

So You Want To Retire?

By Steve Searls

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Steve Searls
steve@parttimesolutions.com

PartTimeSolutions.Com <http://www.parttimesolutions.com>

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Would you like to retire in 3 - 5 years or sooner? I know I would. But is it realistic?

There are no guarantees when you run your own business. This isn't Social Security. But then, maybe that's a good thing.

When I started marketing on the Internet, I had my goals and dreams, just like you do. I signed up with a few business opportunities and dreamed of the day when my biggest worry was having to go all the way down to the bank to cash my stack of paychecks.

Well it hasn't happened. Yet! Oh I made a few bucks along the way, but I'm not ready to retire by any means. Besides, I'm just starting to enjoy this.

So what can you do to be able to retire and still live the life you want to live? Consider these options.

1. Invest. I know that this isn't what you wanted to hear, but let's be sensible. Maybe you'd like to live in a 100 room mansion on a tropical beach or travel the world. (Why would you need a 100 room mansion if you're never going to be home?)

But what happens if your income is suddenly reduced or disappears altogether? It can happen.

Try investing in CD's, bonds, mutual funds, or at the very least, put it in the bank. It may not generate the type of

income you would like, but at least it'll be there.

2. Build an Audience. There are thousands of newsletters and ezines being published on the Internet. They're all unique in their own way, but the good ones all have one thing in common. They provide their subscribers with valuable information and services. In the process, they're building an audience. Many of their subscribers come to rely on them and trust them. When a subscriber has a need, who do think they will turn to first? Their ezine publisher.

This also works in reverse. When the ezine publisher finds something he/she feels good about, who will be the first to know about it? The subscribers. And the subscribers are more likely to follow the publisher's advice because of the trust they have in him/her.

Consider starting your own newsletter. It doesn't have to be elaborate. Just make it useful and informative. There are many sites on the Internet that provide articles and material for you to publish. Here's just a few.

<http://www.clickforcontent.com/cgi-bin/epro/print.pl>
<http://www.successdoctor.com/archive.htm>
<http://www.bizpromo.com/free/>
<http://www.bizweb2000.com/articles.htm>
<http://www.ktamarketing.com/articles.html>

If you'd like a step-by step guide to creating and promoting your own newsletter or ezine, visit my site at <http://www.parttimesolutions.com>

3. Diversify. It's not uncommon for an Internet based business to disappear overnight. They come and they go. If that business is your only source of income, you're screwed.

Divide your time and money among 3 or 4 businesses. If one disappears, you'll still have an income from the others. Reinvest your time and money into another opportunity. If you've done your homework and built an audience, you should have thousands of people who know and trust you, and quite possibly just lost their income, as well. Be a leader and show them the way.

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Steve Searls is the editor of The Blade Marketing Newsletter from PartTimeSolutions.Com. If you have any questions or would like to subscribe to The Blade, go to <http://www.parttimesolutions.com>
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