



**LEE PARRATT**

**THE  
8 STEPS**

**TO STARTING AN  
ONLINE BUSINESS**

**AT 50 YEARS OR OLDER!**

( A Guide For Getting Started Without Information Overload And Tech Overwhelm!)

## 8 Steps To Starting An Online Business at 50 Years Or Older!

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## 8 Steps To Starting An Online Business at 50 Years Or Older!



### Meet Lee Parratt

In the early part of my career I became skilled in programming, planning and implementing strategic business projects in the corporate environment.

I experienced significant success in developing projects on mainframe computers, then pioneering the distributed use of minicomputers across the U.S. to meet corporate needs. Later I founded a computer software company developing custom software and installing and supporting computer networks for small to mid sized businesses, using desktop computers and Novell Networks and later Microsoft technology.

After more than a dozen years working as Director of IT for a manufacturing company, I decided to remove the limitations of working for someone else and began my own Internet Marketing business primarily for the freedom it promised. I am glad I did.

After conquering fear of failure, the allure of bright shiny objects, roadblocks of niche selection, and over-thinking, I settled on the Internet Marketing niche (actually a market), took action and never looked back.

You will benefit from the obstacles I overcame by not having to face them yourself with my advice at hand.

Welcome to The 8 Steps To Starting An Online Business At 50 years Or Older.

## 8 Steps To Starting An Online Business at 50 Years Or Older!



Let me get something out of my system right at the start –

50 is not the new anything.

It is not...

The new 30.

The new 40.

It is simply just 50, all by itself

You'll see as we move along that I dislike clichés and idioms (although I might make up my own on occasion), and political correctness, but I can live with them.

You will not find any " he or she", "he/she", or even "their" when referring to a single person. I do my best to use grammar properly, (although it is challenging for me at best).

I'll be able to get away with keeping a lot of my faults and personality traits to myself for now, but I'll never intentionally deceive you.

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### Why Are You Here?

You're most likely here for one of three reasons:

- 1 - You no longer want a boss
- 2 - You lost your job
- 3 - You feel uncertainty about keeping your job.

Regardless of the reason why, I want you to know that I wrote this report for those who have reached the 50 plus milestone in life and are looking to build a business in the online world (or at least supplement their income) and are wanting to get started without the fluff and filler, magic pill promises and without the overwhelm that technology sometimes tosses your way.

I wrote this for anyone looking for a bit of healthy business advice from a veteran who has been through the learning curve and confusion.

The eight step journey you're about to embark on is a result of everything I've learned about working from home as an information marketing entrepreneur, and if you're looking to do the same, you are at the right place.

Now with that out of the way, let's hit those eight steps running.

## 8 Steps To Starting An Online Business at 50 Years Or Older!

# 1

### Step 1. You need to have or acquire the proper mindset.

If you have it, great (I didn't even know what it was - is it lying down on a couch with a shrink by your side, or a hypnotist?).

How would they even know the first thing about starting a business of any kind? You don't have time for even an introduction to the courses on Psychology, Writings of successful entrepreneurs, or any of the well written stuff that is useful at some point in your business development - not now.

You don't have time for the trial and error that I went through to get my mind in gear and make my 24 hours work for me, instead of against me. When you need something, get it then - not all up front or you'll never get off the ground.

My two most significant handicaps were:

1. The formal education I had, right from Elementary School through post graduate study.
0. My career in the technical and management aspects of IT.

The first taught me that if you apply yourself to learning, and then work your a\*\*s off when you get a job, you will succeed - Bull Hickey.

The second just about destroyed my creativity and understanding of people, their needs, wants, and pleasures.

So here is Step 1 - Mindset

1. Get it out of your head that there is only one, rigid method to follow in order to succeed.
2. Watch and learn how people (and yourself) act and react to events, how they perceive what they need, what they want, and from where do they get their pleasure and satisfaction - careful, here... ☺

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# 2

Step 2. You must have a goal, or end point in mind before you start your business.

This ain't no book learnin' here.

"I want to make a whole pile of cash and retire early" is no goal, it is a dream (or fairy tale) ☺ .

You must know the reason you want to start a business, and money , although we all need it, is not the goal.

And problems cannot be avoided - they only can be solved and overcome - so deal with it!

Forget sitting on a beach with your laptop and calling that work. You want the beach time, or whatever your favorite form of relaxation is, and a successful business can make that happen, but please separate work from recreation.

You're in for a whole lot of hard work - starting a business requires this, but you have an endless list of possibilities to make that hard work something you find rewarding, if not pleasurable.



# 2

## Step 2. You must have a goal, or end point in mind before you start your business. Continued...

You have a big advantage over your younger competitors here, your life experiences have taught you your strengths, weaknesses, and what is really important to you. I believe a goal can incorporate a number of things and not be single dimensional (uh, oh the corporate words).

