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GoldenBoomers International

CHANGING THE PERCEPTION OF SENIOR LIVING

Boomers Starting Businesses

Do you have a business idea you think could really take off? Have you ever wanted to start something but didn't have the time to do so? Well, we think that time is now.

It's important for you to know that you wouldn't be alone if you decided to do this. Boomers all over are starting new businesses at remarkable rates. In fact, according to the Kauffman Index of Entrepreneurial Activity, nearly 125,000 boomers started new businesses in 2014. This is an impressive statistic, even if we do say so ourselves. And, you have Congress on your side working to support entrepreneurial boomers with the Empowering Encore Entrepreneurs Act.

The idea of starting a new business can be intimidating and many people struggle with how to get started. So, if you need some inspiration take a look at Nancy Kessler, a boomer who is pursuing her dream and making a difference in the lives of others.

After losing her job at age 58, Kessler decided to transform her passion for stories and working with seniors into a profitable and fulfilling business known as Memoirs Plus. Memoirs Plus works to help seniors tell their unique life stories in their medium of choice, so they can share them with their friends and families.

Kessler came up with the idea for her new venture after realizing the lack of creative and intellectually stimulating outlets available to seniors. The business now allows Kessler to do what she loves, while also providing seniors with meaningful opportunities that were previously unavailable to them. What a wonderfully serendipitous scenario for everyone involved.

Now there are obviously risks associated with launching a new business, and to be frank, these undertakings aren't for everyone. The good news is there are many resources available to help entrepreneurs get on their feet. In fact, AARP has programs in place specifically for entrepreneurs of the boomer generation.

The organization has partnered with the Small Business Administration in order to provide the necessary resources for Americans ages 50 and older who are hoping to launch their own companies. Resources range from online webinars and informational courses to workshops and individualized mentoring. In fact, you can get started right away by assessing yourself to find out if starting your own business is for you.

Here are some basic pointers from the AARP to note if this is something you are serious about:

- Know your personality. Are you confident? Could you handle the position?
- Think about businesses that are needed and areas in which you could find your own niche.
- Make sure you have money other than your retirement savings to put into the company.
- Think long and hard about what exactly you are planning to create, and what that will entail so that you can come up with a strong business model.

After all the time you have dedicated to your profession of choice, you know more than

Information

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anyone what works and what doesn't within organizations. Your generation has ruled the workforce for decades now, and it's time you put your expertise to good use. Take the time to find out if you have what it takes to be successful, and then dive in headfirst to pursue your passion, so you can leave your Golden Boomer mark on the industry.

Learn more from [Daily Finance](#), [The Washington Post](#) and [AARP](#).

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