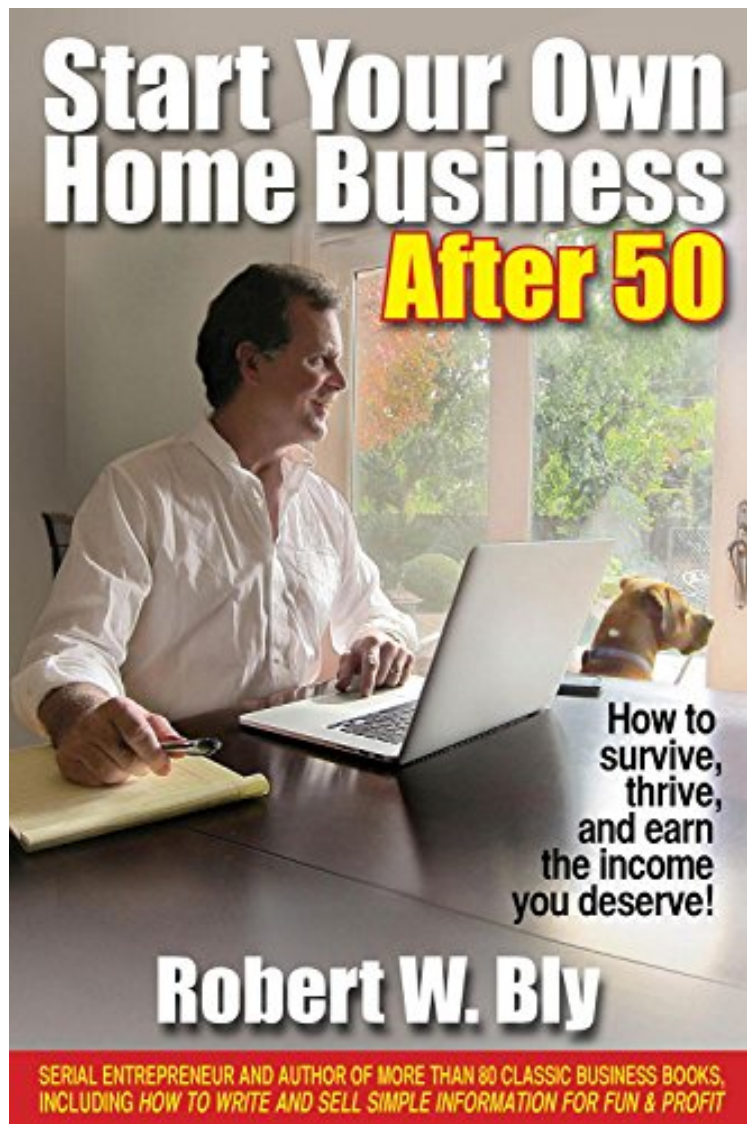


(Mobile pdf) Start Your Own Home Business After 50: How to Survive, Thrive, and Earn the Income You Deserve

Start Your Own Home Business After 50: How to Survive, Thrive, and Earn the Income You Deserve

Robert W. Bly

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Written for people who are old enough to know who they are, what they want, and what skills they are best at, this guide shows exactly how to build a successful and profitable business. Older people are among the world's most successful entrepreneurs with a wealth of in-depth experience, education, and mature judgment that younger people can't match; they also care more about creating financial security and doing what they want. Business consultant and serial entrepreneur Robert Bly teaches how to find the right home business opportunity; determine the target market for that business; sell the right product to the market at a profit; manage the business without wasting time; effectively market the business; comply with all laws, regulations, and taxes for the business; and generate enough income for retirement. Covering every aspect of building a successful business, not just the broad outlines, this book also provides senior-oriented information on computer equipment, the internet, and social media marketing.

Offers readers a complete guide to business start-ups written for older entrepreneurs ... creates a hopeful, helpful environment specific to this age group. --California BookwatchOffers plenty of sound advice ... a valuable tool for anyone who needs to plan for the future. If that's you, then "Start Your Own Home Business After 50" is a book you won't want too far away. --Terri Schlichenmeyer, The Bookworm SezIf I were starting a business tomorrow, this is the only book I'd be reading, re-reading, highlighting and dog-eared. Bob Bly has written the true Owner's Manual for the over-50 brand new entrepreneur. --David Newman, author of "Do It! Marketing"Bob's thorough review of the primary home business models is first rate and his insightful "How Bob Does It" tips are worth their weight in gold. This book can lead your way to finding the right path for you. --Bret Ridgway, co-founder of Speaker Fulfillment Services"Start Your Own Home Business After 50" addresses the special needs, problems, and challenges of the over-50 entrepreneur ... its guidance can help you create a successful home business that can generate an ongoing "retirement annuity" for decades. --Robert Ringer, author of "Winning Through Intimidation" and "Looking Out for Number One""Bob Bly will help you achieve financial peace of mind ... for anyone, at any age, who wants to make money and enjoy themselves doing it. ""Start Your Own Home Business After 50"" gives the guidance Boomers have been waiting for."" --Adriane Berg, CEO Generation Bold and Ageless Traveler, and author ""How Not to Go Broke at 102: Achieving Everlasting Wealth""