

Over 50?

Thinking about the next chapters??

Retirement looks different with a(fill in the blanks)



Retirement has many options that allow you to live and experience the dreams of your youth.

My wife and I have never shied away from new or exciting experiences, particularly when it comes to technology.

Hi, we are Bruce and Dorothy, encore entrepreneurs.

We swapped the bulky phones for the Cool minis.

Then it was the flipflop phone.

From memory it was the only thing men were excited about how small something was.

Then it was the touch screens.

We have the top of the range television.

As well as the home automation and smart control tools.

But all this only become possible because of the choices we made regarding how we spent our time.

Many people choose to retire into oblivion.

They do all the traditional things.

You've probably spent at least a little time thinking about what to do in retirement.

How will you fill your days?

Where will you go?

What will you do?

With whom will you spend time?

In retirement, you likely have more options for how to spend your time than ever before.

And, you certainly don't have to settle on only one goal, hobby, or pursuit.

Maybe you'll pursue painting.

Or perhaps skydiving is more up your alley.

Think that's crazy? Geraldine Watson did her first skydive at the age of 85 and loved it!

Did she want to do it again?

No. She had other dreams to pursue.

Retirees don't live a static life.

Things change, and interests may evolve.

Retirement is a time when you get to make the rules and adapt to them as you see fit.

What you dream about today might be radically different from what you want a few years into retirement.

And, with us all living longer now than ever before, it's time to start dreaming bigger.

For us, this was the beginning of a new chapter.

An exciting potential waited for us.

We chose to go into business.

Not just any business.

I did not want a "job".

No coffee shops, lawnmowing rounds etc.

These are just another form of self-employment.

But it had to have a very low investment.

But, and more importantly, the business had to be flexible, portable, and rewarding.

Only required a few hours of my time.

And deliver in a good income.

From anywhere.

Our business and marketing are The Domino Effect.

With the additional income you have new options.

You can change the default future of yourself and others.

You can leave a legacy to whoever or whatever you desire.

But income gives you choice.

People over 50 have more behind them than ahead of them.

Because there are so many of us, countless businesses, and business opportunities, have emerged to cater for our changing lifestyles.

You could start a travel agency, a real estate business, an elderly fitness business, an insurance company, a supplements outlet, healthcare business or even a funeral business.

The list goes on.

None of these appealed to us.

Our business had to have three things:

Start small (so we could do the learning with no risk)

Scale: had to be able to be replicable.

Exit strategy. Income without day-to-day involvement.

Story: Steps: System.>Vehicle= the Domino effect.

Sounds ideal right?

Yes, sounds too good to be true.

Well, it's certainly possible.

Money opportunities exist and many individuals who take advantage of them make a great deal of money.

And yet, many more individuals get involved in the same opportunities and never achieve financial success.

Why? Success or failure in any opportunity is caused by something within the heart and mind of the individual.

Although it is the same company, same product or service, same training, and same compensation, only those who truly have confidence as a Deliberate

Creators will ever have the financial freedom they seek.

Well, I was obviously not the person I thought I was.

I was failing and failing miserably.

But unlike most people, I did not give up.

I did not blame anyone else.

I clearly remember when I was the successful candidate to work in a remote aboriginal community, after having been recruited from my cozy job with a large and successful corporation, the official from the Governing body bet money I would not last.

He also did not understand me.

I am willing to learn what it is inside me that either helps me or holds me back.

So here I am, failing in the online business space. The road to Becoming has had me frustrated, confused, and irritated.

What was it that held me back?

This has been a journey that continues every day. What I have learned about the mind, my identities (both conscious and Unconscious) continues to amaze me.

So, with this new understanding of me I relaunch myself.

Not that I "wanted to be more than I am" I did have some small goals.

Yes, they were achieved and for a while this was and felt right.

Soon I decided that I wanted to be different.

I wanted a business system, not a self-employed job.

I wanted the process to be replicatable.

So, I started marketing that concept.

Ouch, money going nowhere.

I was gifting money to social media platforms. 🤖

So back to the drawing board.

What else did I not know about marketing that was holding me back.

So, another journey of learning.

Whilst this has been a frustrating journey for me, it happened for me, not to me.

I had to learn stuff.

I had to let go of stuff.

I had to examine concepts about me. (not necessarily fun)

My favourite expression is that life reflects your subconscious identity.

If you don't have the life you consciously think you want, its because of your subconscious identity of who you think you are..... is who you are.

This is a short version of my Journey as an online business person.

[The Encore entrepreneur's website](#) has many free resources that you can use to start your journey.

They will shorten the gap for you.

We are here to assist you in the learning and the marketing skills that you must have to be successful.

Warmest regards

Bruce and Dorothy Ross.