

# Online Business Made Simple: Retiree Roadmap

## Your 5-Step Path to Earning Extra Income with Confidence – Even if You're Starting from Scratch

- **Step 1: Discover What Fits You.** Choose an income stream aligned with your lifestyle, interests, and comfort with technology. Ask yourself: "Do I want to sell, write, or help?" Focus on low-risk, low-cost business types like affiliate marketing or digital products.
- **Step 2: Learn One Skill That Pays.** Goal: Build a money-making skill at your own pace. Start with one simple skill like copywriting or email marketing. Choose something you enjoy—learning is easier when it feels fun.
- **Step 3: Enjoy Micro-Wins Daily.** Build momentum and confidence by practicing a little each day. Set aside 20–50 minutes to apply what you learn.
- **Step 4: Use Free Tools to Get Started.** Set up your business with beginner-friendly tools—without overspending. Use simple platforms like Canva (design) or ConvertKit (emails).
- **Step 5: Keep Learning and Earning.** Goal: Turn your new skills into a flexible, sustainable income stream.

## **Step 1: Affiliate Marketing:**

**This is arguably the easiest way to start an online business**

- **How it works:** You share a special link to a product (like a gardening tool or a favorite book). If someone buys it, the company pays you a small "thank you" commission.
- **The Retiree Advantage:** You have a lifetime of brand loyalty. People your age trust your judgment more than an anonymous ad. This makes affiliate marketing a very stable online business model for seniors.
- **Example:** A retired woodworker reviews high-quality chisels on a simple blog. Each click that leads to a sale becomes a small "win" for his travel fund.

### **BONUS:**

**Want to see exactly how Step 1 works? Watch our Free Video Series hosted by my partners at Launch You. Discover how fellow retirees are using these exact steps to build their first online business.**

**Click to play:**

**Video #1: "Only Modern Wealthy"**

**Video#2: "The Affiliate Model Explained."**

**Video#3: "Products to Sell Online"**