

The Wealthy Boomers

Five Profitable Online  
Business Models For  
Seniors



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## 5 Profitable Online Business Models for Seniors



**CONGRATULATIONS!** I applaud you in acquiring this guide. If you need any help or have any questions, please use my contact points.

I wish you every success.

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# Introduction

One of the most important decisions you'll need to make before starting an online business is which model you're going to follow. There are a multitude of methods and ways to make money online... but which one is right for you?



To decide wisely, you'll need to know what skills you have and what activities you prefer doing. If you love to write, then blogging and publishing on Kindle may be ideal for you.

If you prefer just working for others without having to manage too many things, you may excel as a freelancer online. Some seniors may love

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engaging with others online and would do well in online customer support and so on.

You can either build a business for yourself, or work for others. The goal is to get you started and earning your first few dollars online.

Splitting hairs over whether the income is passive or you're trading hours for dollars is a discussion that can be tabled for another. Right now, you need to make money online.

Depending on your financial situation, you may need to make the money quickly, or you could be just doing online marketing for fun. Whatever the case may be, choosing the correct business model is crucial to your success online.

In this short report, you'll be shown five different business models. The pros and cons of each will be highlighted. You can read and decide for yourself which one you wish to go with. They are all suitable for seniors.

# Freelancing

Many experienced marketers will be quick to tell you that freelancing is not a good business model. They'll highlight the fact that you're working for others and you're not your own boss.

You're giving up your time for money... and that's anathema to them. Reality, however, will show you that there are thousands of freelancers who make 5 to 6 figures a month.

Freelance copywriters, popular graphic designers, traffic generation consultants and so on make a very good living selling their services. There is absolutely no shame in being a freelancer.

Many seniors will readily be able to accept the idea of getting paid as a freelancer because it's very similar to working a day job in the 'real world'. Once you get comfortable with the idea that you can make money online, it will be easier to branch out into the other business models.

Over and above that, the money you make from freelancing can be used to fund your other businesses online. That's the reason why freelancing has been mentioned first in this report.

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If your budget is tight, you can always go on platforms like [Fiverr](#), [Upwork](#), [Guru](#), and so on and look for work. With a bit of hustle, you'll be able to get clients and work.

If you do a good job, you'll get repeat orders and build a stable of clients. You'll get regular work and good income. The best freelancers usually have a long waiting list of clients and have more work than they can handle.



As a senior who is just starting out online, you should visit these freelancing platforms and look at all the job listings. Read the profiles of the different freelancers and observe how much they charge. Usually, they inflate their prices and settle for way less than displayed.

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Either way, it gives you an idea of the marketplace. You'll need to have skills that you can offer in these marketplaces. It could be writing, tech support, graphic design and many other services that people really need.

If you do not have the skills, you can always learn them. Even a month of regular practice should be enough to hone your skills to a point where you can accept jobs.

Over time you'll get better at what you do and can charge more when you get orders piling up. Freelancing is a relatively easy way to get started in this industry.

# Blogging

Blogging is one of the MOST popular business models online. It has made millionaires out of many marketers. This is one of those business models that is both easy and challenging at the same time. It's also fantastic for creating passive income.



If you decide to blog, you'll need to delve into a niche that you're interested in and it should also be popular. You'll have to do your research and see how many people are looking for the topic. Are there multiple products selling well in this niche?

A niche can be popular but not get much sales. As a blogger, your income will come from primarily 3 methods:

1. Selling your own products

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2. Promoting other people's products for a commission
3. Selling advertising space

For these methods to work, your niche needs to be popular with lots of searches and profitable products to promote.

Once you've found a niche that satisfies the criteria above, you'll need to purchase a domain name from [Namecheap](#). This is inexpensive and shouldn't cost more than \$15 – and the domain will be valid for an entire year.

Once you have a domain, you'll need to point it to your hosting. If you don't have hosting, you may wish to sign up with Hosted Safe.

Next up, you'll need to install WordPress and a theme. From then on, it's just a matter of getting an attractive header designed and sprucing up the blog with relevant widgets and so on.

