

FINISHING STRONG:



How Senior Professionals Can Take Charge and Write Their Own Career Final Chapter.

After years of unwavering dedication, relentless hard work, and a steady climb up the corporate ladder, many senior professionals find themselves at a pivotal crossroads. You've notched impressive career milestones, but now you're grappling with the uncertainty of what lies ahead. We empathize with this crucial juncture in your professional journey at The Entrepreneur's Source®.

Is this all there is? How do I make the most of my final 10-20 working years? Will I be forced to retire before I'm ready? How can I build a legacy?

These questions are not only common—they're critical to address. Your experience, wisdom, and skills are invaluable assets, yet many organizations fail to recognize their true worth. The good news? You have more options than you might realize to take control and finish your career on your terms.

- The Reality for Senior Professionals Today: The numbers reveal a challenging landscape for experienced executives and professionals.
- 56% of workers over 50 report being pushed out of long-term jobs before retiring (AARP Workplace Study, 2024).
- Senior-level workers typically spend twice as long searching for new employment as mid-career professionals (Bureau of Labor Statistics, 2024).
- 64% of executives over 55 report experiencing age discrimination in their career advancement (ExecuSearch Professional Placement Survey, 2024).
- The median income drop for professionals who lose jobs after age 50 is 42% (Urban Institute Research Report, “Later-Life Job Loss”).
- Only 24% of senior executives say they control when and how they’ll end their career (Harvard Business Review, “Executive Career Transitions”).

These statistics confirm what many senior professionals already feel: despite your knowledge and contributions, the corporate world often devalues experience in favor of lower-cost, younger talent.

There are Hidden Costs of the Status Quo, and continuing on your current path may come with significant downsides:

- **Financial Vulnerability:** Corporate restructuring and downsizing often target higher-salaried positions first, putting your financial security at risk just as you approach retirement.
- **Legacy Concerns:** After decades of building skills and knowledge, many professionals worry about transferring this wisdom and making a lasting impact.
- **Lost Potential:** The final chapter of your career should be the most rewarding. Leveraging all you’ve learned to achieve your most tremendous success.
- **Health Impacts:** Stress from job insecurity or feeling undervalued can affect physical and mental health during crucial pre-retirement years.
- **Identity Crisis:** After defining yourself through professional achievements, an abrupt or forced career end can leave you questioning your purpose and value.

What if your career’s final chapter could be its most fulfilling? What if you could:

1. Control when and how you retire
2. Build transferable wealth and equity
3. Share your expertise on your terms
4. Create a meaningful legacy
5. Enjoy a greater work-life balance

For countless senior professionals, business ownership has proven to be the path to a fulfilling final chapter in their careers. It's a way to leverage decades of experience while regaining control of your professional destiny.

Debunking Myths About Late-Career Business Ownership: The truth is, you're not alone in this journey. There's a wealth of support and resources available to guide you through the process of late-career business ownership.

Myth 1: "I'm too old to start a business."

Truth: Experience is a tremendous advantage in business ownership. The Kauffman Foundation reports that entrepreneurs over 55 are twice as likely to launch high-performing businesses as those under 35.

Myth 2: "Starting a business requires too much risk at my age."

Truth: Established franchise systems offer proven models with comprehensive training and support, significantly reducing risk. According to the International Franchise Association, franchise businesses have a 90% success rate over five years compared to 15% for independent startups.

Myth 3: "I don't have enough time before retirement to build something worthwhile."

Truth: Many business models can be built and produce significant income within 2-3 years, with proper exit planning providing ongoing income after your active involvement ends.

Myth 4: "I'd have to drain my retirement savings to start a business."

Truth: Multiple funding options exist for experienced professionals, including 401(k) rollovers without penalties, SBA loans, and seller financing that preserve retirement accounts.

Myth 5: "I don't have the energy to start something new."

Truth: Many senior entrepreneurs report renewed energy and purpose when pursuing business ownership. Building something you're passionate about can be energizing rather than draining.

The data shows that mature professionals bring significant advantages to entrepreneurship. With the right mindset and support, you can turn your years of experience into a thriving business.

- Business owners over 50 are 5x more likely to achieve business success than those under 30 (Global Entrepreneurship Monitor, 2024 Report).
- 70% of businesses started by professionals with 20+ years of corporate experience remain profitable after five years, compared to 25% of those started by young entrepreneurs (Small Business Administration Study).
- Senior entrepreneurs report 25% higher average annual profits than the general small business average (Franchise Business Review, “State of Franchising 2024”).
- Entrepreneurs over 55 are twice as likely to launch high-performing businesses as those under 35. (Kauffman Foundation Research Report)
- 61% of business owners over 50 report using their industry knowledge as a key competitive advantage. (SCORE Association)
- Businesses founded by senior professionals have a 30% higher five-year survival rate. (Census Bureau Business Dynamics Statistics)

Success Stories: Senior Professionals Who Finished Strong

Richard's Story: From Corporate Casualty to Business Owner: After 28 years with the same company, Richard received life-changing news during what he thought was a routine meeting: his position was being eliminated. At 58, he faced limited options in his industry, where younger, less expensive talent was preferred. Working with a Career Ownership Coach® from The Entrepreneur's Source, Richard explored business models that could leverage his operations expertise. He discovered a B2B services franchise that valued his experience and connections.

