

The Mental Journey of the Aspiring Baby Boomer Entrepreneur

A guidebook to help you
through it



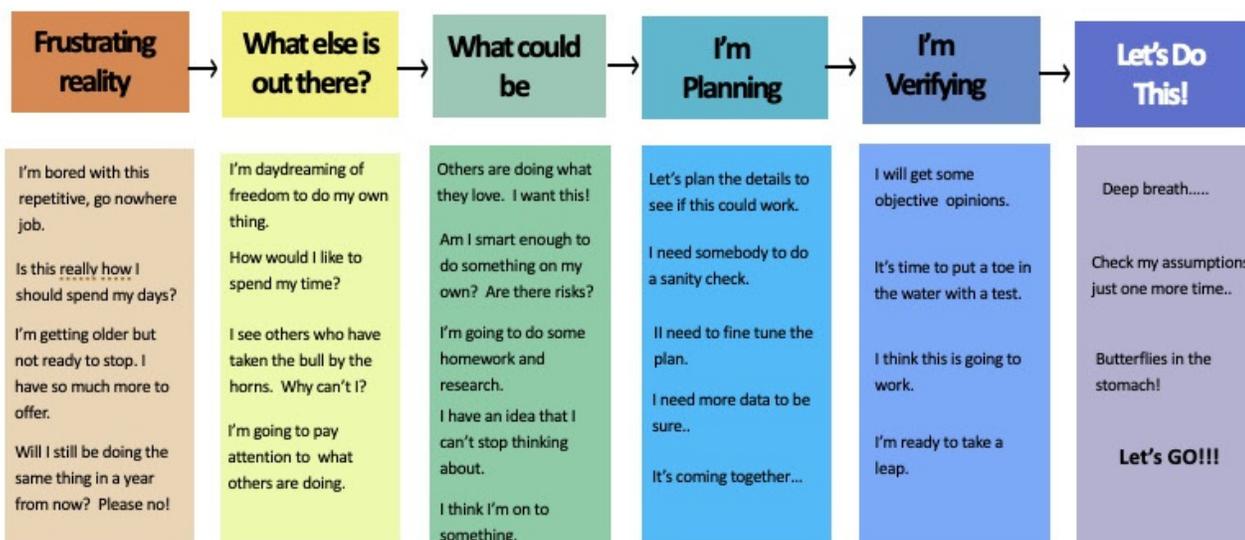
The softer side of Success

Welcome Aspiring Entrepreneurs!

You are not alone! Congratulations on coming to the realization that you are meant to do something new and different. It's exciting, and yet it can be overwhelming. We are here to help calm your nervousness and give you some direction.

Below is a map of the Mental Journey of an Aspiring Baby Boomer Entrepreneur. Please take a look and find where on this journey you are. You may have even more sentiments and concerns than are shown on the map. We're sure that you have had (or will have) many of the thoughts shown below. But please know you are not alone. And the good news is you aren't the first person to have these trepidations. This guide was created to give you some ideas on how to navigate your quest to be in control of your future. Thank you for taking the time to download this complementary list of resources. At the end of this guide there is a sheet on additional ways the team at The Softer Side of Success can help you work through you plans. Be sure to check it out. Now, get on your way!

The Mental Journey of the Aspiring Baby Boomer Entrepreneur



Frustrated Reality

Frustrating reality →

I'm bored with this repetitive, go nowhere job.

Is this really how I should spend my days?

I'm getting older but not ready to stop. I have so much more to offer.

Will I still be doing the same thing in a year from now? Please no!

Does this sound familiar?

You are tired of doing the same old thing and you don't feel fulfilled.

You have outgrown the drudgery of your day-to-day routine.

Your efforts don't feel appreciated. You know things could be done better. Or you just don't care.

It's the thought of "There's got to be more than this to life."

Consider these questions

- How much longer would I like to continue doing what I'm doing now?
- Am I being valued, appreciated, and compensated for my efforts?
- Am I in a position to make any changes if I want to?
- How would I prefer to be spending my days?

