SOLOPRENEUR SUCCESS

Accelerate Your Solopreneur Business Growth: Work Smarter, Not Harder

Capture
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Introduction

Introduction

Are you interested in starting your own business and becoming a solopreneur? This ebook has everything you will want to know. As a solopreneur, you will be responsible for your own productivity- which can be difficult for many people.

You will need to learn discipline, have routines in place, and work on completing all of your goals. Of course, you do not need to do all of this work on your own. As a business owner, you will need to know what tasks need your attention and what ones to outsource.

Plus, we will also be covering content marketing and social media business strategies that you can use to further your brand. There is a lot to cover. If you are seriously considering becoming a solopreneur, you will want to read our guide- we will be sure to go over even the smallest details. Let's begin!

The Rise of the Solopreneur

SOLOPRENEUR SUCCESS

Chapter 1: The Rise of the Solopreneur

If you enjoy working independently, then you might be the perfect fit for a solopreneur. Many solopreneurs enjoy working alone and do not want to have a boss to report to. You may even already have some ideas in the works for your business.

Are you not sure what a solopreneur does? Many people confuse this title with "entrepreneur"- while they have many similarities, they do also have some essential differences that you will want to be aware of.

What is a solopreneur?

A solopreneur is an individual who runs their own business. They do not require any co-founders to start up and do not have any W-2 employees. The solopreneur is comfortable running all of their business tasks and projects themselves. This requires that they have many skills on a broad range of topics.

A solopreneur may outsource some of their work to contractors or freelancers. However, they do not need a W-2 from you. This allows you to still work with professionals to help build your brand, while not having any employees.

A solopreneur can fall into many different industries. The following are some examples of a solopreneur:

- Freelance graphic designer or writer
- Virtual assistant

- Business consultant
- Small business owner
- Social media manager

It is expected that independent workers receive more career opportunities within the coming years. Plus, records indicate that a majority of solopreneurs feel more comfortable working on their own and prefer it over traditional jobs. Many also feel less stressed with their work and believe it is much better for their mental health.

If you want a job that provides you with consistent growth and satisfaction, then a solopreneur career could be a perfect match for you. With a more flexible life, you can build your schedule to suit you the best.

However, many people confuse solopreneurs with entrepreneurs. It is important that you know the difference if you want to enter into this profession. **A solopreneur is the founder and sole employee of the business.** An entrepreneur will usually have a team that they manage. Overall, solopreneurs have a lot more freedom between the two positions.

Here, we will cover the main differences in more detail below.

What a Solopreneur Does

A solopreneur is in charge of every aspect of their brand and business. They usually will handle a majority of business tasks and projects on their own. While they may outsource some tasks or hire professionals to help them with the work they can not do, a solopreneur is the only employee of their business.

For example, a solopreneur may hire a graphic designer to help them build and create a website. This process is not part of the day to day business operation of the brand, but it is still essential for the business's growth. As a solopreneur, do not hesitate to work with freelancer professionals when you can not handle the task on your own.

Additionally, the solopreneur is the founder of the business. They are responsible for creating all of their products or services and getting them to their customers.

What an Entrepreneur Does

While an entrepreneur may start their business on their own, it usually does not stay that way for long. They will hire a team to handle projects and tasks- mainly creating the products or services of the company. The employees are also responsible for ensuring the customers get what they pay for. In short, an entrepreneur delegates more work than the solopreneur.

An entrepreneur is more like a manager. They run their business by overseeing the work of the people that they hire. Many people feel more comfortable as a solopreneur, because they are not in a manager position.

Solopreneurs and Professional Growth

As you build your business, you will start noticing more opportunities coming your way. Once you get the ball rolling, trust us, it gets easier. That

initial "push" can be very tough, but soon, you will have the chance for plenty of professional growth.

This professional growth can include:

- Higher cash flows
- Reaching career goals
- Learning new skills
- Gaining more experience

Professional growth is essential for any solopreneur to succeed. The more you learn, the better you can use your skills to improve your business. This creates a positive cycle that allows you and your business to continue growing and improving together.

The best way to grow as a solopreneur is to develop your network. When more people are aware of you, you will have more opportunities to build business relationships with other professionals. You can gain more exposure, and more work or sales, through your network.

