

# Retiree Small Business Course – Complete Marketing Asset Set

## 1. Ad Scripts

### 1.1 Facebook Ad (Warm and Community-Oriented)

*Script (approx. 45 seconds)*

Remember when retirement meant tee times and grandkids? It can still include those – but it can also include **your own small business**. Imagine turning your hobbies, skills or life experience into something purposeful and low-risk. In the **Retiree Small Business Course**, friendly guide **Chaz** walks you step by step through finding the right idea, planning it, attracting customers and keeping it fun. You'll walk away with a validated idea, a clear marketing plan and a customer strategy that fits your lifestyle. It's practical, simple and designed just for folks like you.

**Enroll today — your retirement business starts here.**

### 1.2 YouTube Ad (Educational and Trust-Building)

*Script (approx. 60 seconds)*

Are you over sixty and thinking, “Now what?” You’ve got decades of experience, a head full of ideas and maybe a desire for a bit more income. Our **Retiree Small Business Course** was built for you. In eight easy modules (or a quick two-week Essentials track), **Chaz** teaches you how to choose a purpose-driven idea, create a one-page plan, market it without hype and build relationships with customers. There’s no tech jargon, no pressure, just practical steps you can follow. You’ll learn how to validate your idea so you don’t waste money, craft a marketing plan that feels authentic and build a customer strategy that keeps them coming back. Thousands of retirees have reinvented their retirement with our help.

**Enroll today — your retirement business starts here.**

### 1.3 Radio/Podcast Ad (Clear and Spoken Cadence)

*Script (approx. 45 seconds)*

**Host:** “Have you recently retired and still feel the urge to stay active and earn money? You’re not alone.”

**Narrator:** “Introducing the Retiree Small Business Course with Chaz — a warm, step-by-step program that helps you turn what you love into a purposeful, low-risk business. You’ll learn to choose the right idea, build a simple plan, attract customers and leave a legacy. No

fancy tech skills needed and no hype. With guided workbooks and clear lessons, you'll finish with a validated idea, a marketing plan and a customer strategy. It's time to do something meaningful."

**Host:** "Ready to get started? **Enroll today — your retirement business starts here.**"

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## 2. Lead Magnet: "5 Retirement-Friendly Business Ideas You Can Start This Month"

This free guide is delivered as a printable PDF and a convenient email-friendly document. It gives retirees a head start on launching a micro-business with little to no startup cost.

### Introduction from Chaz

*Hello, and welcome!*

I'm **Chaz**, your guide for the Retiree Small Business Course. Over the years, I've seen countless friends and clients transform their retirement by starting small, meaningful businesses. They didn't have fancy degrees or investors — they had passion, experience and a desire to stay purposeful. In this quick guide, I'll share **five low-risk ideas** you can start within the next month. These suggestions let you dip your toe into entrepreneurship without risking your savings. Each idea is flexible, fits into a retiree's schedule and can grow at your pace. Let's explore what's possible!

### Five Ideas to Get You Started

1. **Life Experience Coaching** — Use your professional expertise or life lessons to coach others (for example, tutoring new retirees on budgeting or mentoring young professionals). Start by outlining your specialty, then offer one-hour sessions locally or via video call. Use community bulletin boards and social media to find clients. You need nothing more than a phone and your wisdom.
2. **Crafts and Handmade Goods** — Do you knit, sew, paint or woodwork? Create small batches of items and sell them on local marketplaces or at community fairs. Begin by making a few pieces and photographing them. List them on a platform like Etsy or join a local craft fair. Keep overhead low by using materials you already have.
3. **Pet Care Services** — Offer dog walking, pet sitting or pet grooming in your neighborhood. Many people travel or work long hours and need trusted pet care. Introduce yourself to neighbors, post flyers at community centers and set your rates clearly. You'll enjoy exercise, fresh air and furry companions.

4. **Home Organization and Downsizing Help** — Retirees often downsize; young families need help decluttering. If you enjoy creating order, offer to sort, organize and clear out rooms or entire homes. Start by volunteering for a friend, take before-and-after photos and build trust through referrals. Supplies are minimal — labels, boxes and your ability to keep things moving.
5. **Digital Services for Seniors** — Many older adults are intimidated by technology. If you're comfortable with computers, offer services such as teaching basic email use, setting up tablets or creating photo books. Advertise through libraries, community centers or online groups. Charge by the hour and be patient; your help is invaluable.

## One-Page Checklist: Launch Your Idea

Print this checklist or fill it out on your computer — it's a single page you can keep on your desk. For each idea you're interested in, check off the boxes as you move forward.

1. **Identify Your Skills and Interests** — Make a short list of things you enjoy and are good at.
2. **Choose One Idea** — Pick one idea from this guide that excites you.
3. **Describe Your First Service/Product** — Write one sentence about what you will offer.
4. **Name Your First Customer** — Think of one person who could use this service or product.
5. **Set a Start Date** — Circle a date within the next two weeks to take your first action.
6. **Tell a Friend** — Share your goal with a friend or family member to create accountability.
7. **Take the First Step** — Whether it's creating a flyer, posting on social media or buying supplies, do one small thing to move forward.
8. **Track Your Progress** — Use the space below to note what you've done.

Once you've tried an idea, revisit this checklist to refine and expand.

## Teaser: Go Deeper with the Full Course

These five ideas are just the beginning. In the **Retiree Small Business Course**, we'll guide you in selecting the best idea, validating it with real customers, creating a simple plan, building a trusted brand and growing at a pace that suits your life. You'll receive video lessons, worksheets (both printable and fillable) and personalized support from me. **Enroll today — your retirement business starts here.**

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### 3. Landing Page Copy

#### Headline

**Turn Your Retirement into a Thriving Small Business — Start with Our Step-by-Step Course**

#### Sub-Headline

**No tech skills required. No pressure sales. Just practical steps for retirees who want purpose, flexibility and extra income.**

#### Section 1: Who This Is For

Are you between sixty and seventy-five, living in the U.S. or Canada, and looking for something more than leisure? Do you want to stay mentally engaged, supplement your income and use your lifetime of experience to help others? Our course is designed for retirees who value community, learning and independence. You don't need a business background; you only need curiosity and a willingness to try.

