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**The Happypreneur!**

**Internet Strategies for Mature  
Work at Home Women**



## **SPECIAL REPORT**

### **7 Secrets to Work at Home Success for Women 50+**

Hi, I am Celene Harrelson, the Happypreneur! I'm a 50 something grandma with several home businesses that I work from my trusty computer. I had an illness that took me out of the workforce several years ago of which I am blessed to say I am totally recovered. I'm now the primary care giver for my 84 year old mother and I help my single daughter raise her son. This keeps me very busy and at home. I needed to find a way to make an income from home and the time freedom to work around my obligations. Taking care of my family comes first and foremost to me, so I really needed to have flexibility. This was the beginning of my journey into the unknown world of internet marketing. It can be a pretty scary lonely place if you don't know what you're doing and have no one to guide you. I've come a long way since I started and it's a continual learning process, I am still learning everyday! We Baby Boomer gals have a longer learning curve than a tech savvy 25 year old and not many internet coaches and mentors focus on us. I learned the hard way what not to do, that's for sure. My goal is to keep you from making the same costly mistakes.

**Here are 7 Secrets (or misconceptions) for women 50+ who want to build a successful home business.**

- ✓ You do not have to break the bank to get started. You can build an online business on shoestring budget and build up as you become profitable.
- ✓ You don't need expensive web designers to hold you hostage while building the perfect website for you before you can get started.
- ✓ It's not necessary to spend outrageous amounts of money on advertising. You can do most if not all of your own marketing.
- ✓ You don't have to be a technology wizard to build a successful internet business. If you can check your email and surf the internet you can learn to build a business online.
- ✓ You can make money online in unlimited ways. You don't have to purchase thousands of dollars of inventory to have something to sell. Build a business around something you know and enjoy. Almost anything you can think of can become a business model from writing to scrap booking to good clerical skills. You know how to do something better than someone else and others will pay to learn it or buy it.

✓ Everything doesn't have to be perfect. Just get started and tweak as you go. Nothing is perfect. If you strive for perfection, you will never get going. Perfect smacks of "slick" so just be you. That's what people want. Honesty and authenticity.

✓ You need to find a mentor who will help you. Choose well and stick with them. Stop following the next shiny thing that moves across your screen. Get focused and make everything you do for your business count.

We are part of a generation of feisty, intelligent, experienced, knowledgeable, gutsy wonderful women! We have moxie. We're tough, no matter what they throw at us, we have and will overcome. We've been through too much to compromise our beliefs. We are our authentic selves no matter what. That resonates with people. You can do this. I know you can because I am you.

May your business be blessed,  
Celene Harrelson, The Happypreneur!

If you want more free in-depth information on how to build an internet business visit me at:

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