



3 Secrets to Starting a Business After 50

Cheryl Garrison
CEO 50Something Lifestyle

Introduction

Do you have a business idea that's been burning inside you for years, but you've been afraid to step out of your comfort zone and start it? Or are you ready to get started but don't know exactly what to do to jumpstart your new business.

In this short book, I want to share with you three things that I learned as a thirty-year entrepreneur that I know will help you take the plunge and become the CEO of you.

As women over fifty, we've paid our dues and now it is definitely our turn to step out boldly and achieve our dreams.

I have collaborated with many women who have taken a business idea that they've wanted to start for years and now they are successfully launching businesses and experiencing the independence and freedom of being a business owner.

First, a little about me. I started my first business in 1985. I was 30Something, had two little girls and a burning desire to stay home and raise them. I also had a desire to continue earning money and being financially independent. I had spent four years in college getting a degree and had worked my way up the corporate ladder into management and I struggled with the decision to be a business owner versus an employee.

Once I reconciled that I could earn money from home running my own home-based business, I never looked back.

Thirty-plus years later, I am still a business owner. I have had a consultant business, network marketing business, several franchises, and retail business. I now share my skills and knowledge as a business owner and developer with women over fifty who are ready for a lifestyle change. My passion is women over fifty who are transitioning financially, personally and spiritually.

I'm excited to share my secrets with you and hopefully help you create the right recipe for your own success.

Secret #1

GET IN TOUCH
WITH THE WOMAN
OF YOUR PAST



Secret #1

You might be asking what that has to do with being a successful businesswoman after fifty. It has everything to do with what we just talked about. The woman who was able to juggle career, family, spouses, community and so much more was a woman of confidence and **HIGH** self-esteem. She was fierce, bold, demanded excellence and took no prisoners. But now, after fifty, she's tired, depleted and defeated. Sound familiar.

Sure, it does, but now it's time to find her again and the easiest way to reacquaint yourself with her is to answer this simple question. Who are you?

When I was faced with the question, I was at a particularly low point in my life, and I felt as if I was stuck in a huge cement block unable to do anything - unable to move. It wasn't until I got in touch with me, the me who at 20Something boldly walked into the office of the CEO of a major securities company and proposed a new job for myself. The me who at 30Something walked away from being someone's employee and started my own consulting business. I was bold but somewhere along the way, I lost me.

I am now well over 50Something and living my passion and purpose helping women like you succeed in business and life.

I'm a business and lifestyle coach for women over 50, a speaker and an author and loving every minute of being the CEO of me.

Find that woman who you lost on your way to 50Something, and you will find your success. That's secret #1.

Secret #2

TAP INTO YOUR 30
YEARS OF
EXPERTISE AND
EXPERIENCE



Secret #2

You've learned many things in 50Something years, and you've become expert at many things as well. Between your career and life experience, you have acquired skills and talents that you can easily turn into a business or utilize in making a business successful.

I utilize my experience as a corporate and creative writer to start a successful consulting business that lasted over fifteen years and yielded six figures in annual income.

One of my clients, a sixty-three-year-old media executive who was laid off after thirty years of experience in the entertainment industry, used her skill as a media buyer to open her own media buying consultant agency. Yes, at sixty-three-years old. She earns more money than she did working forty hours per week.

"We are never done and that is a beautiful thing"

This quote should be the motto for every woman over 50. We are not done by any means and the best way to be successful in business is to tap into that which is familiar to us – our own personal expertise and skills.

Take an inventory of your expertise and experience by taking a sheet of paper and drawing a line down the middle. On the left side, write down all of your life experiences which should include jobs you've done, committees you served on, everything you can think of that you have done to further what you know and can do.

On the other side of the page, you should do your skills assessment including things you know how to do type, sing, play music, sew, cook, draw, paint, garden, etc.

Once you have your lists, review what you've written, what stands out as something you love to do, are good at doing and would make an interesting business idea. There are generally multiple things that stand out during this process. Find your passion and take that bold step toward being your own boss doing something you love.

Secret #3

HAVE FAITH AND
AFFIRM YOUR
SUCCESS



Secret #3

It doesn't matter what your religion or if you are religious, Faith means different things to different people. To me, Faith means appealing my desires to God Almighty. Whatever Faith means to you, starting a business is hard. When you have Faith, if only in the process of starting a business, you will be more successful.

When you have Faith, you will more likely overcome the fears of starting a business. It is true, as a man thinketh, so is he. If you have read Napoleon Hill's book, *Think and Grow Rich*, you quickly understand that what we think or focus on is what transpires in our life. Napoleon Hill teaches thirteen principles adopted by highly successful people that goes straight to the heart of their thought process, which is key to their success. Some of the principles in the book are desire, faith, persistence, planning, and decision-making. If you learn to change your thinking toward success and incorporate these principles, you will become more successful.

Affirmations are positive statements that help us to change our thinking and ultimately change our lives. They can help you accomplish goals that you have been struggling to accomplish and most importantly change the way we think about ourselves. They help to replace the negative self-talk we say to ourselves and the negative naysayers who make their way into our lives to rob of our joy.

By repeating them over and over positive affirmations can change our thoughts and if we say them enough can seep into our subconscious.

Affirmations:

- Keep you motivated
- keep your mind focused on goals
- influence the subconscious mind
- change the way you think
- Make you feel energized and active

Examples of positive affirmations:

- Below are a few examples of how to write your affirmations for this year.
- I let go of negative feelings about myself and accept all that is good about me.
- I am fearfully and wonderfully made.
- I am worthy of love and I love myself unconditionally
- I am flexible and open to change in every aspect of my life.
- My life is a celebration of my accomplishments.
- I am enough
- I am happy to live in my 4-bedroom home on the lake
- I am joyful and grateful that I earn \$50,000 a year
- I commit to learning new things daily

I hope my 3 secrets will help you achieve your goals to be a successful entrepreneur after fifty and enjoy life as Madam CEO!

You can contact me at 50Somethinglifestyle@gmail.com



The logo features a large, stylized 'N' in a light blue-grey color. To its right, the words 'NEXT STEPS' are written in a teal, sans-serif font. Below this, the words 'Business Success Mastermind' are written in a dark blue, sans-serif font.

NEXT STEPS Business Success Mastermind

Are you a woman over 50 ready to start and grow your own business?

The Next Steps 8-Week Business Success Mastermind is my proprietary group coaching program designed to create a place for women who are looking to start a business or grow their existing business and earn the extra money needed to truly live a re-invented life

NEXT STEPS is a group coaching mastermind that brings together no more than five (5) like-minded women to work toward and support each other through business growth and development.

It's for the 50Something woman who wants to create a re-invented lifestyle and earn supplemental income or replace their current income by owning their own business.

This mastermind includes:

- Weekly Feedback from group members and business experts
- increased revenue - go from startup to profitability
- Accountability to help you stay on track and reach your goals
- Support from members to help you through the journey
- Brainstorming - your ideas are given serious scrutiny and you get help making them a reality
- Coaching and mentoring
- Small group setting - you get in the "hot seat" each week

For details, go to <https://www.50somethinglifestyle.com/next-steps-signup>

Connect!

TO CONNECT WITH
CHERYL GARRISON
GO TO
[HTTPS://WWW.SOMETHINGLIFESTYLE.COM/](https://www.somethinglifestyle.com/)