Richard's business exceeds his former corporate salary by 47% three years later. “Being forced out of my comfort zone was a blessing,” he says. “I'll work as long as I want to, and I've created something my children can take over if they choose.”

Barbara's Story: Building a Legacy Business: As a senior marketing executive, Barbara felt increasingly sidelined despite her track record of success. New leadership focused on digital initiatives led by younger team members, while her strategic input was often overlooked. Rather than accept a diminishing role, Barbara worked with her Career Ownership Coach® to find a business that would value her expertise. She invested in a marketing services franchise where her client relationship skills and business acumen proved invaluable.

“I now have something tangible to show for my decades of experience,” Barbara shares. “I’ve built a business to sell or pass to family members. Either way, my career will end with an exclamation point, not a question mark.”

Michael's Story: From Burnout to Balance: Despite his C-suite title and impressive salary, Michael felt trapped in a role that demanded 70-hour weeks and constant travel. As he approached his 60s, he questioned whether this pace was sustainable or desirable. His Career Ownership Coach® helped him identify a business model that would provide strong returns while allowing him to scale back his active involvement. Michael now owns three locations of a home services franchise, earning more than his executive salary.

“I thought my only options were grinding away until traditional retirement or giving up my income,” Michael explains. “Now I have the perfect balance of professional engagement and personal freedom.”

The Role of a Career Ownership Coach®

Transitioning from senior executive to successful business owner requires careful navigation. A Career Ownership Coach from The Entrepreneur's Source® provides critical guidance in this process.

- **Assess Your Goals:** Clarify what you want to achieve financially, personally, and professionally in your career's final chapter.
- **Leverage Your Experience:** Identify how your skills and knowledge can transfer to business ownership.
- **Evaluate Options Objectively:** Explore business models aligned with your strengths and goals without bias toward any opportunity.
- **Exploring Financing Solutions:** Helping to navigate funding options that protect

retirement assets while maximizing investment potential.

- **Plan for Succession:** Build a business with clear exit strategies that support your long-term legacy and financial goals.
- **Make Confident Decisions:** Get the support and objective feedback needed to move forward confidently.

Career Ownership Coaches® specialize in helping senior professionals leverage their experience while avoiding common pitfalls in business selection and startup.

Working with a Career Ownership Coach® follows a proven and Patented methodology:

1. **Reflection:** Your coach helps you evaluate your career journey, identifying the skills, experiences, and connections that provide your unique advantage.
2. **Vision Development:** Through structured exercises, you define your ideal outcome in terms of Income, Lifestyle, Wealth, and Equity (I.L.W.E.®).
3. **Options Education:** Your coach introduces business models that align with your goals and leverage your professional background.
4. **Due Diligence:** With guidance, you thoroughly investigate opportunities, connecting with other business owners from similar professional backgrounds.
5. **Decision Support:** With complete information, you decide whether business ownership is your best path forward and which opportunity offers the right fit.
6. **Transition Guidance:** Your coach supports your journey from executive to entrepreneur.

This process is designed for senior professionals who must make strategic decisions quickly but thoroughly. Your Career Ownership Coach® is an objective advisor who helps you evaluate options based on your unique circumstances and goals.

What if Taking Control of Your Future could begin with just a phone call?

The journey to writing your career's final chapter begins with a single conversation. A

complimentary discovery call with a Career Ownership Coach® can reveal possibilities you may never have considered.

This conversation isn't about making an immediate career change. It's about clarifying what's possible so you can make informed decisions about your future.

Many senior professionals report that this initial discussion brings immediate relief. Finally, someone recognizes the value of your experience and can show you how to capitalize on it during your career's final chapter.

At The Entrepreneur's Source®, your decades of experience deserve respect, and your career deserves a strong finish. Proper guidance makes the final chapter of your professional life the most rewarding.

Your path to regaining control begins with a simple conversation. Our Career Ownership Coaches® are ready to help you explore possibilities without pressure or obligation.

The question isn't whether you have what it takes to succeed in business ownership. Your experience has already proven that. The question is: Are you ready to make that call and use that experience to write your ending?

About The Entrepreneur's Source

The Entrepreneur's Source® is North America's leading career ownership coaching franchise. For over 40 years, we've helped thousands of individuals, including many senior professionals, explore business ownership as an alternative to traditional employment or retirement. Our patented coaching process empowers people to take control of their careers and achieve their Income, Lifestyle, Wealth, and Equity goals.

To schedule your complimentary discovery call with a Career Ownership Coach®, visit www.entrepreneurssource.com or call 1-800-289-0086.