Overall, running your own business will put your natural talents to the test. You will work hard to develop them into professional skills, allowing you to grow further and earn a steady income.

How You Know You are Ready to be a Solopreneur

There are several signs that you are ready to build your own business. Here are some of them:

- You have a passion
- You believe in your talents and ideas
- You have a brand idea in place
- You have a product or service to offer
- You are ready to learn and make a plan

While there are many signs, the most important is that you love to learn. Solopreneurs need to be a "jack of all trades"- since they handle everything within their business. This means that you will need to learn plenty of skills and techniques in order to succeed.

Of course, all solopreneurs need something they are passionate about. Have you heard the saying "If you love what you do, you will never work a day in your life", that is true for solopreneurs. You will need to invest *a lot* of your time into managing your business. However, this is going to be what makes you grow.

Plus, when your audience sees that you love your career, they will be much more interested in what you have to offer them.

Create a Single Business Focus

Chapter 2: Create a Single Business Focus

The first step in starting your new business is to choose a single focus. Solopreneurs usually start by catering to a niche market, where they can build an active and interested audience. You will want to have a steady customer base before you move on to anything else.

Having reliable customers is essential; they keep your business profitable and allow you to engage with them easily. Plus, a solid customer base keeps your business easy to manage. If you start to branch out too much, you might have trouble handling all of the tasks on your own.

Your single business focus will need to be at the center of all your services and products. For example, if you were running a freelance graphic design business, you would focus on delivering the graphics your customers wanted. You would likely not branch out too much into other areas.

This is another difference between entrepreneurs and solopreneurs. An entrepreneur who runs a graphic design business would have a team of designers working for them. They could offer more services- which would be hard for a single person.

Still, your single focus should be what you love. Having one main service or product also allows you to cater to a niche market- where there is less competition. Many independent workers can meet all of their goals by doing this.

So, before you can start working as a solopreneur, you need to know how to sell to a niche market.

Choosing Your Business Focus

Your business focus is going to be the center of everything that you do- you do not want to pick something you might dislike or grow bored with later. What is your passion? Do you have any hobbies you want to market? If you love what you do, you are much more likely to succeed.

Use these steps to determine what your business focus should be:

- **Focus on your passion:** If you are passionate about the business, you should enjoy running it. You also are more likely to have experience in your passion or will be much more willing to learn about it. Plenty of talents can be marketable. For instance, these are all skills that can be marketable:
  - Art/Design
  - Writing
  - Knitting and Sewing
  - Building Computers

- **Consider work/life balance:** For many people, balancing the time you spend working is important. You want to ensure that you have time for your hobbies, relaxing, and spending time with your loved ones. You may want to avoid creating a business that requires long working hours. While you can work from home, that does not mean you want to spend all your time "on the clock".

- **Test your focus**: Before you get the business officially running, it is important that you test your focus idea. You will want to research:

- ○ Demand for your product or service
- ○ How much are startup costs and can you afford them
- ○ What you can do to stand out from the competition
- ○ Does your product or service solve your audience's problems

- **Make a plan:** Next, you will want to write out your business plan. This should include all of the small details, as well as your large goals. Be sure that you include how to achieve them. Writing a thorough plan ensures that you have thought everything through- giving you a much better chance at achieving success.

If you are still having trouble determining what your business focus should be- that is okay! You want to spend a lot of time thinking about your focus; it is alright to wait a little while to ensure you have everything right.

To summarize, your business focus should be something unique that you enjoy doing. It is difficult to work in fields that bore you- you would lose interest in the business quickly, then likely lose your investment in the start up too.

How to Sell to a Niche Market

Once you have your business focus, you will need to learn how to sell to that niche market. You will want to know everything you can about your audience. From there, you can use your focus to create your marketing strategy.

A well thought out content marketing strategy is essential. Luckily, you can build your own online. Many independent workers run social media

pages for their brands. To do this, you will need to work on your brand identity, then focus on uploading consistent content.

Your unique business focus can lead to a great content marketing strategy naturally. For instance, if you are a photographer looking to market themselves, posting your professional shots often on Instagram would be extremely beneficial to you.

If your business offers products, then you can find plenty of ways to market online. Social media advertising is a great way to bring traffic to your website, which increases sales. When it comes to niche audiences, you want to be certain your ads are appealing to them- otherwise you are wasting your funds.

