

Title Information

Start Your Own Home Business After 50

How to Survive, Thrive, and Earn the Income You Deserve!

by Robert W. Bly

Publication Date: May 2013

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If you're 50 or older, it's time for you to take control of your destiny and build the secure future you deserve. *Start Your Own Home Business After 50* will show you how to take charge of your retirement income by building a successful and profitable business you can operate from the comfort of your own home. Legendary business consultant and serial entrepreneur **Robert W. Bly** shows you how to leverage your skills and experience to achieve the income you've always wanted, be your own boss, and survive and thrive under any economic conditions.

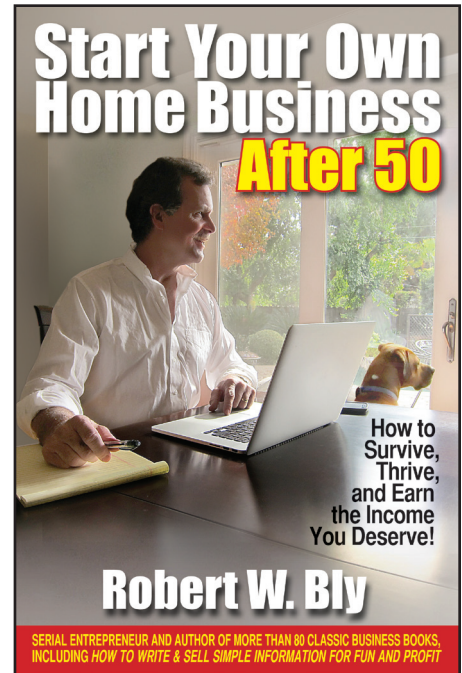
Start Your Own Home Business After 50 is a complete guide to business start-ups written specifically to meet the needs of older entrepreneurs. Older adults can become highly successful entrepreneurs; they have a wealth of in-depth experience, education, and mature judgment that younger people can't match. Older entrepreneurs also have more realistic goals — they care more about creating financial security and doing what they want than making a fortune or driving a fancy sports car.

Written for people who are old enough to already know who they are, *Start Your Own Home Business After 50* doesn't waste time on identity-building exercises, but instead pinpoints eight key business opportunities that are particularly suitable for after-50 entrepreneurs.

Covering every aspect of building a successful business, *Start Your Own Home Business After 50* will teach you how to: find the right home business opportunity for you; determine the target market for your business; sell the right product to your market at a profit; manage your business without wasting your time; effectively market your business; comply with all laws, regulations, and taxes for your business; and generate enough income so that you can leave the 9-to-5 world forever and have a secure, happy, and productive retirement.

Audience: Seniors and retirees, job seekers and career changers, mid-career professionals planning for retirement and everyone who wants to be his own boss.

About the Author: **Robert W. Bly** is a self-made multimillionaire from his successful career as an entrepreneur. Bly is the author of over 80 classic business books on marketing and copywriting, including *How to Write and Sell Simple Information for Fun and Profit* (Quill Driver Books, 2010).



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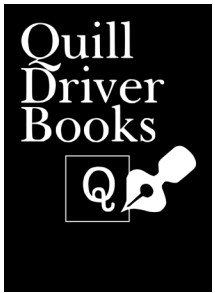
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Don't retire poor! New book, *Start Your Own Home Business After 50*, provides a blueprint for security and success for older entrepreneurs

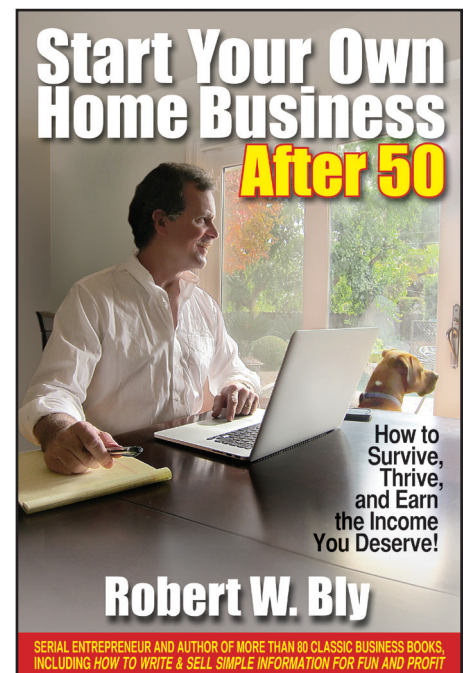
Pensions have vanished ... your 401(k) shriveled during the crash ... and who knows what will happen to Social Security? Conventional retirement just isn't the safe bet it used to be. But that doesn't mean you can't be secure, comfortable and successful after age 50.

