

New Book 'The Power of YayMe!', Urges Women Over 60 to 'Duct-Tape' Their Inner Critic

Part personal story and practical guide, this book shows how small wins can silence internal criticism and help women recognize personal strengths.

JACKSONVILLE, FL, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- Author and [Everything Senior Woman](#) founder Jenise Walker has announced the release of her debut book, [The Power of YayMe!](#): The book explores themes of confidence, identity and personal possibility for women navigating life transitions after age 60.



The Power of YayMe! Two Small Words, One Big Life: For Women Over 60 Who Want More, by Jenise Walker.

The launch arrives during a significant demographic shift. According to U.S. Census Bureau data, more than 33 million American women are currently 65 or older, representing nearly one in ten Americans. Walker argues that the cultural conversation surrounding this stage of life frequently overemphasizes slowing down, rather than exploring what older women want to achieve.

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Why on earth are we treating this part of women's lives like the epilogue? We reach this age with decades of experience, wisdom, and proof we're capable of amazing things.”

Jenise Walker, author The Power of YayMe!

“After decades spent building careers, raising families, caring for others and fulfilling responsibilities, many of us became very good at recognizing everyone else's accomplishments while dismissing our own,” Walker said. “YayMe! is about changing that.”

The core concept of the book originated from an everyday moment in Walker's kitchen. After realizing she had remembered to run her dishwasher the night before, she unexpectedly spoke the words, “Yay me!” That small moment eventually became a daily practice: deliberately

noticing and acknowledging effort, overcoming critical self-talk and celebrating small wins.

The Power of YayMe! examines the ways women often minimize their own accomplishments and listen to an internal critic. Rather than asking readers to become someone new, the book focuses on helping them recognize the experience and capabilities they already possess.

Walker emphasizes that the book's framework differs from passive positive thinking.

"It isn't about pretending everything is wonderful," Walker said. "It's about noticing what's also true: I handled that. I tried that. I got through that. I made a choice for myself. Those moments matter. You're not starting from scratch. You're starting from experience."

BY THE NUMBERS

- According to U.S. Census Bureau data, more than 33 million American women are 65 or older, representing nearly 10% of the population.
- Research from AARP indicates that two-thirds of women aged 50 and older report rarely or never seeing themselves represented in contemporary media.

ABOUT THE BOOK

The Power of YayMe!: Two Small Words, One Big Life: For Women Over 60 Who Want More is a personal development guide that combines personal stories, humor and practical encouragement to help women recognize their strengths, acknowledge their progress and build confidence through small wins. The book is currently available in [paperback and Kindle editions on Amazon](#).

ABOUT JENISE WALKER

Jenise Walker is the founder and editor of Everything Senior Woman, a digital lifestyle magazine for women 60 and beyond. An entrepreneur, speaker and advocate for positive aging, Walker writes about confidence, possibility and what women want from life after 60. The Power of YayMe! is her first book.

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