



Digital Tools to Boost Your Business

Why Start a Business?

- Supplement income
- Pursue your passion
- Be your own boss
- Achieve a more flexible lifestyle

Platforms for Online Businesses

- [Etsy.com](https://www.etsy.com)
- [eBay.com](https://www.ebay.com)
- [Thumbtack.com](https://www.thumbtack.com)
- [Zoom.us](https://www.zoom.us)



Reasons to Use Social Media for Marketing

- Reach
- Connect
- Creative
- Display
- Current
- Inexpensive

Online Payment Services

- [Venmo.com](https://www.venmo.com)
- [PayPal.com](https://www.paypal.com)

Small Business Resources

- [Work for Yourself@50+](https://www.workforyourself50plus.com)
- [Association for Enterprise Opportunity](https://www.aarp.org/entrepreneur)
- [The Small Business Administration](https://www.sba.gov)
- [SBA Office of Small Business Development Centers](https://www.sba.gov/development-centers)
- [SBA Office of Women's Business Ownership](https://www.sba.gov/women)
- [SCORE](https://www.score.org)