

THE RETIREMINT STARTER GUIDE

5 Simple Steps
to Launch Your
First Online
Business After 60

Purpose. Income.
Connection.



RetiremintWorks



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Ready to get
started?

WELCOME LETTER

Dear Reader,

Welcome to your next chapter. Whether you're freshly retired or simply ready for something new, this guide is here to help you turn your skills, passions, and life experience into a meaningful business. You don't need to be tech-savvy. You don't need a big budget. You just need curiosity, courage, and a little guidance. Let's build something beautiful—together. Warmly,

**Caroline & the
RetiremintWorks Team**

STEP 1: REUNITE YOUR SPARK

Retirement isn't the end—it's the beginning of your most flexible, purpose-driven years. This step helps you reconnect with what lights you up and explore business ideas that fit your lifestyle.

Reflect & Discover

- What do people often ask you for help with?
- What hobbies or skills have you loved over the years?
- What kind of work feels energizing—not exhausting?

Idea Bank

- Tutoring or mentoring
- Selling handmade crafts
- Consulting in your former field
- Teaching a skill (gardening, baking, writing)
- Curating vintage finds online
- Hosting virtual workshops

Spotlight: Linda, 68

“I never thought my quilting would become a business. I just wanted to pass something meaningful down to my grandkids. RetirementWorks helped me see that my craft could touch more lives—and earn real income. Now I sell heirloom quilts online, teach virtual workshops, and connect with other makers who share my passion. It’s not just a side hustle—it’s a legacy.” — Linda, 68, Legacy Crafter



STEP 1: REUNITE YOUR SPARK (CONT'D)

Retirement Fit Checklist

- ✓ Flexible schedule
- ✓ Low startup cost
- ✓ Purpose-driven
- ✓ Enjoyable to do solo or with others



**WHAT ARE YOU
SELLING, AND
WHO IS IT FOR?
THIS STEP
HELPS YOU
CLARIFY YOUR
OFFER AND
BUILD
CONFIDENCE IN
YOUR PRICING.**

KNOW YOUR CUSTOMER

- Age, lifestyle, goals
- What problem are they trying to solve?
- Where do they spend time online?

STEP 2: SHAPE YOUR OFFER

PRICING TIPS

- Start with a “friendly but fair” rate
- Offer a simple package or bundle
- Use your experience as a value-add

OFFER BUILDER

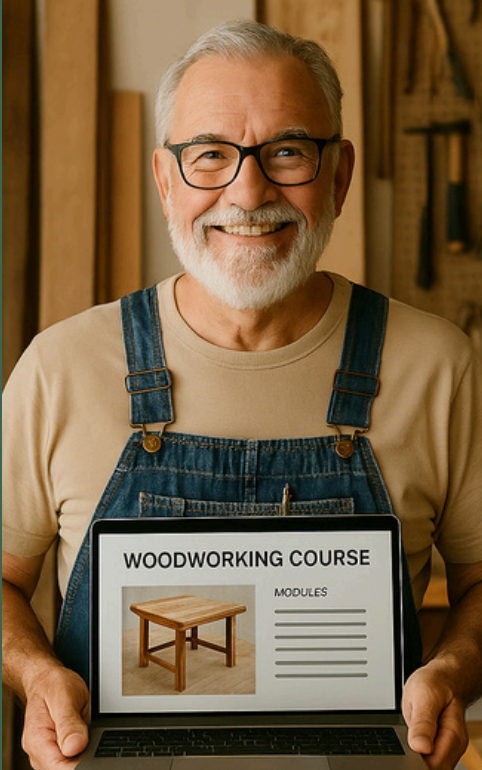
I help [audience]
do/learn/get [result]
through [product/service].

Example: I help busy
parents get personalized
tutoring for their kids
through online sessions.



Spotlight: Roger, 72

“After 40 years in carpentry, I wasn’t ready to hang up my tools. I just needed a new blueprint. RetirementWorks helped me turn my know-how into a digital woodworking course—and now I’ve got students from coast to coast. I sell plans, host live Q&As, and even built a community of DIYers who support each other. Retirement didn’t end my career—it reimaged it.” — Roger, 72, Resourceful Re-Inventor



STEP 3: BUILD YOUR DIGITAL HOME

Your website or online shop is your welcome mat. This step walks you through setting up a simple, inviting space online.

Platform Options:

Platform	Best For	Ease of Use
Wix	Personal Websites	★★★★★
Etsy	Handmade Goods	★★★★
Shopify Starter	Selling Products	★★★★★

Homepage Essentials

- Clear headline: What you offer
- Friendly photo or logo
- Short bio with warmth
- Call to action (e.g., "Book a session" or "Shop now")

Accessibility Tips

- Large fonts
- Simple navigation
- Alt text for images
- Mobile-friendly layout

DO YOU NEED HELP GETTING STARTED?

Online platforms are easy to use but can be overwhelming. RetirementWorks is here to help! We offer 3 different packages to help you get started.

[View Packages](#)



STEP 4: SPREAD THE WORD

YOU DON'T NEED TO "MARKET"—YOU JUST NEED TO SHARE. THIS STEP HELPS YOU CONNECT WITH YOUR FIRST CUSTOMERS IN A NATURAL, LOW-PRESSURE WAY.

Write Your Intro Message

“Hi friends! I’m excited to share something new I’ve been working on. I’ve started [business name] to help [audience] with [problem/goal]. If you know someone who might benefit, I’d love your support!”

SOCIAL MEDIA STARTER TIPS

- **Facebook:** Great for local groups and family networks
- **Pinterest:** Ideal for visual products
- **LinkedIn:** Perfect for professional services

FIRST 10 CUSTOMERS PLAN

- Reach out to friends, former colleagues, neighbors
- Offer a “founding customer” discount
- Ask for feedback and testimonials

Spotlight: Tanya, 65

“I spent decades in HR, helping others navigate their careers. When I retired, I realized I wasn’t done mentoring—I just needed a new platform. RetirementWorks helped me package my experience into a consulting service for small businesses. Now I coach founders, lead workshops, and get paid to do what I love. It’s not about staying busy—it’s about staying relevant.”
— Tanya, 65, Encore Consultant



STEP 5: LAUNCH WITH CONFIDENCE

You’ve built the foundation—now it’s time to take the leap. This step helps you test your setup, celebrate your launch, and plan for growth.

Launch Checklist:

- ✓ Website or shop is live
- ✓ Offer is clear and priced
- ✓ First outreach message sent
- ✓ Payment method tested



STEP 5: LAUNCH WITH CONFIDENCE

TEST YOUR FLOW

- Ask a friend to go through your site
- Try a mock purchase or booking
- Fix any hiccups before going wide

CELEBRATE YOUR NEW BUSINESS

- Share your launch on social media
- Treat yourself to something special
- Reflect on how far you've come

Need Help?

RetiremintWorks can help you start your business by providing tools to build websites, online stores, and email campaigns. With easy-to-use platforms and step-by-step guidance, you can create a professional online presence that attracts customers and grows your brand

[View Packages](#)



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