# Evolve with Jeff - Content Creators over 40 Announces ActiveCampaign Alternative Training for Midlife Entrepreneurs

*July 17, 2026*

Minneapolis, Minnesota - July 17, 2026 -
Evolve with Jeff - Content Creators over 40 has announced the expansion of its digital marketing training platform to include comprehensive guidance on email marketing automation alternatives specifically designed for content creators entering the online business space after age 40.

The Minneapolis-based company, which specializes in helping individuals over 40 transform their life experiences into successful online businesses, recognized a growing need among its community for accessible email marketing solutions that align with their unique needs and technical comfort levels. The expanded training addresses the challenges many midlife creators face when navigating complex marketing automation platforms.

"Content creators over 40 bring incredible depth and authenticity to their work, but many feel overwhelmed by the technical complexity of traditional email marketing platforms," said Jeff Mork, founder of Evolve with Jeff.

"Our expanded training demystifies email automation and provides clear, actionable steps that align with how midlife entrepreneurs actually want to connect with their audiences."

Evolve with Jeff - Midlife Creators has developed this specialized training after extensive research into the specific obstacles faced by content creators who begin their digital journey later in life. The program focuses on practical implementation strategies that leverage the wisdom and experience that mature creators bring to their online ventures.

The training expansion comes as more individuals over 40 are entering the content creation space, driven by desires to share their expertise, create additional income streams, and build meaningful connections online. Recent industry data shows that content creators in this demographic often possess higher engagement rates due to their authentic approach and established credibility in their respective fields.

The company's approach differs from traditional digital marketing training by acknowledging the unique strengths that mature content creators possess. Rather than focusing solely on technical features, the training emphasizes relationship building, authentic communication, and leveraging life experience as a competitive advantage.

As part of the expanded offerings, participants learn to evaluate and implement various email marketing tools, with particular attention to finding an ActiveCampaign Alternative that better suits their specific needs and technical comfort levels. The training covers essential topics including list building, segmentation strategies, automation workflows, and content planning specifically tailored for creators who value genuine connections over aggressive marketing tactics.

"The response from our community has been overwhelmingly positive," added Mork. "Many of our members express relief at finding training that speaks their language and respects both their intelligence and their learning pace. They appreciate that we focus on sustainable growth strategies rather than quick-fix solutions."

Evolve with Jeff serves content creators across multiple platforms, including YouTube, Instagram, and emerging social media channels. The company provides comprehensive training in video creation, user-generated content development, and monetization strategies specifically designed for individuals over 40. Through its combined course, software, and support platform, the company has helped numerous midlife entrepreneurs establish successful online businesses by leveraging their accumulated knowledge and experience.

The company continues to expand its offerings based on community feedback and emerging trends in the

digital content creation space, maintaining its commitment to making online business accessible and achievable for creators at any stage of life.

###

For more information about Evolve with Jeff, contact the company here:Evolve with Jeff - Content Creators over 40Jeff Mork(763) 288-6197info@evolvewithjeff.comUnited States

**Evolve with Jeff**

*Helping people over 40 create quality text and video content for YouTube, Facebook, Instagram, TikTok and website content.*

Website: https://evolvewithjeff.com

Email: info@evolvewithjeff.com

Phone: (763) 288-6197