

Second Career for Senior Citizens



By Jan Ashby

Seniors today are coming out of retirement with energy and excitement for the next stage and possible second career of their lives. For many, it's an exciting time knowing they have the skills and the methods for developing their own businesses that will help them supplement the gross inadequacy of retirement savings or pensions.

But for many seniors, retirement is a time of disappointment and regret. They're disappointed because they didn't plan better for their retirement years and regret that they have to get at least a part time job to make ends meet.

Embarking on a second career for seniors isn't as daunting as it may seem. Now, with the powers of the Internet at their backs, seniors can learn new skills and build an Internet business they can use to supplement incomes and keep their minds sharp.

Benefits of Coming Out of Retirement as an Entrepreneur

Many seniors are realizing that what they've saved for retirement years isn't going to be enough to support them and even provide them with necessities – much less the luxuries they'd like to enjoy.

That's why so many seniors are building online businesses well before the retirement party. One of the benefits of building a part time business in your spare time before you retire is that you'll already have an income and it can increase as your business grows.

Plus – having a second career to pursue after retirement keeps your mind sharp and you won't ever get bored if you're committed to your business pursuits. But this time you can set your own hours and only answer to yourself as the boss.

Starting an online business long before the retirement day comes is the best way to begin enjoying your business and reaping the benefits before you actually need them to kick in.

You'll get to know how far the skills (or hobbies) you already have will take you in your business endeavors and just what will be required to grow the business when you finally have more hours in the day.

Beginning a new business on the 'net may not be for all seniors. It may take developing a completely different mindset and lots of patience to succeed. A realistic way to look at

beginning any new business is that it will take six months to a year to know if you're going to succeed fully at it.

Most seniors think the idea of creating an online business plan is highly preferable to searching for a new job after retirement. Your hours and your life enjoy a flexibility that just can't be found in any other part time or full time job.

When you consider that most in the baby boomer generation will not have a pension they can rely upon or have enough money saved for a long retirement, the outlook can be bleak except for the possibilities of making money and beginning a new career after retirement age.

The Internet has made it possible to redefine the retirement years for seniors. No matter how old you are, you can learn what it takes to become an online entrepreneur and use it to build a business even before retirement.

Rethink the concept of retirement and learn how you can benefit from starting an online business – even before you retire.

Why More Seniors Are Launching an Online Business



Supplementing a totally inadequate retirement income is a major concern for those who are retired or about to enter their retirement years. Another concern is keeping themselves mentally and physically active during years when some are willing to just relax and do nothing – causing both mental and physical atrophy.

Also, launching an online business has become very appealing to those who lack money for startup costs and who want to avoid headaches and time involved in an offline business.

The cost of starting an online business after the computer and Internet connection are minimal. Plus, seniors can turn a passion such as golfing or fishing into money-making blogs, websites and businesses offering products.

There's no overhead such as advertising unless you want to invest in paid methods. When you know how to use the Internet for profit, you can advertise for free on social media and other sites.

Those who have developed useful skills are way ahead of the retirement game. For example, if you've been a counselor, you can begin a self-help site, teach an online course or write a book for Kindle.

There are many ways for seniors to begin new and exciting careers on the 'net and make a supplemental income to help pay for necessities or luxuries that the retirement income won't cover.

Many seniors are ready to kick back and enjoy some leisure activities they've been unable to do during their job years. An Internet business allows you to set your own hours and devote as much or as little time as needed or wanted to build your business to the level you desire.

Online businesses are also great for meeting new friends and socializing. Studies show that seniors who retire often miss the opportunity to interact with coworkers each day. An online business opens the door to global networks, letting you get to know people from all walks of life and around the world.

An online business is low stress. Compare the thought of running a business from the comfort of your home to beginning your new career by purchasing and running a restaurant, for example.

When you're entering your retirement years, the last thing you want to do is immerse yourself in a high-stress, high-investment type of business. With an online business, you can begin slowly, with very little overhead needed.

Thanks to the power of the Internet, seniors can now supplement their retirement incomes by starting an online business that they can be proud of and one which will provide satisfaction for many years to come.

What's the Learning Curve for Senior Online Entrepreneurs?

Some seniors are lucky enough to have learned basic computer and Internet skills at previous jobs, while others are clueless about how to maneuver in this highly technical world.

Many seniors shun computers and the Internet because they think it's too difficult and they're too old to learn and others think it's exciting and are eager to join the trend. Learning to use a computer can be fun and even profitable for seniors if they have the right attitude.

