

# 7 **INSIGHTS** TO STARTING AN ONLINE BUSINESS

ONE YOU **LOVE** THAT FITS YOUR **LIFE**



WITHOUT HAVING TO **CREATE** YOUR OWN PRODUCTS



## **PLENTY STREET**

**Where Abundance Resides**

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# Welcome

If you've ever thought, "It's too late for me to start something new," this guide is for you.

I'm Kate, and I've worn many hats in my life. nurse, truck driver, soap maker, Airbnb Superhost, wife, mother & grandmother and online business mentor.

Like many, I once believed success online was only for the young or the super-techy. But I discovered a way to create income that fits around my life, not the other way around. In this short guide, I'll share seven insights to help you see how an online business can work for you, too.



# Insight 1.

## Start With Your Lifestyle in Mind

Instead of asking, 'What business should I start?' ask, 'What life do I want to live?'

Want more time for travel? Flexibility to be present for family? Energy to enjoy hobbies and adventures? Start there.

Your business should be designed to fit into your lifestyle, not squeeze your lifestyle into it.



### Reflection:

*Write down 3 things you want more of in your life.*

# Insight 2:

## Linear Income vs Leveraged Income

Traditional jobs trade time for money.  
If you stop working, the income stops too.

An online business allows you to create leveraged income, where systems, automation, and community support keep things moving, even when you're not glued to your desk.

Affiliate marketing is one example. You share valuable products or services, and the company takes care of delivery, support, and payment.

You focus on connecting and sharing not reinventing the wheel.



### Reflection:

If your income didn't depend on hours worked, what would you spend more time doing?

# Insight 3:

## Learn, Apply, Succeed

One of the most important qualities in building an online business is not technical skill. It is being open to learning and taking action on what you are taught.

When you lean into training and stay coachable, you will quickly discover that success comes from mastering a few core skills:

- Connecting with people on social platforms
- Communicating through Messenger, Zoom, or email
- Learning and applying content creation, marketing, and running ads.

It is not about being perfect. It is about learning, applying, and moving forward.

That is what creates real results.



### Reflection:

How ready are you to step into learning new skills and applying them with confidence, knowing that every action you take moves you closer to success?

## Insight 4: Community is Currency

Trying to build a business in isolation can feel daunting. But when you join a supportive community, everything changes.

Community gives you encouragement, accountability, and inspiration.

You'll learn from people who've already walked the path, and you'll never feel like you're "doing it alone."

In fact, community often becomes one of the greatest sources of joy in this journey.



### Reflection:

**Who in your life cheers you on when you try something new?**

## Insight 5: Mindset Matters More Than Age

Many women I speak to say, 'I'm too old to start an online business.' My answer?

Absolutely not! Mindset not age is the deciding factor.

Curiosity, willingness to learn, and resilience will carry you further than any technical skill.

Your experience, wisdom, and perspective are assets that younger people simply don't have.

Online business is about connection, and connection has no age limit.



### Reflection:

**What story are you telling yourself about what's possible at this stage of life?**

## Insight 6: Health & Wealth Go Hand in Hand

Success online isn't just about money. It's about creating a life where you feel good.

When your health, energy, and mindset are strong, you have the fuel to build something lasting.

That's why I'm passionate about weaving wellness into everything I do.

When you prioritise both health and wealth, you create a foundation for freedom that lasts.



### Reflection:

What simple habit could you add this week to boost your energy?

## Insight 7: Don't Wait for Perfect, Start Now

The biggest trap is waiting for the 'perfect time.' The truth?

There will never be a perfect time.

Start where you are.

Even 1–2 hours a day, applied consistently, can create real results.

It's not about doing everything at once, it's about moving forward one step at a time.

Consistency beats perfection every single time.



### Reflection:

What's one small step you could take this week toward starting an online business?

# Your Next Step

You've just seen how simple and lifestyle-friendly an online business can be.

If you'd like to go deeper, I'd love to invite you to my free 45-minute webinar. In it, I explain exactly how I got started, how others are doing the same, and how you can take your first steps with confidence.

[Watch the Free 45-Minute Webinar](#)

**Your Abundance Chapter starts the moment you decide to take action.  
Why not today?**



## About Kate

Kate McCaffrey is an Affiliate Mentor, wellness advocate, and lifestyle entrepreneur.

She helps women in their Abundance Chapter create freedom through online business, blending wellness, income, and adventure.

Her mission is to show women that it's never too late to start something new, and that building leveraged income can open doors to travel, family time, and true balance.

