

Senior Online Business Ideas

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There comes a time in your life when you either make a choice to retire or get pushed out of the workforce against your will. At this point, depending on your financial situation, you'll either enjoy your golden years or struggle to make ends meet.

Aside from finances, when you achieve senior citizen status, you may or may not *want* to quit working. For many, having too much idle time is not a welcomed event. Whether or not you loved your career in life, the concept of desiring to feel useful and productive never goes away.

Many senior citizens find themselves at a loss to seek gainful employment at this age. Either companies aren't hiring or they can't find anything they would enjoy doing in the corporate world because they want more freedom and flexibility.

There's great news for men and women of all ages – including senior citizens who want to increase their income and do something they love on a schedule carved out to fit their needs.

Online marketing has emerged as a thriving career that anyone on any budget can succeed with, and it delivers an abundance of options for you to choose from. Contrary to popular belief, this is not a system of sending spammy emails to unsuspecting recipients.

**What Is Online Marketing?**

When we hear the word *marketing*, we think of advertising – things such as radio and TV ads or even direct mail and email spam. But online, marketing has evolved into something much more beneficial for the consumer.

Marketers now understand that in order to establish a lucrative career, they have to build a rapport with their audience and earn their trust. So instead of forcing people to see ads they find irrelevant, they cater to their needs and guide them in the right direction.

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Online marketing allows you to build a brand or persona that weeds out your non audience and helps those who treasure your insight to thrive. You'll get to engage directly with people who see you as a priceless resource to help them find the solutions they need.

This career is unlike any other. There are no age restrictions, no start-up funds needed, and no ceiling of earnings placed on your career. You get to work whenever and from wherever you choose.

The freedom this career offers is unmatched, and you have the potential to create a business that allows you to have the financial peace you desire and the kind of life you've always dreamed of – if you're willing to learn how.

**Use Your Years of Experience to Guide Others**

You've worked for years navigating the ins and outs of the workplace. At home, or in your off hours, you've cultivated expertise in a myriad of topics. You may not have ever seen your skills and interests as a potentially profitable career, but you're about to discover that they are!

Let's go over some examples of how you can use your experience to guide others. We'll start with cooking as our first idea. You maybe have certain ways of cooking that you and your family love.

Maybe it's northern cooking or light and healthy. It could be quick and easy meals or with a focus on crockpots! In fact, you might be all of these rolled into one. You can turn your love of cooking into an online empire, and you don't have to be a celebrity to achieve success.

With a simple blog or even a YouTube channel, for example, you could develop a loyal audience who tune in to your weekly message with recipes and cookware recommendations consistently.

When you make and share a crockpot dish, you'd include what's known as your affiliate link (where you earn a commission) to the crockpot you recommend. As your cooking video or post receives more visitors, you begin earning commissions on sales of the crockpot, and at the beginning of the next month, you wake up to a healthy deposit in your bank account.

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If cooking isn't your thing, maybe golf is! You could make product reviews on golf gadgets and clubs you recommend, as well as share tips and insight about the game itself.

Just as the cooking enthusiast earns commission on cookware, you can do the same with golf products. Have a favorite golf training tool you like? Write a post about what you like about it and how it's helped you shave a few strokes off your game.

Include your affiliate link to it and earn a commission every time someone buys it through your link. Imagine getting paid to have fun and talk golf with people all the time! And you'll have buyers all over the world, not just locally.

Being an affiliate marketer is a business model that works perfectly for many topics. You can teach people how to get organized, how to achieve better health, how to strengthen their relationships, and more.

If you have grandchildren whom you adore and spend a lot of time with, you may want to recommend toys to people that their children will love. Or maybe you love to garden and want to share your tips and earn money whenever someone buys garden tools or heirloom seeds through your link.

It's all possible with online marketing. It's not complex - nothing more than organizing your thoughts and ideas, creating text or video to share them, and adding your affiliate links before sharing them on social media platforms like Facebook.

### **Now's the Time to Write That Book**

There are many times in your life when you hear someone say, "I should write a book about that." Maybe you've even said it yourself. Well now *is* the time to write a book - and it doesn't have to be the next great novel, either.

You can write non fiction books that share your thoughts, tips and insight about a topic. It's very similar to affiliate marketing, but instead of writing a

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bunch of individual posts on a blog with your ideas, you'll compile them into one book and self-publish online.

There are two ways to do this. Some people write everything down in a file and use a free self-publishing platform like Amazon to publish it for them. Others turn the file into a readable PDF document online and then sell it for a higher amount on a platform like ClickBank – or directly from their own blog using PayPal.