It can include working from home, without a commute, not having a "boss", receiving financial rewards based upon your contribution to the business, not just 3% annually, working on what you enjoy, but also helping the business, and so on. Keep this simple, but everything you do should be consistent with this.

I suggest making a list and keeping it visible - this should be what you write down not copied from someone else's shelf.

It might include something like this:

My business will...

- Provide digital information products that help people reach their goals.
- Be run from my home
- Will provide a monthly newsletter to subscribers
- Will be structured so that it can be sold at some time in the future.
- Present methods and stories in Webinars with products if applicable
- Will recommend products from others as an affiliate

These practices will be put in place to help myself and provide better information to customers.

# 3

Step 3. - Determine your market. We need customers for our business.



What do you want to sell?

All businesses need to sell something, whether physical things, information, or services.

What types of customers would you like to work with?

We'll not go into that here, should you need to learn how to do this (frequently called finding your niche), there is an immense store of knowledge and material available, both free and for purchase.

We'll pick up after you choose your product.

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# 4

### Step 4. You must take Action, or this business idea of yours will remain a dream that you will never see.

It is very important that we are more flexible than our age reputation pretends. While we didn't grow up with computers everywhere, we most likely used them in our workplace, have a smartphone, and are familiar enough with the basics to allow us to succeed with an online business, so we can put aside technology as a roadblock.

Whether we use social media heavily in our communicating with friends and family does not matter.

What does matter, is that social media is how our customers find information and share it with their friends. Word of mouth is still the most powerful sales method whether the ears are used to hear the words or the words are viewed on a screen.

Let's take a little break here if you are not familiar with social media.

Play around with social media, whether, Facebook, Pinterest, Twitter, You Tube, or something else so that you are comfortable with how it functions and how it appeals to your customers. Do place limits on your time with this “playing” - it's addictive.

OK - break's over - back to work.

Choose one type of social media (like Facebook, for example) and don't jump from one to another or you will not develop the skills to use the media effectively. You can learn the others later (again, when you need them).

My followers get used to hearing me warn against jumping around - you never get to where you go if you keep changing direction and grabbing at everything that wants your attention.



## USE Social Media

Join Facebook Groups in your niche (if you have chosen a different media, they have gatherings as well). See what people are asking, what they want, what their problems are. Contribute to conversations, make contacts - they will help you grow your business.

Facebook Ads can be an effective means of building your business. They can help you build your list or prospects and even sell products directly. At this stage, study ads that you see - what do you like or dislike?

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# 5

### Step 5. Create or acquire your product.

If you will be selling a service, the creation/acquisition is the knowledge and tools you already have or will develop in order to provide the service - some can be acquired quickly based on their nature or by paying money or partnering.

If your product is information, you can use what you already know, research it, partner with someone who has it or buy rights to a product.

Then, you need to package it - write it down in the form of an ebook, traditional book, record it as a podcast, video, or even webinar. We have training available for all of those.

You might even want to develop an ecommerce store. There are a number of ways of implementing one as you will see.



# 6

Step 6. Be yourself and treat your customers well - the way you like to work with companies you buy from.

Your life experience will help you to provide the help and service to them throughout your communications.

Yes, I know this is short and sweet, but it is extremely important.

*be yourself*

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# 7

### Step 7. Follow up

Don't forget someone made their purchase from you - they may want or need further help or information from you. Ask if they need things and let them know what you have to offer them in line with what they purchased.

They'll benefit from that, like you more for having maintained contact, and you may make future sales. You don't need to hide your age from them (nor proclaim it).

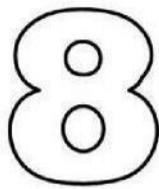


TO DO LIST

Follow Up

Follow Up

Follow Up . . .



### Step 8. Develop a relationship with a mentor.

Almost every successful businessperson has benefited from a mentor - even if mostly for accountability.

A big mistake that is made too frequently is jumping from one mentor to another, or just listening to more than one.

The "logic" to this thinking is that you can take a little from here, a little from there, and put all the advice together into something that is better by combining those pieces of each into a "program". Wrong.

By a wide margin, the wisest choice is to select just one mentor and follow that person's system and advice. This is the best road to success, even if the system is not the absolute best system on the planet. It is not even close to the hodge podge "system" that you might cobble together from a bunch of mentors, because you will have not followed any system and, should the results not meet your expectations, you will not even know why they did not.

I have not seen many failures result from doing everything a system requires and putting in the hard work to complete it.

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# THANK YOU!



Take Action Now!

Thank you for claiming your copy of this short report and for more information to help your business-at-over-50-years-old, return to [www.marketingover50.com](http://www.marketingover50.com).



Lee Parratt