If you're 50 or older, it's time for you to take control of your destiny and build the secure future you deserve, with the help of legendary business consultant and serial entrepreneur **Robert W. Bly** and his new book, *Start Your Own Home Business After 50: How to Survive, Thrive, and Earn the Income You Deserve!* (Quill Driver Books, May 2013).

Start Your Own Home Business After 50 is a complete guide to business start-ups written specifically to meet the needs of older entrepreneurs. Older adults can become highly successful entrepreneurs; they have a wealth of in-depth experience, education and mature judgment that younger people can't match. Older entrepreneurs also have different goals; adults care more about creating financial security and doing what they want than making a monster IPO or buying a Ferrari.

Bly understands that, at age 50 and up, you've already built a career and have valuable skills. In *Start Your Own Home Business After 50*, Bly shows you how to use your valuable knowledge and experience to achieve the income you've always wanted, be your own boss, and survive and thrive under any economic conditions.

Written for people who are old enough to already know who they are, *Start Your Own Home Business After 50* doesn't waste time on identity-building exercises, blather about "finding your passion" or optimistic drivel like "do what you love and the money will follow." Instead, Bly pinpoints eight key business opportunities



that are tailor-made for after 50 entrepreneurs — and are highly profitable.

Start Your Own Home Business After 50 shows you can succeed in:

—**Freelancing:** Your profession, your hobby or your passion can be a great business, especially when you're your own boss. *Start Your Own Home Business After 50* will show you how to be a one-person business start-up, build your client base, and get paid for doing what you love.

—**Consulting:** Your professional experience is a valuable commodity that many businesses will gladly pay for. As a consultant, you can share your expertise and make a substantial income without working full-time.

—**Coaching:** At age 50 and older, you have skills that many younger professionals need to learn — how to strategically develop a career, build professional connections, make presentations, how to balance the books, write an advertisement, and more. As a professional coach, you can help others and make a secure living for yourself.

—**Internet marketing:** A perfect opportunity for retirees who want to enjoy their leisure and earn a substantial income, an Internet marketing business will let you generate passive income, as orders come in, without effort on your part, every day of the week, including weekends and holidays.

—Plus additional opportunities in real estate, import/export, retailing and more!

Covering every aspect of building a successful business, *Start Your Own Home Business After 50* will teach you how to find the right home business opportunity for you; determine the target market for your business; sell the right product to your market at a profit; manage your business without wasting your time; effectively market your business; comply with all laws, regulations, and taxes for your business; and generate the income you desire.

Filled with realistic, practical, nitty-gritty tips on how to build a new business, *Start Your Own Home Business After 50* is your ticket to leaving the 9-to-5 world forever and having a secure, happy, and productive retirement.

Book Details:

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About Robert W. Bly

Author of *Start Your Own Home Business After 50*

Robert W. Bly has been a professional writer since 1979 and a full-time freelance writer since 1982. He earns more than \$600,000 a year from his freelance writing and is a self-made multi-millionaire.

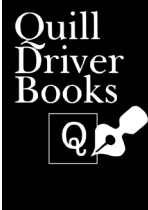
Bob is the author of over 80 books including *Careers for Writers* (McGraw-Hill/VGM), *Secrets of a Freelance Writer* (Henry Holt), *The Copywriter's Handbook* (Henry Holt), *The Elements of Technical Writing* (Alyn & Bacon) and *The Elements of Business Writing* (Alyn & Bacon).

McGraw-Hill calls Bob Bly "America's top copywriter," and he was named 2007 Copywriter of the Year by American Writers and Artists, Inc.. His copywriting clients include such publishers as Kiplinger, Boardroom, Phillips, Agora, KCI, Nightingale-Conant and Medical Economics. He has published more than 100 articles in *Amtrak Express*, *Cosmopolitan*, *Writer's Digest*, *DM News*, *New Jersey Monthly*, *City Paper* and many other publications.

