



***GreatLifeStories.com***<sup>TM</sup>

“Connecting Generations”

Phil Gibson

CEO & Co-founder

[phil.gibson@greatlifestories.com](mailto:phil.gibson@greatlifestories.com)

(408)838-4901



# Our Parents and Grandparents Have Priceless Stories to Tell



## Example: 100 Year-old Emilia Gallegos

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- Born in Mexico, 1907
- During Mexican Revolution, their ranch was attacked
- Family survived a hair-raising escape across a burning bridge during a gun battle with Pancho Villa's men
- Emigrated to US, taught English for 30 years



# Baby Boomers and Echo Boomers have priceless stories

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## Example: 60 Year-Old John Rialson

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- Worked in a photo lab, but studied trumpet all his life
- Quit his day job when Linda Ronstadt chose him as part of her touring and recording band
- Played for Bill Clinton, Clint Eastwood, scores of notables worldwide
- During Vietnam, won major court case as a conscientious objector





# Stories Celebrate Life & Connect Generations

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- But...stories and photos get lost
- Time-consuming to collect and share
- Difficult to update (especially printed books)
- **Priceless personal & family history is lost forever**

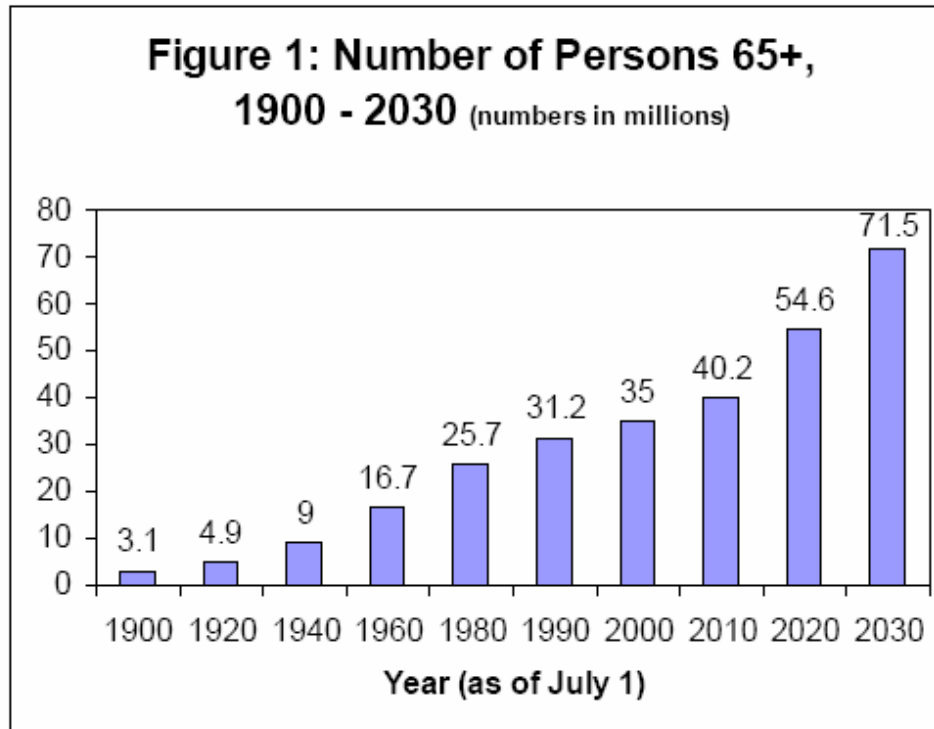


# What is *GreatLifeStories.com?*

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- A new, easy-to-use web site
- Enables rapid, meaningful & everlasting:
  - Collecting
  - Sharing
  - Preserving of individual and family stories, photos, audio and videoSupported by advertising, i.e.
  - **NEVER A COST TO USERS! FREE**

# Here Comes the “Silver Tsunami”



They all lived  
a life full of  
stories to tell

In 2010, the majority of the US population will be 45 years and older, a change that represents a major turning point for the US population



# GreatLifeStories Serves 4 Distinctive Target Audiences

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- WWII Generation (Born before 1933).
  - 73+ today
- Swing Generation: Born (1933-1945)
  - 61-74
- Leading Boomers (born 1946-1954)
  - 52 to 60
- Trailing Boomers (born 1955-1964)
  - 42 to 51

Source: KnowledgeBase Marketing



# Expectations of Seniors, Boomers & Echo-Boomers

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- Seek meaningful experiences and opportunities
- Fastest-growing portion of population
- Expect choice and control
- Wealthiest generation in US history
- A large percentage are computer-savvy
- Seek to preserve their legacy



# *GreatLifeStories:* Connecting Generations

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## *OUR VISION: a Web Community*

- Celebrates life's hard work, accomplishments, personalities, and joy

## *OUR MISSION: Connecting people*

- **Share** meaningful life experiences
- **Preserve** this priceless legacy
- **Build** bonds between generations
- **Discover** new friends, expand community

## Create Your Own Great Life Story!

### Find a Great Life Story:

type your search topic in here

[Honoring American Workers](#)



Frank's Daughter



Emilia's Beautiful Ranch



Bob Taught Meditation

### Browse All

- [Great Life Stories](#)
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- [Great Expectations](#)

### Today's Featured Great Life Story



#### I Quit My Day Job to Backup Linda Ronstadt

I was playing in a mariachi band. We were going to Tucson to do a very special job as a backup to Linda Ronstadt. At the last minute, my day job wouldn't let me go. Linda had already bought us these \$1,000.00 leather suits. We had been rehearsing for months, and I kept reminding the lab people that....

