

ONLINE BUSINESS IDEAS

Online Success Series For *Boomers & Seniors*



C&S
CHRIS AND SUSAN

Thanks for downloading this report and we hope that you will find it valuable in giving you some business ideas you can pursue in your retirement

A little bit about us ...

We're Chris and Susan Beesley and in our professional lives prior to retirement we were accountants and management consultants. In our mid-fifties due to the vagaries of the worldwide recession we lost our retirement savings (*our pension nest egg*) and realized that to retire we needed to do something about our situation (*which continuing with our consultancy business was not going to do*)

We began researching the possibility of running an online business and found that this indeed would suit us ...

Some of the online business ideas you will find below were definitely a consideration at the time but for us it was the Affiliate Marketing Online Business Idea which suited us best

We now have a multiple six figure income from our professional affiliate marketing online business and are able to fulfil our passion for teaching and



training entrepreneurs and of course time to travel and spend that all important time with our family.

Just a while ago whilst we were in Las Vegas and we recorded a short video sharing our story [you can watch it here](#)



The last of the Baby Boomers are rapidly heading into their retirement years – but quite honestly we’re not ready to be put out to pasture. We’re the generation that had it all and are still energetic and ambitious to have even more.



We Boomers have gained much from the postwar economic growth and want to continue to ride the waves of prosperity. Retirement from one job doesn't mean doing nothing to Boomers.

Most are ready to dive into a new career to make extra money and for personal satisfaction. One of the most lucrative job opportunities for Boomers is that of an online entrepreneur.

Not only will this thriving niche demographic bring extra money, but boomers can also enjoy a flexible time schedule and reap personal satisfaction from having their own businesses.

There are several ways to reap the benefits of having an online business. You could become an affiliate marketer or create and sell your own products based on what you know about (for example, cooking or gardening).

Other ways to create an online business include writing (write a novel and publish it on Amazon or Nook), become a virtual assistant (manage sites for other



marketers) or become a service provider such as an editor or ghostwriter or travel writer even.

There are many great ideas to help you get whatever online business you choose off to a good start and help you become a true Internet entrepreneur. New beginnings for ambitious baby boomers are as close as your computer.

Become an Affiliate Marketer

One of the best ways for a boomer to expand his or her knowledge, build a business and still reap the benefits of a laid-back retirement schedule is to become an affiliate marketer.

It's one of the top business opportunities for retirees in today's market. The startup fees are low and the astounding amount of money paid to affiliate marketers each month in commissions is staggering.



Best of all, you can build your business and spend as much time on it as you want – making a ton of money or just enough to maintain the lifestyle you expected when you retired.

An affiliate marketer usually has a website or blog that's interesting enough to attract traffic. That site will have special coded links that send visitors to other sites where they can purchase products or services - including digital or tangible items.

When the visitor purchases from the site you linked them to, you receive a percentage (commission) from that sale. The level of success you enjoy is based on the time and effort you're willing to expend in building your business.

You won't have to spend a huge amount of time and money setting up your affiliate business. It usually takes only less than an hour to set up a blog and get it up and running once you've decided on the niche you want.



Your website or blog positions you as an expert in the niche. For example, if your niche is gardening, you might provide links to such merchandise as shovels, weed-eaters or supplies for organic gardening. Remember no fulfillment. You are just getting paid commission as an affiliate (Amazon is a great example of a site where you can promote just about anything you like)

Be sure to choose a niche you're really interested in, know something about and enjoy. Otherwise, it can become boring and you could lose your enthusiasm. After you choose a niche, it's time to find the products you want to promote.

There is plenty of online help and courses to make the task less confusing. As you learn, check out affiliate companies such as Amazon, Share-a-Sale, ClickBank, JVZoo, Warrior Plus and Commission Junction to find products you can promote to your audience.

You'll need to successfully target your traffic to gain the most exposure and attract potential customers. Site exposure methods such as social networking on



Facebook, paid advertising, video blogging and email marketing are good strategies to learn how to help your site attract traffic.

What you need to learn may seem overwhelming when you first begin, but there are many ways to learn the ropes about affiliate marketing as you're setting up your business. Visiting online forums is a great way to benefit and learn from an exchange of ideas and help from both newbies and gurus.

Create Your Own Info Products

Creating your own information products is a way to write about (or make videos about) something you know and are interested in and selling it online to help those who want to know more about the subject.

At retirement age, you're bound to have learned a lot about what you love to do – and what bores you. If you're going to be an online entrepreneur, choose a niche you love and know something about such as gardening, relationship advice or golf.



After you've chosen your niche of expertise, begin to map out the content for your book or other type of information that you'll eventually monetize into information products that you can sell.

Your info product should be based on what people want such as webinars, eBooks, workbooks or physical books. The more original your idea, the better able you'll be to promote and sell it, so spend time thinking about how you're going to present your product that will please your audience.

Rather than waste time creating a large, time-consuming product that may not sell, most info gurus suggest starting small. You'll want to build your client list by effectively publicizing your info product and bringing affiliates onboard.

Your client list is very important to your info product business. They're the ones that you can email and keep in contact with, asking for ideas about what they'd like to see and learn from you.