Most importantly, take the time to engage with your audience and listen to them. Your customers know what they want and will tell you.

Building a Market

Is your idea so niche that there is no obvious market? You can always try to make your own. To do this, you will need to invest a lot of time into your marketing campaign. We also recommend that you focus on your brand's social media accounts.

Once you have found your audience, you need to show them why they should buy your products or services. The best way to do this is to create a compelling story around your business focus. Potential customers will want

to see all the benefits that your business has to offer them, before they make any purchases.

You can tell your story through content creation. Make videos, images, and articles. Make sure that you include all of the benefits that your brand has, as well as what makes it different from your competitors.

Work Smarter, Not Harder

Chapter 3: Work Smarter, Not Harder

Once your business is up and running, you will need to choose what tasks deserve your time. If you split yourself up between too many small tasks, your larger projects are never going to receive the time they need.

One of the best ways to do this is to keep a planner. Inside you will want to record all of the important things you need to do. Your To-Do list should include dates and be organized by importance- always handle the most essential tasks first.

However, your business might be growing too rapidly for you to keep up with. That is when you need to work smarter, not harder. There are plenty of ways to do this.

Get Rid of Distractions

First, get rid of distractions while working. We are all guilty of checking our cell phones at work- but this can be very harmful to productivity. This is especially true for solopreneurs, who do not have a boss to tell them to get back to work. You will need to take responsibility for yourself.

Always mute your phone during your working hours. There are plenty of time management apps as well that you might want to consider using. Since you will likely be working from home, you will need to be more disciplined with yourself to complete work.

At first, it can be hard to break bad phone habits. Start by muting your phone and setting it aside while you work on essential tasks- this can make a world of difference for many people.

Hire a Virtual Assistant

A virtual assistant is someone who can help you with small tasks remotely. They will schedule meetings and appointments, make phone calls, manage emails, and other sorts of planning tasks. They are much like an office assistant, although they work from their home.

Virtual assistants can be essential when you have too much work piling up on your plate. Instead of responding to dozens of emails yourself, the assistant will do it for you. That way, you can put all of your time and focus into the bigger tasks that help your business grow.

You might be surprised at how much time you spend making calls and responding to emails. Once you get those nonessential tasks out of your way, your business will grow so much faster.

Outsource and Delegate Work

Next, you can outsource and delegate some projects to freelancers. **If you are starting to have less time to manage your social media- hire someone to do it for you.** Professional social media managers can improve your engagement and post content as needed. You will notice more growth when a pro is helping you out.

You can hire designers to create iconography for your business, have someone else caption or translate your video content, hire a writer to make your blog posts, and more. If you have a task that is too time consuming or too difficult- there are pros online who want to work with you.

The best part, you can do all the hiring online. UpWork, Freelancer, Fiverr, Indeed, and Guru are just some examples of online platforms. These sites have tons of freelancers looking for work opportunities- you will be sure to find someone to fill the roles that you have.

Overall, it is important that solopreneurs feel comfortable delegating or outsourcing their work. As your business grows, there might be too many projects for you to manage all at once. By splitting up the work among others, you are ensuring that you have enough time to complete your essential tasks.

Develop Your Time Management Skills

Of course, every solopreneur is going to need solid time management skills. Here are some quick tips to build your time management skills further:

- Start projects early
- Prioritize important tasks
- Plan ahead often
- Make a daily To-Do List
- Take breaks
- Schedule and plan around deadlines
- Keep your work areas organized

- Track when you are most productive
- Use apps to set reminders and timers

For the most part, time management requires that you sit down and work. You will need to set aside time to be productive, but this can still be hard for many people. We like to procrastinate, which can be a difficult habit to break.

Always start working at the same time each day. Take consistent breaks, then end your working hours at the same time. By following a routine, your brain will be encouraged to boost your productivity. If you do not have a routine, it would be best to plan one before you become an official solopreneur.

Taking breaks often will help keep your mind fresh and encourage you to be more productive. The Pomodoro Technique is simple and easy to follow. Simply set a timer for 25 minutes, work that entire time, then take a five minute break. You will repeat this process until you are done with the project- you will be surprised at what a difference this can make!