The learning curve for seniors getting to know computers and use the Internet varies according to the knowledge they already have. Luckily, there are classes available, both on and offline to help anyone at any level learn from exactly the place they're at.

Online, step-by-step videos and written tutorials are available so that seniors can learn and progress at their own pace. When seniors are relatively comfortable with maneuvering around the 'net, they may decide to start their own business to supplement retirement income or simply provide them with luxuries they can no longer afford.

Running an online business may seem like a formidable task if you're not familiar with many technical aspects of the Internet. The good news is that many tasks can be outsourced if you're not ready to tackle them.

Computers and the Internet can provide seniors with many hours of fun and socializing. It's a way to bring the world into the living room and keep them active, both mentally and socially without ever having to leave their homes.

Unlimited support is also available for those seniors who want to learn more about computers and the Internet. Once seniors learn that they can easily stay in touch with friends and family through emails, Skype, Facebook and chatting, they usually warm up to the idea of spending some time learning this incredible and fun opportunity.

Many seniors may lack confidence in themselves to learn such an intimidating new skill, but with the proper support, they usually begin to enjoy the process and want to learn more.

Some seniors have trouble learning the language of computers and the 'net. There are so many technical terms which may be totally unfamiliar to them, but are part of most people's everyday language.

Learning the definition of terms such as URL address or web browsing may seem like learning a new language, but begin slowly and progress to the next level as you feel more comfortable.



Starting a Business for Under \$12 a Month

Amazingly, that's all you're going to pay to start your new online business. A domain name is about \$10 per year and hiring a hosting service is under \$10 per month. The remainder of tasks for your new business can be done by you – unless you choose to outsource some of the work (such as writing content).

More retirees are choosing to supplement their retirement incomes with an online business rather than enduring the astronomical costs of an offline business. The cost is low and they can set their own hours and be their own boss.

All you need are a computer and an Internet connection and some knowledge of both and you're ready to go. There are so many types of online business - which utilize the skills and experiences that seniors likely have - that it can be fairly easy to find a niche that will be profitable, and even fun and rewarding.

Most of the technical knowledge that seniors may not be familiar with can be outsourced for very little money – or enlist the help of children and grandchildren to help you out. Unlike a traditional offline business, the requirements of an online business are as simple as having an idea and developing a blog and website.

More than anything else, starting an online business requires discipline. If you're used to working for a boss, you may find it difficult to set your own hours and work at your own pace – but with patience and fortitude, you can make it work.

You also have to remember that there is a lot of competition in online businesses. Your consumers will be looking for quality and value and your job is to convince them that your product is what they need.

That can be accomplished with research of your niche and offering the highest quality product you can possibly provide. Never cut corners when it comes to quality and always take the high road when it comes to your customers.

Keep upgrading and updating your website and blog as you can afford it. Spending a bit more money to polish your website and create interesting content will drive traffic to your site and the result will be more sales and profit.



Types of Businesses You Can Launch Online

No matter what your skills or preference, there is likely an online business that will appeal to you. If you're a senior just out of retirement, it's especially enticing to start another career or build your own business with very little startup cost - and the pleasure of being your own boss.

Even if you don't know a great deal about computers or the Internet, you can catch up with one or more of the many courses – both online and offline – that will get you moving in the right direction.

The types of businesses from which you can choose are many and varied. Consider your **skills and experience**, and check out such businesses as **affiliate marketing, writing or recording info products, coaching**, or selling content (**PLR**).

There are also ways to become a Virtual assistant to a company (or person), or you could begin **creating graphics** for eBooks, and other specialties. If you have a knack for writing, you may want to consider writing reports for businesses, or **writing blog posts** for online business owners.

Free online tools are available, and easy to implement, and can be very powerful as a way to get you started. One of the top “online demands” for services, these days on the Internet, include freelance writing.

As a **freelance writer**, you would write articles and content - and possibly propose creative ideas for future work. Most large businesses and websites prefer to outsource their writing tasks on an **as-need basis**, so there are enough freelance writing jobs for most everyone.

You may want to consider becoming a virtual assistant if you have experience in managing an office, or projects. As a **virtual assistant**, you would help businesses and people stay organized (and help them complete administrative tasks). Keep in mind that your list of tasks may vary according to your client’s needs.

The growth of the Internet has made it possible for people to have a home-based business. This is the perfect scenario for retired seniors, those with disabilities that make it difficult to commute to a job, or to those who desire to create their own businesses and leave a legacy they can be proud of.