

What's in it for you?

Maybe nothing.

Maybe something.

Maybe the stars.

Is it possible?

Is it Probable?

Well maybe it's your time now.

This book was one of the catalysts for us to become entrepreneurs.

To create our Personal Development Coaching Business.

We help people like us to find the answers, solve the problems and to get inspired to create a joyful and abundant life.

When you hit the learn more button, it will take you to our story, our products and what we do. No sign up, just what we do.

If you really do think it's possible for you, we invite you to visit our story.

Bruce and Dorothy.

If this sounds like you,

Ask yourself these few questions.

What do you want?

Do you know what you desire?

Why do you want it?

How will you feel if you get what you want?

How will you feel if you don't get what you want?

What would you want if it wouldn't mean anything about you?

Why haven't you got what you want?

What's your resistance story.

For people ready for a second act in life, an encore entrepreneurship may be the perfect choice.

Certainly, I believe that helping others to become who they want to be is a fantastic business.

Whether you are retired, unemployed, or looking for some extra income, joining the ranks of entrepreneurs over 50 can be a terrific opportunity to pursue a business that will always interest you.

Firstly, who is an encore entrepreneur.

What you are not is a person looking for an encore career.

A job.

Many people take on this role and usually work at not-for-profit type organisations or just take a job.

That really depends on your circumstances.

Encore entrepreneurs are looking into business offerings.

Encore entrepreneurs are people over fifty who have retired, been laid off, or want to supplement their income.

They are people who launch a business venture to monetize a passion—or discover a new interest that can be profitable. Statistics show that we are the fastest growing segment of new entrepreneurs.

Definitely not a job type scenario.

Are you thinking along this idea?

When looking to start your own business you need to ask yourself several questions.

Do you intend to keep working at your current job to have an income while you set up your own company?

Or are you like us?

Retired from full time work but desired to live a joyful and abundant life (whilst still fit and able)?

Starting from nothing?

And many other questions.

In our business we started part-time and will always be part-time.

Hi, I'm Bruce, and with my wife Dorothy, we are "encore entrepreneurs".

There are so many business opportunities available to us savvy seniors.

Our journey has been a real learning experience.

We succeeded thanks to our Coach.

Its why we evolved to become Personal Development Coaches and create this business.

That's why we have created the members' centre to help other mature entrepreneurs.

What you will have is access to all our training, videos, books, and pdf's that we have found to be foundational learning to us going forward to creating our success.

Let me answer the elephant in the room.

Why would we do this?

We are expanding our business and looking for people who would love to be in business and have support.

The Coaching Business has many pathways to success.

Look around you.

How many people who are over Fifty, do you know who are living a joyful and abundant life.

How many have a sense of feeling powerful and alive?

Coaching others to achieve their dream life is so rewarding.

The process is quite simple.

This is not a job, but a "business in a box startup system."

Are you considering becoming an entrepreneur?

Looking for an online business opportunity?

Want something with flexibility and part-time hours?

Desire to be able to earn a full-time income?

Like working with people, not things.

Willing to start from nothing?

Be rewarded based on your capabilities?

Have disposable income to invest in marketing?

Have a desire for a joyful and abundant life.

This is not for you if you want an encore career or job.

Many encore entrepreneurs purchase self-employment jobs.

(Service based jobs, coffee shops etc.)

If that's what you desire to do, this is not for you.

As you are aware, more people fail than become succeed in the online business models.

To become successful, you must be willing to learn.

Willing to learn who you must be so you can do what must be done so, you can have what you want to have.

I know from experience that starting with understanding WHY I want to build a business is going to serve everyone better overall.

What makes you matter is the feeling you are looking for.

It must be a sustainable model that has stood the test of time.

You are, however, going to be strategic and ensure that the business you create is right for your customers, for you, and for the world.

Strategically, you want to find the fastest path to profits.

In my case, it was to start coaching people who were dissatisfied and feeling stuck.

We now focus on want to be entrepreneurs who have a message they want to get out into the world.

Teaching others the steps that I have found to work was crucial.

The plan is to get them results quickly.

And then sell a scalable online program to other likeminded people who desire to become encore entrepreneurs

We have training, the products, the business system, and coaching support.

Coaching and training are essential elements to success.

You cannot outperform your subconscious identity.

If you desire to create a joyful and abundant lifestyle, we urge you to

visit our coaching page to see if this resonates with you.

This will give you an opportunity to gather a lot of information to consider.

Bruce and Dorothy.

One way leads you down a path of settling – resigning yourself to an “okay” life, doing your best to ignore your deeper knowing that you are meant for something more...

OR you can take the other path, filled with impact, joy, freedom, & passion!

This path leads to a life where you are earning great money doing EXACTLY what makes you matter.

Helping others & making a difference as a life coach.

If you're reading this, I believe you know in your heart which path you need to take!

Our team is waiting & ready to empower & support you on this journey.

Click below to book a call with a member of our team – we'll help you discover your unique roadmap to success waiting ahead of you.

[Your dream is closer than you think & it starts right here with this 1:1 conversation.](#)