You have many options when it comes to self-publishing. You can create an entire line of books that cover a wide variety of topics. Take gardening, for example. You might write a broad gardening book for beginners.

But then you might have separate books for prepping your soil, growing vegetables, gardening in containers, growing tomatoes, and more. You can get as specific as you want to and if your audience enjoys your teaching style, they'll snap up your whole line of books!

Now we initially talked about non-fiction, but fiction is always a self-publishing option, too. Did you know some of the highest paid authors are self-published? Many write a book and publish it on Amazon or other platforms and see great success on a global scale.

Imagine being able to write books you love from your favourite holiday spot or as you travel around the world! This kind of flexible writing life is open to anyone who chooses to pursue it.

There are many free tools out there where you can edit your work and even make your own book covers. It doesn't have to cost you a penny upfront to become a self-published author, because the platforms you sell it on will take a small fee from the sale of your books.

**Accept and Serve Clients on Your Terms**

Some senior citizens don't have the desire to create their own business, but they *do* want to be in the workforce. One option you might consider is working for others as a freelancer!

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There are many different freelance businesses you could adopt. The first is customer service. You could be the go to person for other online marketers who don't have time to answer emails or help people access the files they need.

For something like this, you would be paid by the marketer on an hourly basis, so you might not have quite as much flexibility with your hours and dedication. Still, if having a steady 8-5 job to help your finances is important, this might be worth looking into.

Do you write well? Instead of launching your own blogs or books, some people will pay you to be their freelance ghostwriter. You'll be writing articles, short reports and full eBooks for them.

They'll usually pay you half up front and half after completion, and you'll get a deadline. But the schedule you keep to reach that deadline will be up to you. So it gives you a little more flexibility.

Another option for freelancing is for those who have an eye for graphic design. There are simple tools online that can enable you to create eCovers, header graphics, and social media images for established marketers who don't have the time or talent to make their own.

As a freelance ghostwriter or graphics designer, you have options on where to share your profile and availability. Some are marketplaces designed to connect service providers with clients.

Upwork is one such site. You can create a profile, upload a portfolio, and bid on projects that prospective clients post so you can get hired by them to complete the assignment. Once your work is done, they can leave a review for future clients to see and consider when hiring you.

Affiliate management is another freelance position you might want to take on. If you find a marketer with no time on their hands to recruit affiliates to promote their information product, you can take on that role and make the introductions, send review copies and urge people to get onboard for a product launch.

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Becoming a service provider is the perfect way to give your income a boost without having to strategize as much about your own business options. You'll simply take an assignment, complete it, and move on to the next one.

**Tap Into Your Creativity and Profit from It**

Many senior citizens have crafty or creative abilities they didn't know they could earn from. You can create and sell things from your own site but you can also use sites like Etsy that have a built in audience and sell your goods there!

Some are tangible items, but you can also create designs that people can download to their computer, eliminating the hassle of using the post office and shipping and tracking orders.

What do some seniors make and sell on Etsy and other platforms? Jewellery and accessories is one idea. You can make simple earrings, or even a lanyard to sell to others.

Some people make wall décor (by hand or that your buyer can print out and frame). You can even take custom orders from people, such as those who want a name or cute saying for the wall of their baby's nursery.

If you always think of great things that should be put on a t-shirt, stop thinking about it and do it! You don't have to order them ahead of time. Just design the shirt using free tools and they'll print to order, shipping it straight to your customer.

If you engage in woodworking, candle making, crocheting or any number of arts and crafts, you can make and sell your items online to increase your income. There are other products people are scooping up on sites like this, too.

Planners, journals and colouring book pages are hot sellers. People buy them by the individual page or as full books. So you might create a printable weekly planner or a habit tracker and list it for sale.

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You can create newsletters for people to download, greeting cards, organization sheets and more. Many homeschooling parents are now downloading worksheets and colouring pages here, too.

In addition to downloadable files, you can also sell digital files they can edit. Or, put your graphic design on products they can order on the site and have created and shipped to them, like coffee mugs, phone cases, keychains and more.

Starting a new life as a senior citizen can feel overwhelming, especially when it comes to your career. With online marketing, you get to tailor the entire process to your needs and preferences.

Never again will you be at the mercy of someone else to tell you how long you can stay employed, what hours and days you can work, or how much you'll earn. From now on, you'll be 100% in charge of all decisions – and it will feel amazing!