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Once the skeleton of the blog is formed, you can flesh it out with relevant and useful content that will help readers. The goal is to not only target keywords but to also address the concerns and questions of people in your niche.

This will help you build a tribe that's interested in what you have to say. Over time, your site will have hundreds of blog posts and you'll be an authority in your niche.

If you've scattered affiliate links throughout your website, you'll be generating sales even while you're sleeping. This is the power of blogging. You can always scale up by creating new blogs in different niches. The possibilities are endless.

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Many seniors tend to panic when they're told about the set up. It all seems too complicated. The truth of the matter is that you can set up a blog in a day, if the nameservers update fast and propagation is quick.

At most, it takes only two days to get it all up and running. Take your time to learn it. Once you get the hang of it, you'll realize how easy it really is.

All you need to do is set up the blog once. After that, it's just a matter of adding new content consistently. Blogging is a very profitable business model and one that all seniors should try.

# Affiliate Marketing

Affiliate marketing is all about promoting other people's products. This concept was pioneered online by Amazon a few decades ago and it's still as popular today.

In fact, there are thousands of websites linking to Amazon products and many marketers are making thousands of dollars a month from affiliate commissions.

Generally, commissions from physical products tend to be lower but they're easier to sell. Commissions from digital products are much higher, but they're more difficult to sell unless you're in a niche where people are more likely to buy intangible items.

There are many ways you can get into affiliate marketing. Some marketers only use a landing page that they drive traffic to. With this page, they'll funnel subscribers on to their email list and promote affiliate offers through emails.

This is a very effective way of doing things and you do not really need to build a site out. However, building a website with many different affiliate

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links pointing to different products gives you a much better chance of selling more products.

Some marketers create videos and post links direct to the affiliate products. Others use images on Pinterest and do the same thing. There are many ways to skin this cat.

Your goal as an affiliate marketer is to take a long-term view on things. It's best to direct all links to a squeeze page so that you do not lose your visitors. Once you have them on your email list, you can repeatedly market to them as long as they're on it.

So, your links on YouTube, Facebook, Pinterest, etc. should all point to a squeeze page. That said, you should also build a blog and post content on it regularly.

By including a link to your website at the bottom of your emails, people will find their way on to your site and while surfing on it, they may buy some of the products they come across.

For example, if you have a survival website, you could have blog posts about first aid skills, self-defense, camping outdoors and so on. In all these

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different posts, you could link to first aid kits, tactical flashlights, 2-man tents, fire starters, and so on.

All these are very relevant items that people in your niche need. Many of them will buy these items through your links.

This is the power of blogging and having a hub site. You can only promote about 1 to 3 items in your emails... but a website can promote hundreds or even thousands of products. Your commissions will multiply exponentially.

Affiliate marketing is one of the most profitable business models online... and should be a part of your arsenal. It goes along well with blogging, email marketing and many other business models... and it's relatively hassle-free. Perfect for seniors.

# Kindle Publishing

Never has self-publishing been easier. If you've always wanted to publish your own book without getting turned down by a hundred different publishers, Kindle publishing is the way to go. Many marketers make 5 to 6 figures in royalties just from self-published books.



There are many platforms for authors to self-publish their own books. There are websites like [CreateSpace](#) that even allow you to get them printed on demand.

No longer do you have to fork out large sums of money to a publishing company just to self-publish your novel. There's no need for a print run and you'll not have hundreds of books lying around your house with no one to buy them.

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Things have changed for the better. Now that we've established that it's easy to become a published author, let's look at how you can go about it.

- Tap into previous experience/existing knowledge

The first thing that you'll need to decide on is what you're going to write about. Very often, the choice is either fiction or non-fiction. If you have a flair for writing and love fiction, you can write the novel you've always wanted to.

If you have experience in investing, fishing, banking, writing, etc. you may wish to share your knowledge and experience with others in a non-fiction book. As a senior, you would most probably have worked at a job for years prior to retiring.