More about John Railson's [Great Life Story](#).

### Other Favorite Life Stories



Ruth  
Lima, Ohio



John  
Minneapolis, Minnesota



Bequia  
Bismarck, North Dakota



Lou  
Toledo, Ohio



Freddy  
Winnipeg, Manitoba



# GreatLifeStories

## Covers Life in 12 “Chapters”

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1. In the Beginning
2. My Neighborhood
3. School Days
4. Off to work
5. Romance & Marriage
6. Leisure, Pets & Travel
7. Places of Worship
8. War & Peace
9. Triumph and Tragedy
10. Funnybones
11. Words of Wisdom
12. Thank You's

# Example: GreatLifeStories Chapter 1\* - Your Beginnings



**Doris Robertson-Polley**  
Born: 1928  
Hanford, California

**Chapters:**

- [In the Beginning](#)
- [Your Neighborhood](#)
- [School Days](#)
- [Off to Work](#)
- [Romance and Marriage](#)
- [Leisure and Travel](#)
- [Places of Worship](#)
- [War and Peace](#)
- [Triumphs and Tragedies](#)
- [Words of Wisdom](#)
- [Funnybones](#)
- [Thank You](#)

## My Ancestors Arrived on the Wagon Train

TEXT: normal | LARGER

My maternal grandmother was a McCord. The McCord family came to California via wagon train, and they ended up in Bakersfield. But Alice McCord, who was her grandmother, was a young girl on the wagon train. She fell in love with a soldier who was guarding the wagon train and traveling with them. They got married and that's how they happened to stay in California. They stopped first in Bakersfield and later came on to this area.

My mother was born in Hanford and her father was born in Virginia. He came to California with his widowed mother and his sister when he was eleven years old. They settled in this area. I am the youngest child in the family. My sister and Lois were born four years earlier than I was. Gene was born for years before her. Each one of us showed up in a presidential election year!

In the 1920s and 1930s Hanford was a typical small town. Growing up here I knew everybody, and everybody knew me. It was fun. You never went to any place as a stranger. When we left Hanford and moved



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[Your Life Story in a Book](#)

The Leading Company for documenting Jewish life stories - Docostory  
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\*A complete GreatLifeStory has 12 chapters

# Example: GreatLifeStories Chapter 2--Your School Days



**Great Life Stories.com: Connecting Generations**

Home
Get Started!
Browse
Create
Invite
My Stories
Contact
My Account
Sign In



**John Matson**  
Born: 1932  
Minneapolis, Minnesota

## Lessons Learned

Lessons Learned

If you carry my childhood through the high school level, all of the lessons I learned through childhood, were taught to me by my sisters. And my sisters tended to me to a great extent. When we were going to church on Sunday morning and we were waiting for the street car, they would give me a spit bath cause I never washed properly. They took out their handkerchiefs and cleaned my ears and one thing and another. My childhood was truly governed by what my sisters think that I ought to be doing, or how I should be behaving.


School

I started school in Kindergarten at one address and finished it at another and then spent the rest of my junior high school and high school there in Minneapolis. For the most part, I was living at one residence all of my life up through high school. What stands out about school in general from grade school all the way through high school was the

TEXT: normal | LARGER

**Chapters:**

- In the Beginning
- Your Neighborhood
- School Days
- Off to Work
- Romance and Marriage
- Leisure and Travel
- Places of Worship
- War and Peace
- Triumphs and Tragedies
- Words of Wisdom
- Funnybones
- Thank You



Early School Days

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Professional growth. Advance your career with a 100% online degree.  
[www.PhoenixDegrees.com](#)



# What's in It for Individuals and Families?

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## PERMANENT LEGACY:

- Anyone can capture their life legacy
- Never lost, stolen, damaged, destroyed

## FUN & EASY TO DO:

- By yourself, or with a few minutes of help

## EXPANDS YOUR COMMUNITY:

- Grow your story. Invite others to contribute



# What's in It for Individuals and Families?

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## CHOICE & CONTROL

- YOU have COMPLETE CONTROL of your story
- Add as much or as little of your story as you like, when you choose to do so

## GREAT RESULTS

- Simple, easy-to-follow template lets users create their own full-color personal web site
- 1-2-3 guidance in how to capture 50 to 100+ years of life history



# GreatLifeStories Summary

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**Innovative** new web community