Books You Could Read

- **Great Jobs For Everyone 50+, Updated Edition: Finding Work That Keeps You Happy and Healthy...and Pays The Bills**, by Kerry E. Hannon, 2017
- **Change Your Career Baby Boomers!: Motivational Career Guide**, by John Rodsett, 2014
- **Boomer Reinvention: How To Create Your Dream Career Over 50**, by John Tarnoff, 2017
- **Repurpose Your Career: A Practical Guide For Baby Boomers**, by Marc Miller and Susan Lahey, 2013

Articles To Check Out

- **Career Change: Is It For A Baby Boomer?** <https://www.sweatingseniors.com/active-seniors/career-change-is-it-for-a-baby-boomer/>
- **Making A Change.** <https://www.boomermagazine.com/career-changes-for-baby-boomers/>
- **Top 15 Baby Boomer Podcasts You Must Follow** https://blog.feedspot.com/baby_boomer_podcasts/

What Else Is Out There?

What else is out there? →

Does this sound familiar?

I just realized I don't want to continue to waste my time.

I want to consider new possibilities. I have much to offer. I haven't before stopped to consider what else I could do. I need to!

It's time to take a look around me to see what options appeal to me. This is a new way of thinking for me! It's exciting!

I'm daydreaming of freedom to do my own thing.

How would I like to spend my time?

I see others who have taken the bull by the horns. Why can't I?

I'm going to pay attention to what others are doing.

Consider these questions

- What other activities are going on around you that you find intriguing and interesting?
- What has always been of interest to you that you should explore more deeply?
- What activity do you crave to do more? What work activity do you excel and enjoy?
- What are you really good and proficient in?
- Are you a subject matter expert in any area(s)?
- What is a really fun, busy day for you?

Books You Could Read

- <https://www.businessnewsdaily.com/2747-great-business-ideas.html>
- **Dream Bold, Start Smart: Be Your Own Boss and Make Money Doing What You Love**, by Tatiana Tsoir
- **Generating Product Ideas: Actionable Techniques For Finding New Business Ideas**, by Artiom Dashinsky
- **A Life Worth Living: Finding Your Purpose and Daring To Live The Life You've Imagined**, by Kevin John Delaney

Self Help Workbooks:

 *Recommended!*

- **Leverage Your Strengths**, by Jodi Henson, www.jodihenson.com
- **Setting Your Goals in 6 Easy Steps**, by Jodi Henson, www.jodihenson.com

What Could Be?

What could be

Does this sound familiar?

I've had a great idea for a long time but never acted on it. It's time to seriously consider it.

Time's a-wastin. I need to see what else I can do.

Others are doing their own thing, why couldn't I?

What could be involved in pursuing my own project? There are numerous options

Others are doing what they love. I want this!

Am I smart enough to do something on my own? Are there risks?

I'm going to do some homework and research.

I have an idea that I can't stop thinking about.

I think I'm on to something.

Consider these questions

- What needs are out there that aren't being met?
- Where does my true talent lie and how can I offer that to the world?
- Did others think my idea was good too?
- What homework could I do to look into my ideas?
- Who do I know that I could share my thoughts with?

Resources To Tap Into:

How To Do Market Research For Your Business Idea, Nationwide,
<https://blog.nationwide.com/market-research-business-ideas/>

How to Research Your Business Idea, Entrepreneur,
<https://blog.nationwide.com/market-research-business-ideas/>

7 Tips On Spotting Consumer Trends, by Henry Mason, Minute Watch,
<https://minutehack.com/guides/seven-tips-on-spotting-consumer-trends>

Google Trends, www.trends.google.com

Finding Your Element: How To Discover Your Talents and Passion and Transform Your Life, by Ken Robinson and Lou Aronica, 2013

Your Bright Future Breakthrough Workshop,
<https://www.thesoftersideofsuccess.com/yourbrightfuture>

I'm Planning

I'm
Planning →

Does this sound familiar?

Let's plan the details to see if this could work.

I need somebody to do a sanity check.

I need to fine tune the plan.

I need more data to be sure...

It's coming together...