#### Section 2: What You'll Achieve

- **A Validated Business Idea:** Through guided exercises, you'll discover and test ideas that suit your interests and market needs.
- **A One-Page Business Plan:** Forget fifty-page plans; we help you craft a concise, actionable roadmap you'll actually use.
- **A Simple Marketing Plan:** Learn how to attract and retain customers without hype or high costs.
- **Customer Strategy:** Build lasting relationships and deliver value, creating satisfied customers who return and refer friends.
- **Legacy & Purpose:** Turn your work into something meaningful that leaves an impact beyond yourself.

#### Section 3: Course Features

- **Eight Comprehensive Modules** — from finding your foundation to marketing, time management, finances, customer relationships and beyond.
- **Condensed Essentials Track** — complete core lessons in just ten hours if you prefer a faster pace.
- **Video Lessons & Workbooks** — watch Chaz explain each concept, then apply it using printable and fillable worksheets.
- **Lifetime Access** — learn on your schedule and revisit lessons any time.
- **Retiree-Friendly Support** — optional live Q&A sessions and a supportive community of fellow learners.

## Section 4: Chaz's Credibility & Story

Chaz spent twenty-five years in the corporate world before starting his own consulting business in his sixties. He understands the fear and excitement of stepping into entrepreneurship later in life. After helping hundreds of retirees launch micro-businesses, he distilled the most important lessons into this course. His warm teaching style, plain language and real-life stories make you feel like you're learning from a trusted friend.

## Section 5: Simple Enrollment CTA with Guarantee

Ready to reinvent your retirement? Click the button below to enroll in the Retiree Small Business Course. You'll have immediate access to all modules, worksheets, live calls and our community. And because we believe in this program, we offer a **thirty-day, no-questions-asked money-back guarantee**.

**Enroll today — your retirement business starts here.**

## FAQ (Frequently Asked Questions)

### **Q 1. How much time does the course take?**

You can complete the Essentials track in about ten hours. The full Mastery track runs for eight weeks with one hour of study per day. You set your pace.

### **Q 2. Do I need to be good with computers?**

No. The videos are easy to follow, and all worksheets are available as both printable PDFs and simple online forms. We also offer support if you need help.

### **Q 3. What if I don't have a business idea?**

The first module guides you to explore your interests and market needs. Many retirees discover ideas they hadn't considered before.

### **Q 4. Is this expensive to start?**

We focus on low-risk, low-cost businesses. Most of the ideas can be started with little or no upfront investment, and we show you how to budget wisely.

### **Q 5. What if I change my mind?**

You're covered by our thirty-day money-back guarantee. If you decide it's not for you, just let us know.

### **Q 6. Will I get help after the course?**

Yes. You have lifetime access to the material, and our community continues to support each other. We also host periodic Q&A sessions.

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## 4. Optional Email Nurture Sequences

### Sequence 1: Lead Magnet Downloaders (Non-buyers)

**Email 1 - Subject: “Your guide is here — let’s start something new”**

Hi there,

Thanks for downloading our “5 Retirement-Friendly Business Ideas” guide. I hope you enjoyed the possibilities. Which idea stood out to you? Remember, every successful retiree business starts with a single step. In our full course, I walk you through choosing your best idea, testing it and turning it into a plan that works for you. If you’re ready for a deeper dive, I’d love to help.

Warmly,  
Chaz

**Email 2 - Subject: “Taking the next step doesn’t have to be scary”**

Hello again,

Many retirees hesitate to start a business because they worry about technology, risk or time. Our course removes those barriers — the lessons are easy to follow, the businesses are low-risk and the schedule is flexible. You’ll finish with a validated idea and a marketing plan that doesn’t feel like sales. If you have questions, just hit reply and ask. You’re closer than you think.

Best,  
Chaz

**Email 3 - Subject: “Last call for our retiree business course”**

Hi,

This is your final reminder that enrollment for this cohort closes soon. I don’t want you to miss out on turning your ideas into reality. Imagine six months from now, running a small business you love and earning extra income. That’s what other retirees have done with this program. If you’re ready, click here to join us. We offer a thirty-day guarantee, so there’s no risk.

See you inside,  
Chaz

### Sequence 2: New Students (Post-purchase Welcome)

**Email 1 - Subject: “Welcome! Let’s get started today”**

Hello and welcome to the Retiree Small Business Course!

I’m so glad you’ve decided to take this journey. Start by logging in to the course site (link included) and watching the short orientation video. Download or open the worksheets for Module 1 (“Your Foundation”) and

schedule your first hour of study this week. If you have any questions, I'm here to help. Let's make your new business a reality.

Warmly,  
Chaz

**Email 2 - Subject: "You're making progress"**

Hi again,

How is it going? By now you should have completed your foundation exercises and started drafting your big picture for life and business. Remember, there's no rush — take your time and enjoy the process. Feel free to post in our community forum and share your ideas. Often, fellow retirees provide great feedback. Keep going!

Best,  
Chaz

**Email 3 - Subject: "Looking ahead — customers and legacy"**

Hello,

As you enter the later modules, you'll work on marketing, budgeting and finding your first customers. I encourage you to celebrate each small win — a completed worksheet, a finished video, a conversation with a potential client. Your confidence will grow with each step. After you finish, I'd love to hear your story.

Warmly,  
Chaz

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