Beyond the Job Title - PKG-CUWC-05

At a Glance

Reader Audience: Men navigating retirement, along with the partners, families, and professionals supporting them.

Publisher Types: Financial advisors, HR and benefits leaders, healthcare professionals, retiree associations, transition coaches, and media organizations.

Editorial Focus: Men's retirement identity, career status, purpose, and the adjustment to life beyond work.

Included Assets: 4 long-form articles with 4 accompanying audio narrations. Complete promotional copy for each asset, including 4 reader notification emails with subject lines, 4 Facebook-style posts, and 4 X-style posts (12 promotional pieces total). Digital text (.txt) and professional audio narrations (.mp3).

Licensing Fee: $500 flat fee per named publication.

Collection Overview

Beyond the Job Title examines what happens when decades of professional responsibility, leadership, and structured momentum come to an end. While conventional retirement planning concentrates on financial readiness, this collection addresses the quiet psychological and relational shift that occurs when a career concludes but a person's identity remains anchored to their former work.

The editorial perspective is observational, reflective, and grounded in emotional realism rather than prescriptive advice. Rather than urging men to immediately replace career achievement with a new schedule of constant productivity, the collection explores how stepping away from performance allows room for personal presence, health, relationships, and identity evolution over time.

Why Publishers Choose It

Financial Advisors: Broadens client retirement conversations beyond balance sheets and withdrawal rates to explore the human adjustments that accompany the end of work.

HR and Benefits Leaders: Provides late-career employees with dignified, non-administrative education addressing the personal reality of leaving a long-term career.

Healthcare and Wellness Professionals: Positions physical well-being and mobility as a man's core retirement runway, framing health as an ongoing priority.

Retiree Associations: Offers members thoughtful, relatable editorial content exploring post-career purpose and identity without relying on tired clichés.

Collection Contents

The Most Important Retirement Question Isn't "How Much?"
Examines why financial accumulation alone cannot carry the full burden of readiness, introducing the Four Lenses framework (Financial, Health, Emotional, and Identity) to broaden the retirement conversation.

The Four Lenses of Retirement Readiness for Men
Applies the Four Lenses specifically to men, exploring provider identity pressures, physical recovery, unexpected emotional shifts, and the need to broaden self-worth beyond commercial achievements.

The Identity Gap No One Warned Men About
Explores the uncomfortable space between leaving a career and building a future self, identifying recognizable patterns like restlessness and irritability while highlighting the shift toward personal presence.

Identity Reconstruction for Men
Distinguishes ending a career from the gradual process of rebuilding an identity, cautioning against the "busyness trap" and illustrating how lifelong discipline and wisdom can exist outside a job description.

Contact & Licensing Inquiries

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