Use Technology

You can also outsource some small groups of tasks using apps or ai. For example, you could use a social media bot to respond to your messages. This will give you more time to work on other, bigger projects.

Apps are also extremely helpful for any solopreneur. A time management app can track how you are spending your time and help you correct your

habits where needed. This process can allow you to create a more effective workflow.

Time management apps help you keep a good work/life balance. They will let you know if you are working too hard and ignoring other aspects of your life, as well as alert you if you are procrastinating on your projects. These apps are also great for determining what tasks take up the most time, allowing you to determine if you are spending your time wisely.

Overall, every solopreneur has a wide range of technology available to them. You can make use of apps and ai to help outsource your work, as well as review the way you are currently spending your time.

Staying Productive

Chapter 4: Staying Productive

Once you have all of your time management tools in place, you will want to stay productive. Have you heard "an object at rest stays at rest and an object in motion stays in motion"? While this is Newton's famous physics law, it can also be applied to motivation.

When you are productive it is much easier to stay productive. When you are not completing tasks, it gets much harder to start again.

There are plenty of ways that you can stay productive. While it might be difficult at first, continuing to be productive will get easier over time. Here is what you will want to do.

Follow a Consistent Routine

Having a consistent routine is going to greatly benefit you, especially if you are working from home. Your daily schedule should be unique to you, but here are some tips for you to start building your plan:

- Wake up at the same time each day
- Don't open social media or go online right away
- Exercise and stretch, followed by a shower
- Have breakfast and your morning coffee
- Set daily goals and make your plans
- Get to work
- Make sure to take breaks
- Finish at the same time every day

By following the same routine each day, you will have an easier time staying productive. When you start going through your steps, your brain will start getting into "work mode" gradually. This process allows you to become more focused, instead of just throwing yourself into your work whenever.

If you want to be a solopreneur full time, then you will need to treat your schedule accordingly. In short, the best way to do this is with a consistent routine.

Get Organized

Next, you will want to organize everything in your life. It is much easier to work when you are surrounded by a neat environment. However, you will want to organize your plans as well. Make plenty of lists. You will want to work on essential tasks first, then work your way down to the smaller ones.

It helps to use your own project management system. As a solopreneur, you want to manage all of your projects effectively. Doing so will keep you on task and also prevent you from forgetting about projects from different clients.

Your system should always be one that is designed for the way you operate. Start by building a structure that you can follow every day. If it does not feel like it is working, then do not be afraid to switch it up. After all, this is your plan. You need to make it work for yourself.

If you have too much going on to get organized, a virtual assistant will be able to help you. By freeing up your time, they allow you to build a stronger daily structure that will work for you.

Setting Goals

It is also essential that you set goals for yourself and for business. Once you complete one major goal, it will be easier to move onto the next one right away- increasing your productivity. There are good ways to set goals and ways that you will want to avoid.

You should always set achievable goals. If you can not meet your goals, you will become discouraged. That can easily lead to drops in your productivity. Achievable goals include daily, weekly, and monthly goals.

To set an achievable goal, use the acronym SMART. This stands for Specific, Measurable, Attainable, Relevant, and Time period.

You will want your goals to be specific. For instance, have a daily goal of starting work on time or earning a certain amount of revenue in one day. Then, you will want to check in with your weekly goals and so on. By setting specific goals, you will know the exact standards to consider the goal "complete". When we are vague, it can be difficult to know when we are done with a task.

Next, your goal should be measurable. Saying "I want to earn more revenue this month than the last", is fine- but how much more do you want

to earn? A better goal would be "I want to earn $2,000 more this month in revenue." That way, you know when you have completed the goal.

All goals should be attainable. An attainable goal is something that you can reasonably accomplish. While having high goals is great, you want to save those for the long term. Keep your current goals simple.

Is your goal relevant? Think about your business focus and what you want to achieve. All of your goals should revolve around your business and improving your professional skills.

Finally, always add a time period to your goals. That way, you can strive to complete them while they are relevant to you. Plus, this increases productivity and prevents you from skipping important goals.

