

# Protecting the Rabbit Ears Generation

## True Stories of Crime, Fraud and Scams Against Our Seniors and Elderly

Did You Know: “Fraud against the elderly is a massive problem. Due to the victims stage in life, the cost is especially high and the losses frequently catastrophic,” said U.S. Attorney General William Barr

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## If You Think It Can't Happen to Your Family Think Again!

**Debbie Silverman** is a Human Behavior Specialist; President of Consumer-Perspective LLC, a consumer research company, and a two-time Effie Award-Winner for Marketing Excellence. She is the author of the newly released book, “*Protecting the Rabbit Ears Generation - True Stories of Crime, Fraud and Scams Against Our Seniors and Elderly*” and creator and co-author of the Amazon #1 Best Seller, *It's Just a Conversation - What to Say and How to Say It in Business*. With 30+ years of experience helping clients successfully grow brands and businesses, Debbie uses her unique strategic engagement techniques to raise the bar on how businesses communicate with their customers and create RAVING FANS!



Debbie Silverman



Book and Kindle  
versions  
available on  
Amazon

### Sponsorship Opportunities: What's In It for You?

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1. Reach the \$1.6 trillion dollar market of adults 50+ that are involved consumers and have money.
2. Connect with Boomers on a deeper level by generating even more brand awareness and engagement with them.
3. Cause related marketing such as protecting vulnerable older adults from being conned out of their lifesaving is one of the best ways to bond with this vital segment and their families.
4. Take advantage of unique marketing opportunities by promoting your business on the book trailer, video stories from the book, and speaking engagements in front of seniors and their families, and so much more!
5. Benefit from my 30+ years of experience conducting research among this segment and others.

Contact: [Debbie@Consumer-Perspective.com](mailto:Debbie@Consumer-Perspective.com) or 954-610-1403 for more information. Also, please check out our site: [www.consumer-perspective.com](http://www.consumer-perspective.com) and view the book trailer.