This is a wealth of experience that can be tapped into to create books for others. You'll save time on research because the information is already at your fingertips.

Study the [Amazon Kindle platform](#) and the categories and niches in the Kindle marketplace.

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It's imperative that you understand how the different platforms work. Spend a week or two just surfing on the Amazon Kindle store studying the structure of categories, the niches, the author descriptions, the popular books that are selling and so on.

It will take you a while to get a feel and understanding of the place. It's akin to moving into a new neighborhood or starting a new job. It will take you a while to figure out the set up and get comfortable with the layout of the place.

The same applies to any online platform you use whether it's CreateSpace, Upwork, [Smashwords](#), etc.

This will give you an idea about how popular the niche is, what the competition is like and so on. With this knowledge, you'll be able to write a book that people want to buy and you'll not be drowned out by the competition either.

If you hate to write but you have a story to tell, you can always outsource the writing to a freelance writer on Upwork or any other freelancing platform

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where writers congregate. What's important is that you ask for samples before hiring anyone.

Only pick writers who reply promptly and have good writing samples. You'll get writers of different capabilities and talents replying to your requests. So, you'll need to be stringent with your criteria and hire one that is reliable and talented.

Knowing your budget is important. You'll either be writing the book yourself or paying someone to do it. You'll either be creating the 2D cover image yourself or you'll be hiring someone to do it.

The cover image is very important. If you're not experienced with graphic design, you're better off paying a professional to do it for you. You can find very competent designers for just five dollars on Fiverr.

Do not create a shoddy product cover. People DO judge a book by its cover. Trying to save a few dollars just may cost you thousands in the long run. Stepping over dollars to pick up pennies is never a good idea.

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If you're writing the book yourself, you may wish to hire an editor or a proofreader. If you're outsourcing out everything from the writing to editing, always make sure you have enough funds to spare.

Do NOT go into debt just to sell your own books online. Make sure you're only spending money that you can afford to spend. As a senior citizen, managing your finances is of utmost importance.

You're better off saving till you have enough spare cash to self-publish (it's not that expensive) rather than plunging in wildly and blowing a portion of your monthly living expenses on hiring a writer to write a book that might not sell.

If you love writing, you could make a very good income leveraging the Kindle platform. Do give it a try and you'll discover the joys of self-publishing.

# Product Creation

The final business model that we're going to look at is product creation. Contrary to popular belief, it really is NOT difficult to create and sell your own products. Once you have created and sold your first product, you'll understand how the process works.

There are a few fundamentals that must be in place. Let's look at what they are:

1. Create a product that the market needs
2. Have a good sales page with persuasive sales copy
3. Constantly market the product and look for affiliates to help you

That's pretty much it. The most difficult part is coming up with the idea for the product and assessing if the market will want it. There is no point in creating a product that no one wants or needs.

Always look for a desperate buyer market where people have problems and will pay to solve it. These could be people who are broke and need to make money. Or it could be people in pain (e.g. back pain, headaches, broken hearted from a loss of love, etc.) who will pay to bring about some resolution to their condition.

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Once you've created your product, you'll need a good sales page with persuasive sales copy. You could either do this yourself or hire someone to do it. The goal here is to make the product look desirable and it should be a solution that puts an end to their pain.

After your product is uploaded and the whole set up is complete, it's just a matter of marketing and getting people to see the sales page.

Drive traffic, buy ads, recruit affiliates, set up a blog that's optimized, and so on. The efficacy of your marketing will determine how well the product sells.

Every senior should aim to go into product creation when they're ready for it. There is immense profit potential in it and you'll build more authority when you're selling proprietary products. Do give it a try.

# Conclusion

Now that you've been presented with 5 profitable business models, all you need to do is choose one and run with it. Give it your full focus until you're making money with it.

Once it's profitable, you can maintain it and branch out to the other business models. Do NOT try to do all at the same time. Scattering your efforts will delay your results, if you even get any.

Stick to one until it works... and these business models will work, if you work them. Get started on one today and you'll be making money online in no time at all.