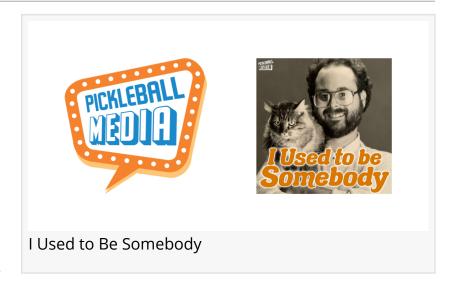


## CREATING THE NON-RETIREMENT GOOD LIFE

Pickleball Media Launches "I Used to Be Somebody" Podcast

SACRAMENTO, CALIFORNIA, UNITED STATES, March 23, 2021 /EINPresswire.com/ -- I Used to Be Somebody, a new weekly podcast for the "un-retired", launched in mid-September. Host Carl Landau interviews entrepreneurs, executives, and creatives about how they built a successful (un)retirement. 22 Episodes and counting have already been produced.



Produced by <u>Pickleball Media</u>, I Used to Be Somebody is for Boomers charting their "second act" rather than a traditional retirement. This podcast isn't your typical "Life After Retirement" advice — instead, it features stories from first-time entrepreneurs launching their first company in their 60s and former executives reconnecting with their passion after a high-powered career. And it's FUN (after all, this is the first podcast ever produced from a Tiki Bar!)

Retirement in 2020 looks totally different than it did for previous generations:

☐ The Boomer market is exploding—70 million retirees in the U.S. and 10,000 new retirees daily (that's 300,000 a month!) It's a \$27 trillion dollar business.

☐ Today, 51% of aspiring entrepreneurs are Baby Boomers.

☐ Growing online entrepreneurship--nearly 1 in 5 people who remain working past age 65 are self-employed.

Why the Pickleball name? When not podcasting, Landau loves playing pickleball, the fastest growing sport in the U.S.A. Introductory video: <a href="https://bit.ly/3gV8ogp">https://bit.ly/3gV8ogp</a>

## #####

Carl Landau is Pickleball Media's Creative Genius and host of I Used to be Somebody. He started his first magazine at age 26 and launched 4 successful media companies. (Carl also had 15

minutes of fame in the 1980s with his "Buy An Ad, Get a Cat" ad.)

Carl Landau
Pickleball Media
+1 530-848-0888
carl@pickleballmediahq.com

This press release can be viewed online at: https://www.einpresswire.com/article/537111220

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.