

# STRICTLY SENIORS

## Allstate Building

972 Radio Road  
Little Egg Harbor, NJ 08087  
(609) 294-8415

**MaguirePhD@comcast.net**

**www.StrictlySeniors.com**

Think it's too late to start a business? Think again. It's never too late.

Indeed, the fact that entrepreneurship is even alive these days is largely thanks to America's seniors. According to a 2009 report by the Ewing Marion Kauffman Economic Foundation, Americans over the age of 55 have a higher rate of entrepreneurial activity than those aged 20 to 34. The report even goes so far as to predict that the United States is on the cusp of an entrepreneurship boom and that seniors will be driving the movement.

We are an aging society, and the older population is now more active. Seniors also have the desire and **need** to generate additional retirement income due to economic factors.

Many older job seekers have given up on finding employment and are looking for other ways to make money in order to live the lifestyle they had hoped to live during their retirement years. And if that requires investing their capital in themselves, as opposed to the market that has "halved" many of their portfolios, they stand ready to do so.

**Not only can a professional service business such as Strictly Seniors supply a current level of income that rivals that of a top executive but the business can also be generationally passed down.**

The recent downturn in the economy is currently driving even more seniors to look towards business ownership **whether through an active or passive interest.**

Older people have a defined wisdom in their years.

- They often better understand how to work effectively with others.
- They often have deep experience building teams, possess a successful track record managing people, and have weathered the ups and downs of economic cycles.
- They are resilient.
- They bring their experience and know how to work through issues.
- They see and often value more quickly the benefits of following a system while blending their own learning to make their business even better

A study by researchers at the University of Michigan found that older people were more likely than younger people to succeed in a professional service environment, as the very essence of their entire adult skill sets come to bear.

Contact me today for an Executive Summary defining this Senior Business Opportunity.

Respectfully,  
Dr. Francis John Maguire, Ph.D.