, yes, nurturing, for your strengths and for cultivating the right opportunities. This means you also need to assess your current deal, and confirm that your strengths are helping you drive your life forward.

Here are just a few reasons you need to deal differently once you're over 40.

- a. Inertia is bad for you. You can't assume you'll never have to deal with change.
- b. Dramatic change can and will happen to you. Setbacks can create dramatic deal breakers.
- c. Setbacks can accelerate to crises. The sooner you learn to deal with the small stuff, the better you'll be at the things that are really a big deal.

ABOUT LIZ: Liz DiMarco Weinmann is the Founder and CEO of The DARE-Force Corporation ([www.thedareforce.com](http://www.thedareforce.com)), an educational resources company whose mission is to inspire visionary, intelligent and motivated individuals who want to pursue, develop and lead new and fulfilling ventures in their personal lives, careers and communities. She is the author of *Get DARE From Here! - 12 Principles and Practices For Women Over 40 To Take Stock, Take Action and Take Charge of the Rest Of Their Lives*, from which this article was excerpted and adapted for Blush. (Visit <http://www.thedareforce.com>, download a free chapter).