I'm going to do some homework to see if my idea can work

I need some expertise to check my assumptions

Information is critical to see if this is viable

I'm calculating whether or not I can actually do this and make money

I think it could work!

Consider these questions

- What are all the costs involved in my idea?
- Who would buy this?
- What actions are required to bring this to reality?
- Do I have all the resources I need?
- Who could I go to for help?

Resources To Tap Into:

Write Your Business Plan, SBA <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

How To Make A Projected Income Statement, Chron, <https://smallbusiness.chron.com/make-projected-income-statement-36221.html>

How To Test A Business Idea Without Spending a Fortune, Entrepreneur, <https://www.entrepreneur.com/article/317724>

Starting A Business, the balancesmb, <https://www.thebalancesmb.com/starting-a-small-business-4161641>

We Build Communities, America's Small Business Development Center, Contact Your SBDC, <https://americassbdc.org/>

Small Business Resources, www.jodihenson.com/small-business-resources

I'm Verifying

I'm
Verifying →

Does this sound familiar?

I will get some
objective opinions.

I hope my assumptions are right.

It's time to put a toe in
the water with a test.

I need a fresh set of eyes to review my plans.

I think this is going to
work.

Before jumping in, I need to do checking and re-checking.

I'm ready to take a
leap.

I think I've thought of everything, but how can I be sure?

Consider these questions

- What are all the costs involved in my idea?
- Who would buy this?
- Have I adequately tested your idea?
- What actions are required to bring this to reality?
- Do I have all the resources I need?
- Who could I go to for help?

Resources To Tap Into:



Engage With a Success Panel, The Softer Side of Success,
<https://www.thesoftersideofsuccess.com/success-panels>

A 30 Point Checklist For Your StartUp, Small Business Trends, 2018
<https://smallbiztrends.com/2013/04/startup-checklist.html>

Business Startup Checklist, My Company Works,
<https://www.mycompanyworks.com/checklist.htm>

Why You Should Create A Prototype For Your Small Business,
thebalance smb, <https://www.thebalancesmb.com/why-you-should-create-a-prototype-for-your-small-business-4173059>

Your Bright Future Breakthrough, The Softer Side of Success,
<https://www.thesoftersideofsuccess.com/yourbrightfuture>

Our mission at the Softer Side of Success is to help aspiring and existing female entrepreneurs live their best lives and fulfill their dreams.

We are committed to helping you achieve your personally-defined success by providing tools, resources, and support in timely and actionable ways. We take this approach because we value your time and your intentions. Our goals are to always help you:

- Leverage your strengths
- Fuel your passion
- Honor your values
- Generate results
- Value your time

Please visit our website and feel free to reach out to us if you need any assistance in your endeavors! We're rooting for YOU!

www.thesoftersideofsuccess.com

The softer side of Success

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Leverage Your Strengths

Fuel Your Passion

Honor Your Values

Value Your Time

Generate Results

The Monthly Breakthrough

Simple Ways to be Brilliant!

Hone your business skills and grow your business! Every month you will receive a new task/challenge/tip/tricks designed to accelerate your business success. www.thesoftersideofsuccess.com/monthlybreakthrough



Success Panels

No Sharks Allowed; Experts With Heart

Designed for the entrepreneur who wants a live session with a custom-assembled panel of experts to help her tackle her business challenges. All sessions confidential. www.thesoftersideofsuccess.com/success-panels



Get Started Packet

Cheat Sheets for Running Your Biz

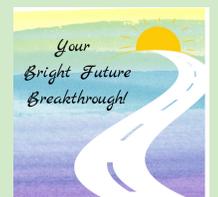
Starting a business requires you to learn at the speed of lightning. The Get Started Packet is packed full of 1-pagers to get you up-to-speed fast with the bottom line info you need on critical business topics. www.thesoftersideofsuccess.com



Your Bright Future Breakthrough

From Idea to Plan!

Small group class meets for (3) 1 hour online sessions to define and test your business idea. Workbook included. You'll know if and how to take your next steps. www.thesoftersideofsuccess.com/yourbrightfuture



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Workbooks Designed to Get Results

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