You can also announce new products that you develop to your fan base. Be sure you learn all you can about creating and promoting info products before you dive in to this business model.

Do some strategic thinking about who your audience will be and what products they might be interested in. Your idea for an info product needs to be persuasive enough to pull your customers in and the actual product(s) should be based on what you know your audience wants to learn.

Choosing a joint venture partner may be a good idea to help you with content creation or the launch process. They'll do tasks that can help you, including writing, graphic design and networking, depending on where your strengths and weaknesses lie.

The joint venture partner you choose should preferably have an audience similar to yours and a list that is already thriving. Your partner will take a percentage of the sales generated and you can track the progress to see how they're promoting your product to draw the most sales.



Your product will have a much better chance of succeeding if you learn how to create a funnel with multiple layers of items to sell. This gives affiliates more profit potential and helps bring more people onboard for your launch

Write a Fiction Novel

Many Boomer retirees who have a knack for writing may want to try self-publishing a book on Amazon, Nook or other self-publishing sites. You can find many success stories of people who have taken advantage of the huge online publishing market and quit their jobs or can now live their dreams of travel and luxury.

Kindle publishing from Amazon and Barnes & Noble's Nook publishing have online sites that lead you step-by-step from preparing your manuscript to the intricacies of choosing a cover, editing, launching it online and marketing your book to get the best results.



With online publishing, you can keep control of your rights as the author and even price your own book(s). You'll be able to set up your finished book within minutes and it will be available to a worldwide market in mere hours.

Kindle lets you earn up to 70% royalties and they also have other areas you can enroll in to earn more money – Kindle Unlimited and Kindle Owners' Lending Library. They offer step-by-step instructions to help you along the way.

You can also write a nonfiction eBook based on what you know and would like to pass on to others (such as how earn enough money to retire or tips on golf or tennis) and publish it on their site if writing a novel feels too intimidating at first.

Kindle Publishing and Nook have all the tools and resources you need to publish your novel or eBook and you can learn all sorts of free and paid marketing strategies from peers who have paved the way for your success.



Become a Virtual Assistant

Another path to online entrepreneurship is becoming a virtual assistant. That business model involves helping other marketers become or remain successful by managing their accounts, uploading files for them, answering emails and other tasks.

This is a great path to choose if you enjoy taking an assistant's role rather than having to take the responsibility and time to manage your own online business. You'll also be able to learn a great deal about online businesses and how to run them if you ever want to start one of your own.

Many online marketers are so busy thinking of and working on developing their next idea or product that they don't have the time required to manage all the details involved. When you become a virtual assistant, you'll be a freelance worker and have one person to answer to (unless you manage more than one account) and get to work from home on your own computer.



Your client might reside on the other side of the world, but you can be very effective at managing the details of his or her business thanks to the Internet. To apply for a job as virtual assistant, put together a good resume that will present your skills and assets in a way that will make the marketer want to know more about you.

One way you can let others know about your desire to become a virtual assistant is to network with word of mouth and use traditional outlets where you post your resume on sites such as CareerBuilder, Monster and Beyond.com.

Many marketers also post on these sites so you can apply for those jobs you think would be a good fit. All you need is a good computer, Internet access, phone, printer and the usual office supplies.



Be a Service Provider

There's always a need for service providers who can create effective content.

Being a service provider means that you could freelance ghostwriting, editing, creating graphics or other services that marketers might need for their business.

Internet marketers may not be adept at everything that needs to be done to run an online marketing business. Perhaps they'll need a writer or editor to successfully provide written content for their websites, blogs or eBooks.

If you have a particular talent in creating words that flow and explain in an effective manner, you could become a very successful ghostwriter. As a freelancer, you set your own price per assignment and take on as much or as little work as you want.



One website that is popular with Internet marketers is [Upwork.com](https://www.upwork.com). Prospective online employers list projects that are available with them and you can apply by applying for the job WITH A BID.

Or, you can post your own qualifications, price per entire project or page and people can contact you based on their needs. Upwork also uses an analyzation method, which can match freelancers with clients – saving the client much time and effort.

If you're hired for the project, you'll share an online workspace dedicated to communications between the client and the freelancer. Upwork Messages let you share feedback by texting, chatting or videos.

You and the client can also exchange digital files within a super-secure environment provided by Upwork. Messages may also be delivered or accessed by using Upwork's mobile app, which can be uploaded on your mobile phone.



Helping clients and freelancers work efficiently and effectively is the ultimate goal of Upwork and they have three service options to consider – whatever fits your needs. Each option contains Upwork’s pool of freelancers to choose from.

Upwork explains each option in detail on their site, so you can easily find one that fits your needs and budget. You can find a job that suits your area of expertise by providing some simple information to the site so the client can quickly and easily assess your skills.

If you are proficient in freelance writing, editing, copywriting, proofreading, graphic design – and more, you can find a job online that fits your special skills.

It’s a great way to work from home and make as much money as you need to create the life you want.

Never has it been as easy as today for Baby Boomers to create and run an online business that can provide them with extra income.



The Boomers have never been known to give up without a fight and creating an online business is a good way to meet the challenges of retirement.

We didn't and if you're reading this we know you won't either! Happy to help.

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YOUR NOTES

