

6 SIMPLE-YET-EFFECTIVE LESSONS TO HELP 50-YEAR- OLD+ SMALL-BUSINESS OWNERS AVOID LOSING BEFORE THEY START



YOU DON'T HAVE TO GIVE UP YOUR BUSINESS OR YOUR LIFESTYLE.

Having total separation of your personal and professional interests may sound good, but you still carry your goals, concerns, and responsibilities with you.

A man and a woman are dancing on a beach at dusk. The man is wearing a light blue shirt and shorts, and the woman is wearing a green patterned dress. They are both looking up and smiling. The background is a dark, overcast sky over the ocean.

1

EMBRACE YOUR REALITY

You are your age. You come from where you come from, and you've been through what you've been through to get where you are now. Focus that truth. Make your reality your superpower.

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2

LEARN TO LOVE TO LEARN AGAIN

Technology is speeding up, and the internet and web have changed communication forever. The only way to compete is to understand the elements of the the game, and the only way to do that is to educate yourself. Luckily, there is an entire world of affordable and even free education available to anyone with a computer and internet access.



3

DON'T BE AFRAID OF TECHNOLOGY

The relatively rapid rise of modern tech in the home and workplace can be especially intimidating for those that grew up in a more traditional era. While that's understandable, it should not be used as an excuse for avoiding these tools that can be used by all.



4

IGNORE THE NAYSAYERS

You'll hear the sighs. You'll see the smirks. You'll know they don't believe that you can do it. Good. They'll never know what hit 'em.

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5

MODERNIZE YOUR OWN IDEAS

Don't chase tech, embrace it. It's there to make your life easier, so let it do its job. Take stock of your own ideas—Ideas cultivated over a lifetime—and add modern features and sensibility. You may already be sitting on something revolutionary.

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6

COLLABORATE

Stay open to collaboration. Do your due diligence and protect yourself legally, but stay open minded and look at the experience as an opportunity to grow. You may be surprised by how inspiring you find the process of respectfully sharing ideas.



YOUR PASSIONS DON'T HAVE TO BE AT ODDS

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