



WAYS TO START A BUSINESS AFTER 50

If your dream is to own your own business, this is the guide for you!





Do you have a business idea that's been burning inside you for years, but you've been afraid to step out of your comfort zone and start it? Or, are you ready to get started but don't know exactly what to do to jumpstart your new business.

More women between the ages of 55 and 65 are starting businesses than any other age category.

Why is this?

There are several reasons, but the #1 reason is that they have spent their lives up to this point taking care of their family, their church, the community, the schools... and in doing so have put their own dreams and goals on hold.

This is unique to women of our generation in that we were the first generation to try to juggle family and career and try to do them both like a superwoman. But we did it at a price. We sacrificed US.

Now, that our children are grown up, we are striking out in great numbers to live our greatness and many are doing it by starting their own businesses. **Retirement is not the only option anymore.**



Cheryl Garrison

FOUNDER, AND CEO

50SOMETHING LIFESTYLE
AND THE WOMEN'S NETWORK

I have worked with many women over fifty who have taken their life-long passion and are now successfully launching businesses and experiencing the joy of entrepreneurship.

In this guide, I want to share the three secrets that I learned as a 30-year entrepreneur that I know will help you take the plunge and become the CEO of you. If your dream is to own your own business, this is the guide for you!

ABOUT ME

I started my first business in 1985. I was 30Something, had two little girls and a burning desire to stay home and raise them. I also had a desire to continue earning money even though my husband had a successful career and was adequately able to support the family. I had spent four years in college getting a degree and had worked my way up the corporate ladder into management and I struggled with the decision to be a business owner versus an employee. **Once I reconciled that I could earn money from home running my own home-based business, I never looked back.**

Thirty-plus years later, I am still a business owner. I have had a consultant business, network marketing business, several franchises, and a retail business. I now share my skills and knowledge as a business owner with women over 50 who are ready for a lifestyle change. My passion is women over 50 who are transitioning financially, professionally, personally and spiritually.

I'm excited to share my secrets with you and hopefully help you create the right recipe for your own success.

Here we go...



GET IN TOUCH

with the woman of your past

You might ask what your past has to do with being a successful businesswoman after 50. It has everything to do with it! **Remember her?** The woman who was able to juggle career, family, a spouse, community and so much more?

She was a woman of confidence and HIGH self-esteem.

She was fierce, bold, demanded excellence and took no prisoners.

That woman was you! What happened to her? Is she now too tired, depleted and defeated to keep going and live the life of her dreams? Are you ready to find her again? I'm Ready!

The easiest way to reacquaint yourself with her is to answer this simple question. Who are you?

When I was faced with the question, I was at a particularly low point in my life and felt as if I was stuck in a huge cement block unable to do anything, unable to move. Somehow while being the wife, raising the kids and keeping the home-fires burning, I lost me.

It wasn't until I got in touch with the 20Something-year-old who boldly walked into the office of the CEO of a major securities company and proposed a new job for myself; the 30Something-year-old who walked away from being someone's employee and started my own consulting business; and the 40Something-year-old who invested in a business that yielded over \$200,000 annually, that things begin to change for me.

I am now well over 50Something and living my passion and purpose helping women like you succeed in business and life. I'm a business and lifestyle coach for women over 50, a speaker, an author of three books, and loving every minute of being the CEO of me. Find that woman who you lost on your way to 50Something and you will find your success.

That's secret #1.





TAP INTO YOUR 30 YEARS of expertise and experience



You've learned many things in 50Something years and you've become expert at many things as well. Between your career and life experience, you have acquired skills and talents that you can easily turn into a business or utilize in making a business successful.

I utilized my experience as a corporate and technical writer to start a successful consulting business that lasted over 15 years and yielded a full-time annual income.

One of my clients, a 63-year-old media executive who was laid off after thirty-plus years of experience in the entertainment industry, used her skill as a media buyer to open her own media buying consultant agency. Yes, at 63 years old. She earns more money than she did working 40 hours per week for someone else.

"We are never done and that is a beautiful thing."

That quote should be the motto for every woman over 50. We are not done by any means and the best way to business success is to tap into that which is familiar to us – our own personal expertise and skills. Take an inventory of your expertise and experience. Make a list of your hobbies, business experience, skills... anything you know how to do. Review what you've written. What stands out as something you love to do, are good at doing and would make an interesting business idea? There are generally multiple things that stand out during this process.

Find your passion and take that bold step toward being your own boss doing something you love.



AFFIRM

your success

“As a man thinketh in his heart, so is he.” Proverbs 23:7

It is true, our thoughts dictate who we are, where we live, how much we earn... If you have read Napoleon Hill's book, *Think and Grow Rich*, you quickly understand that what we think or focus on is what transpires in our life. Just remember, if you learn to change your thinking toward success, you will become more successful.

How can I change my thinking?

The most effective way to change the way you think is to affirm what you want and who you want to be. Affirmations are the positive statements that describe a desired situation or goal and are often repeated often until they become a part of your subconscious thinking. Anything you repeat doing over and over or words you express repeatedly, become a part of our thinking. Have you ever driven somewhere and have no recollection of how you got there? Generally, it is somewhere you drive to on a regular basis (like work). Your subconscious thinking got you there safely.

Affirmations work in the same way. If you repeat them over and over, on a daily basis, before you know it, what you have affirmed has happened. Let's say you affirm that you are a successful owner of an online store. You write the following affirmations:

- I earn \$100,000 annually in my online handbag store.
- My customer service is second to none and my customers return regularly to purchase handbags.

You repeat this daily and within a year you find yourself earning six figures as the owner of a successful online handbag business.

Affirmations work. When I was struggling in one of my businesses, instead of giving up, I affirmed my success by being specific about what I wanted to happen in my business. I went from five figures to multiple six figures in one year. It can happen for you, if you learn the principles of affirmations and change your thinking.





**I hope my three secrets will help
you achieve your goals to be a
successful entrepreneur after fifty
and enjoy life as Madam CEO!**

**You can contact me at
50Somethinglifestyle@gmail.com**

CHERYL GARRISON

WWW.50SOMETHINGNETWORK.COM

