



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

By 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.

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By Robert W Bly **Bibliography**

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Editorial Review

Review

Offers readers a complete guide to business start-ups written for older entrepreneurs ... creates a hopeful, helpful environment specific to this age group. --California Bookwatch

Offers 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 Sez

If I were starting a business tomorrow, this is the only book I'd be reading, re-reading, highlighting and dog-earing. 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""

If it's time to take your post-50 career into your own hands, "Start Your Own Home Business After 50" is an essential. It will give you realistic options for supporting yourself into retirement. --Ilise Benun, founder of Marketing-Mentor.com, co-producer of the Creative Freelancer Conference, and author of "The Creative Professional's Guide to Money"

To succeed in business, you need a mentor or guide, and there is none better than Bob Bly's "Start Your Own Home Business After 50." Bly writes with authority and depth of experience ... his seasoned counsel is priceless. --W. Terry Whalin, Author of "Jumpstart Your Publishing Dreams"

A complete blueprint for anyone over 50 (or younger) to start their own home business ... a solution for freedom from the economic woes many Baby Boomers are suffering. If you're thinking of starting a business, read this book first! --Donald Mahoney, copywriter and co-founder of American Writers & Artists Inc.

If you're over 50 and you want to work from home, be your own boss, and control your own destiny, you must read this book. It's the single best resource I have ever seen on the topic. -- Eric Yaverbaum, author of

"Leadership Secrets of the World's Most Successful CEO's" and "PR For Dummies"

Extraordinarily thorough in showing people over 50 precisely how to start and run a successful home-based business. Friendly and easy-to-read ... for anyone wanting to learn more about taking this life-changing path. I highly recommend it. --Michael Johnson, founder of SalesDog.com

From the Author

Encourages readers to realize their own entrepreneurial goals and dreams and bringing it all together for business success ... "Start Your Own Home Business After 50" is a must for business and inspirational collections, not to be missed. --Midwest Book Review

About the Author

Robert W. Bly is the author of more than 70 books, including ""The Complete Idiot's Guide to Direct Marketing,"" ""The Copywriter's Handbook,"" and ""How to Write & Sell Simple Information for Fun and Profit." His articles have appeared in numerous publications, including ""Amtrak Express,"" ""Cosmopolitan,"" ""Bits & Pieces for Salespeople,"" ""DM News,"" ""and ""Writer's Digest." He lives in Dumont, New Jersey.

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