Celebrates life, connects generations

**Easy to use**, share and expand

**Preserves and enriches** family legacies

**Grows Organically**

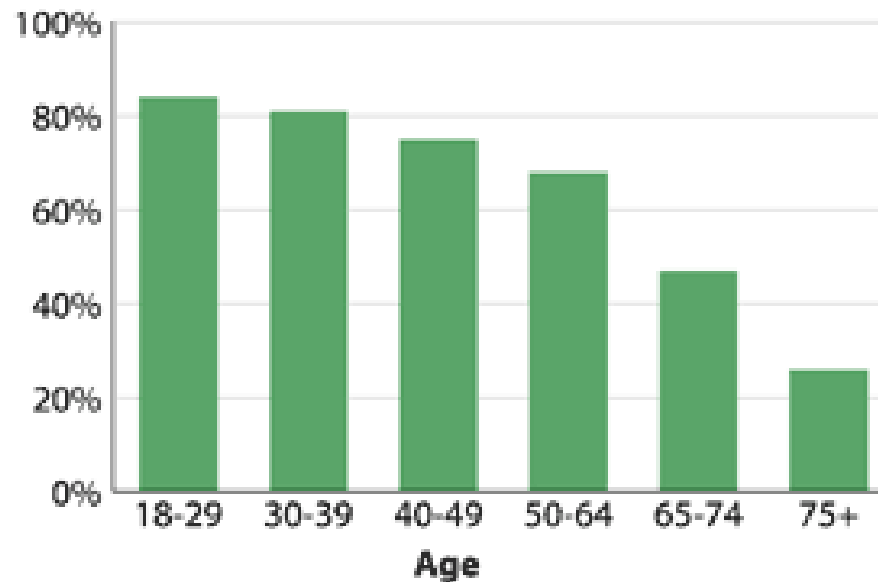
**Free To Authors**

# Appendix



# Computer Use by 65-74 Year Olds Will More than Double

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Source: Study commissioned by Microsoft, conducted by Forrester Research, Inc., 2003

In 10 years, there will be 2.5 times as many adults who range from 65 to 74 years old using computers as there are today



# Senior Income Snapshot

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- **Income and Wealth of those 65+:**
  - **\$108,885** median net worth Median net (vs net worth of \$7,240 for 35 years and under)
  - 81% own their own homes
  - 78% own a car
  - 40% have a PC at home

Source: US Census



# Seniors: A Fast-Growing Computer-savvy Audience

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- Adults 55+ are the fastest growing sector of the PC purchasing public.
- 40% of Adults 65+ use a PC at home
- 70% of seniors who own a computer use the Internet regularly.
- 65% use it for investing
  - An average retired senior who is online spends more time online than an average teenager

Sources: AARP, Seniors in Cyberspace, SeniorNet, ThirdAge, US Census Bureau



# Top Senior Uses of the Web

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## **PC Ownership evenly divided 50-50 between senior men and senior women**

- 95% use email
- 66% looked for health /medical information
- 66% have done product research
- 47% have bought something on the Internet
- 41% have made travel reservations
- 20% have done online banking



# GreatLifeStories is in the Sweet Spot of Senior Internet Usage

Online Activities			
The portions of Internet users in each age group who have used the Internet for some popular online activities.			
	18-64	65+	All users
Uniform popularity			
Send or read e-mail	91%	94%	91%
Look for health or medical information	66	66	66
Go to Web sites that provide information or support for a specific medical condition or personal situation	54	53	54
Get financial information	44	41	44
Play a game	40	35	39
Look for religious or spiritual information	29	26	29
Buy or sell stocks, bonds, or mutual funds	12	15	13
Make a phone call online	11	9	11
More popular among wired seniors			
Research your family's history or genealogy	23	36	24

**“There is one hobby activity that elders clearly dominate – 36% of wired seniors have researched their family’s history or genealogy, compared to 24% of all users.”**

Source: Pew Internet & American Life Project, 2004



# Boomers Have Non-Traditional Attitudes toward Aging

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- Older consumers are showing more similarities to younger generations
  - Age is less useful as a role definer
  - “Cool” consumerism is becoming a relevant to the 50-plus market
- Seniors self-perception is shaped by their state of mind
  - Seniors typically feel 12-15 years younger than they actually are
- Age is often a source of pride
- Retirement is about being active and adventurous
- Older consumers are increasingly experimental and open to new experiences



# Boomers Are Experiencing Life-Changing Events

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- 63% have experienced a parent's death
- 35% have been caregivers to a parent
- 27% have survived a major illness
- Many don't believe Social Security will be there when they qualify



# Tying it All Together

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- Seniors/Boomers are a large, fast-growing segment of population
- Many seek meaningful life experiences
- A high percentage use computers and the Web
- GreatLifeStories is an ideal fit for Senior/Boomer needs
- Free, powerful technology, easy to use



# Who Controls Access to GreatLifeStories.com?

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- **Authors control access** with their personal choice of options:
  - **Community** (shared with all)
  - **My Group** (visible only to the authors list of visitors)
  - **Private** (visible only to the author)
- **Authors can change access at any time**