

*Work from home ideas for senior citizens*

# **Work At Home & Digital Marketing** *For Seniors*



# **CHEATSHEET**

## Work at home opportunities for Senior Citizens

- Virtual assistant
- Customer care representative
- Freelancer
- Blogger
- Translator
- Business Consultant
- Tax Accountant or Bookkeeper
- Online Tutor
- Online Seller
- Virtual Juror
- Graphic Designer
- Offline jobs
- Cook, Baker and Caterer
- Childcare
- Pet sitter
- Painting/ Hand crafting
- Auto repair
- Gardening

## Virtual assistant

- Focus on your specialization
- Find platforms with lots of ads for VA's with your qualifications
- Build a portfolio first

## Customer care representative

- Pick a remote platform
- Interview
- Setup your CSR schedule

## Freelancer

- Full-time, part-time or freelance
- Great for people who prefer flexibility and freedom to work at their convenience
- Lots of opportunities online
- 3 main selections: graphics artists / writers / marketers
- 2 main ways to get projects: own website / freelance matching platforms

## Blogging

- Most flexible but also the riskiest
- The key is to find the right niche / build a brand / constantly develop traffic sources

## Translator

- Great for people who can speak/write a second language
- Get work through platforms
- Get paid more through specialization

## Business Consultant

- Leverage your experience
- Earn more through specialization
- Provide services through 1:1 engagement or pre-written materials

## Tax Accountant or Bookkeeper

- High value skill set
- Set up a website and attract clients
- Join a platform and get clients
- Reach out via linkedin

### Online Tutor/ Teacher

- Leverage your experience
- Get clients through your own site or through a platform
- Earn more through specialization

### Become an Online Seller

- Find niche
- Set up your own blog or open a shopify account
- Find a dropshipping source (Aliexpress)
- Set up software to auto-order any orders you get from your source

### Become a Virtual Juror

- Sign up to an online juror platform
- Turn your spare time into spare cash

### Other Work at Home Opportunities

- o Cooking, Baking and Catering
- o Childcare
- o Caring for Pets
- o Painting/ Hand crafting
- o Auto repair
- o Gardening
- o Take out Craigslist ad / Set up your own website

### Where to get Online Jobs

3 sources

- Go your own way
- Online ads
- Promote your blog
- Linked in outreach

Pros (specific / control the discussion / charge higher rates) / Cons (marketing-specific / need to be marketing proficient)

- Microsourcing/1 task platforms

Pros (job-specific) / Con – competition / price sensitivity

- Job Matching Platform

Pro (clients post projects) / Con – competition / price sensitivity

## Digital marketing for seniors

Start a blog to promote your service

- address basic questions
- offer buyers' guide
- create online resources that address users' needs

Create a sales funnel with your content

- your blog content must lead to sales
- info pages > selection pages > conversion pages
- you must aim to convert, convert, convert

Promote your content on social media

- find social media sub-sections (pages / groups)
- create social media accounts
- share your content on your accounts
- promote your social media account content on sub-sections
- curate third party content on your sm accounts
- use automation software to draw eyeballs and publish

Promote on Quora

How to do it

Pro / Con

Promote via Guest Posts on Blogs

How to do it

Pro / Con

Promote on Reddit

How to do it

Pro / Con

Promote on Forums

How to do it

Pro / Con

Promote on Facebook comments plugin-powered blog posts

How to do it

Pro / Con

Promote on Pinterest

How to do it

Pro / Con

Promote on Blog comments

How to do it

Pro / Con

FB page comment

FB group

Buy Paid Ads

- FB ads

- Google Adwords PPC