Bob writes regular columns for *Target Marketing*, a monthly trade publication covering the direct marketing industry; *Early to Rise*, a daily e-newsletter on business success; and *The Writer. The Direct Response Letter*, Bob Bly's free e-newsletter, has over 50,000 subscribers.

Bob has given lectures on marketing, writing and freelancing to numerous groups, including the American Writers and Artists Inc., National Speakers Association, Learning Annex, American Seminar Leaders Association and the American Society of Journalists and Authors. He is a member of the Specialized Information Publishers Association and the American Institute of Chemical Engineers.

He holds a B.S. in chemical engineering from the University of Rochester and has taught technical writing at New York University. Prior to becoming a full-time freelance writer in 1982, Bob was a technical writer for Westinghouse and advertising manager for Koch Engineering.



For more information on *Start Your Own Home Business After 50* (Quill Driver Books, May 2013) or to arrange an interview with author **Robert W. Bly**, please contact Jaguar Bennett at Quill Driver Books, (800) 345-4447, Publicity@QuillDriverBooks.com

Entrepreneurs and business authors praise *Start Your Own Home Business After 50*

“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. I have never read a book that so clearly provides a step-by-step road map to redefine your life and financial success and security. It’s the single best resource I have ever seen on the topic.”

—**Eric Yaverbaum**, bestselling author of six books including *Leadership Secrets of the World’s Most Successful CEOs* and *PR For Dummies*

“*Start Your Own Home Business After 50* addresses the special needs, problems, and challenges of the over-50 entrepreneur who is looking to build an existing business or start a new one. Its guidance can help you create a successful home business that can generate an ongoing retirement annuity for decades.”

—**Robert Ringer**, bestselling author of *Winning Through Intimidation* and *Looking Out for Number One*

“If it’s time to take your post-50 career into your own hands, this book is an essential. It will give you realistic options for supporting yourself into retirement. Bob Bly knows from personal experience how to make the most of age and experience to succeed as an entrepreneur over 50. In this book, he lays out the options and points you in the right direction.”

—**Ilise Benun**, Marketing-Mentor.com, author of seven books and co-producer of the Creative Freelancer Conference

“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. He provides critical details to give you the best chance for success. Read and re-read this volume and then do something that many readers miss: take action and apply it to your life. You will discover Bob’s seasoned counsel is priceless.”

— **W. Terry Whalin**, author of *Jumpstart Your Publishing Dreams*

Bob Bly hits it out of the park again. His latest book, *Start Your Own Home Business After 50*, is a complete blueprint for anyone over 50 (or younger, too) to start their own home business. Bob is always unselfish with his information, and this new book covers everything you need to know to start a business from the comfort of your home. Certainly a solution to the desire for freedom from the economic woes many Baby Boomers are suffering. From most of the successful business models for home businesses, to how to set up your office, problems you might encounter, and even how to run your business. If you’re thinking of starting a business, read this book first!

—**Donald Mahoney**, copywriter and co-founder of American Writers & Artists Inc.

“True confession: I’m 49. But if I were starting a business tomorrow, this is the only book I’d be reading, re-reading, highlighting and dog-eared. Bob Bly has written the true owner’s manual for the over-50 brand new entrepreneur. Nothing is assumed, nothing is left out—and you have more options than you ever imagined. Dig in to this great book and your next (ad)venture is guaranteed to be a winner.”

—**David Newman**, author of *Do It! Marketing*

“Bob Bly will help you achieve financial peace of mind and life purpose, two essentials for successful aging. Bly’s formulas will work for anyone, at any age, who wants to make money and enjoy themselves doing it. I started my businesses when I was 55, and boy, do I wish I’d had a dose of the Bly wisdom then. Without hype or putting stars in your eyes, *Start Your Own Home Business After 50* gives the guidance Boomers have been waiting for.”

—**Adriane Berg**, CEO of Generation Bold and Ageless Traveler, and author of *How Not to Go Broke at 102: Achieving Everlasting Wealth*