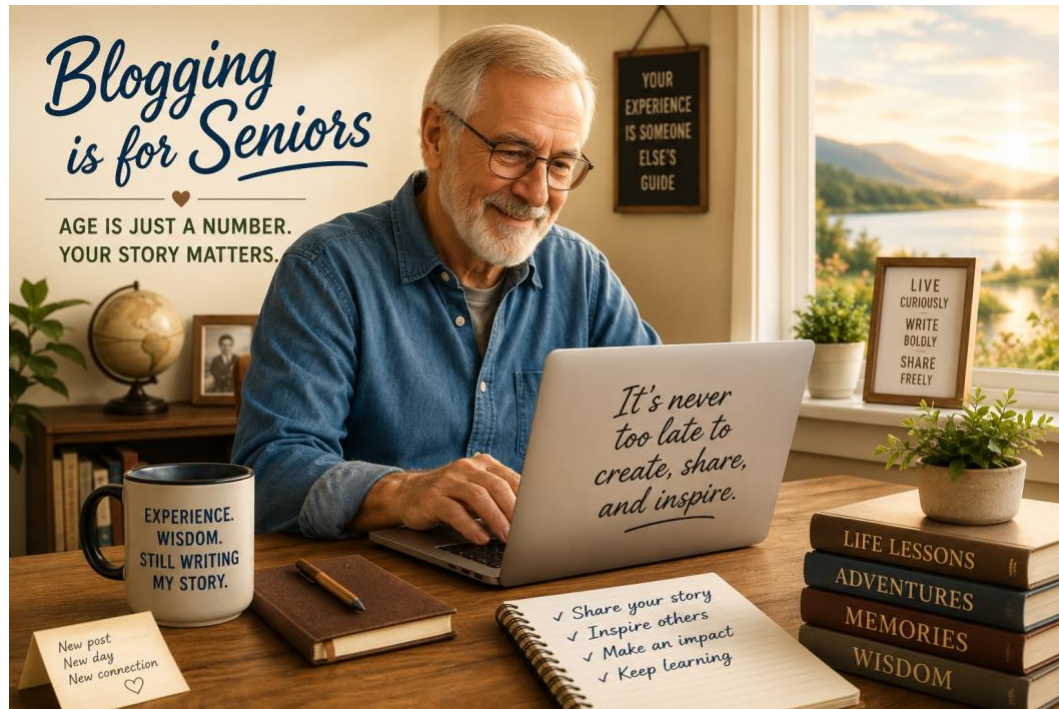


Blogging is for Seniors

By Curtis Jerry Smothers



Age is Just a Number

When you turned 50 you received your first offer to join the AARP. When you got your membership card you may have felt like an unwilling inductee into the ranks of so-called senior citizens. Now that you've had a few years to get used to that hallowed status, you probably know how Supreme Court Justice Oliver Wendel Holmes at age 90 felt when he said, "Oh, to be 70 again!"

Then, again, age is but a number, and you are defined not by that number but by what you have accomplished and experienced during your life so far as well as what you still have to give. The former -- experience -- is pretty much written in the past; the latter -- your potential to contribute more -- is a function of your remaining ambition and desire to give even more.

If you think about it, the statement above about the past and future really comes down to somewhat of a tautology of the present: What you have to give is based on what you've experienced and accomplished and vice versa. Having choices about how to spend your time in the present is one of the best benefits of being a retired senior, regardless of the age of your AARP membership card.

Consider Blogging

Here's a choice to consider, especially if you enjoy writing: Why not tap into your accomplishments and experiences that made you the seasoned and wise person you have become? The web is your oyster and you can begin now, this minute, and start your own personal blog. Just Google "free personal blog sites" and take your pick.

When inspiration strikes, you can use your personal blog to chronicle, expound, gripe, or just describe what's going on in your world. When you go on vacation, take your laptop or tablet and tap into your blog to describe your travel experience, for example. When you undergo one of those creepy *deja-vu*/ *been-there done-that* moments but everyone else seems clueless, write it down.

Write something every day. The free blog is your warmup. If you're interested in the "in-pajamas" equivalent of a part-time job, consider blogging for pay. You won't become rich, but the extra income is more of a testimony to your success than the foundation of your portfolio. Besides, if you've planned well, you probably don't need the money, but earnings are always good for the ego.

Experience Matters--Seasoning Is Part of it

So think about what was going on in your previous life that makes you a walking expert on something. Whatever it was, don't think that your knowledge and experience are obsolete and no longer relevant.

In the information age, truly, everything old is new again. News and information just break faster and reach more people, and all those websites offering goods and services out there are like a classroom of rabid students raising their hands and shouting "Me! Me!" All that white noise is the basis for blogging for pay, a vast and lucrative writing opportunity for seniors.

Get Paid to Adorn Websites of all Stripes

Here's why: If someone wants to lure people to log in to their cyber sales floor, stay a while and buy something, the vendor must have stocked the site with a healthy mix of quality content. A huge part of that mix is a periodic blog, and it has to be interesting and constantly updated. Long story short: writers of every ilk are needed now and clients are willing to pay to have their sites adorned with decent blog writing.

You Don't Have to be a Scholarly Scribe

Of course, decent doesn't mean the writing has to be Pulitzer Prize quality. If you can write an interesting e-mail describing some experience that doesn't prompt people to start looking up the meaning of soporific, you can write a blog. (Remember the previous advice about keeping a personal travel blog?) With practice you'll get really great and your muse will continue to serve as a vast reservoir of knowledge and experience that earned you that AARP card in the first place.

While you're looking around for blogging opportunities, don't forget those quality content sites. For example, nDash and sites like Writer Access, and Verblilio can be your connector to clients who are eager for seasoned writers and willing to pay well.

You can start earning right away. Start networking with a huge group of freelance bloggers who would love to meet you online in a writing experience that is demonstrably more than the sum of its parts.