Staying Productive at Home

As a solopreneur, you likely will be working from home. There is a big difference between an office environment and a home office. It can be normal to take some time to adjust. We put together some tips for you to stay productive at home:

- Separate work and home spaces
- Stick to a routine
- Keep your work area neat
- Mute your phone
- Remove distractions
- Push through the slow days

- Keep a planner or calendar
- Take short breaks
- Keep notes

We are all guilty of going back to work when we have a good idea. Did you come up with a great blog post outside of your working hours? Make note of it, then come back to it the next day. **Solopreneurs need to have a strong work/life balance to stay productive.** If you keep going back to work, you will lose your routine and also lose your motivation.

Instead, always carry a notebook and pen with you. Whenever you have an idea, jot it down. It does not have to be organized; just a small book that you can record your business ideas or plans in when inspiration strikes. If you do not want to carry anything else with you, you can always use a notepad app on your phone.

Learn Your Productivity Hours

Finally, everyone has different productivity hours. Some of us are most productive in the morning. Others are night owls or prefer to do most of their work around the middle of the day- everyone is different.

By working when you are the most productive, you will get a lot more done. Plus, it will not feel like you are forcing yourself. However, you first need to learn when your productivity hours are. We recommend that you keep track of when you feel motivated for a few weeks.

If your data shows that you are productive outside of your working hours, then change your schedule. You will likely enjoy working during that other

time much more. This is one of the most significant benefits that comes with being your own boss. If the 9 to 5 doesn't work for you- change it! As a solopreneur, you can be productive on your own time.

Try a Small Task First

If you are putting off a large project that you need to work on, try starting a small task first. Once you have completed it, it is going to be much easier for you to move onto the next task. Being productive can be difficult to start, but once you get going, it is even harder to stop.

Some small tasks include responding to emails, checking your brand social media, or writing short posts. Immediately after finishing the short task, move onto the big project. You should notice a difference in your willingness to get started.

These small tasks should take ten minutes at most to complete. If you are doing them for motivation, you do not want them to distract from the large project that needs to be completed.

Network for Success

Chapter 5: Network for Success

Networking is one of the most important tasks that you will do as a solopreneur. By networking, you will be improving your traffic, conversions, and audience awareness. These are the benefits of building a strong network:

- More referrals
- New Clients
- Meet more solopreneurs
- Establish a professional presence
- Build your skills and experience

Building Your Network

One of the easiest ways to start building your network is to attend conferences and seminars. Any workshop setting where you know there will be other solopreneurs is the perfect place to start. These events are perfect for talking with other people in your field.

By attending, you are connecting with others and building professional relationships- which can easily lead to strong networks. You want to build a community that can help your business grow and the best way to do that is to simply put yourself out there.

Next, once you have a small network started, you will want to branch it out. You can ask other solopreneurs to introduce you or provide you with contact information.

SOLOPRENEUR SUCCESS

Another way to build a strong network is to join an organization. There are plenty of groups that you can find online, as well as in your local area.

Connect Through Social Media

As a solopreneur, you should already have a social media account created for your business. You can easily use this account to connect with others and strengthen your network. Platforms like Facebook, Instagram, and Twitter are perfect for this.

To start, ensure that your profile is up to date and that your business has been posting content often. Here are some social media tips for your profile:

- Check that all links work
- Use relevant hashtags
- Respond to comments in a timely manner
- Make sure your contact info is easy to see
- All images should follow your brand identity and color themes

A solopreneur's social media page always needs to be updated. You will want to check on it often during your working hours, to make sure you are not missing out on any networking opportunities. If someone reaches out to you, you will want to respond as soon as you are online.

Social media is an amazing networking tool. You will want to utilize it to its full potential. If you do not have the time to dedicate to social media management, you can always outsource this task. Social media managers or a virtual assistant will be able to help you greatly on this front.

Building Your Audience

Another essential part of networking includes building your audience. To do this online, you will need to do the following with your brand social media:

- Add quality content regularly
- Engage your audience with content
- Interact with them, ie. comment and like posts
- Post content that is relevant
- Try social media advertising
- Try making videos or a podcast
- Develop your content marketing strategies

By regularly posting and engaging with your audience, you will notice more people interacting with your brand. As your audience grows, so does your exposure- which is excellent for business networking.

You want to create and upload content that people will want to share, which means you will need to spend a good amount of time on it. There are content creation studios out there who will make videos for you. There are also plenty of writing and graphic design freelancers who would be able to assist you in creating a variety of content.

If you have the time, you can also make the content yourself. You will want to make sure that everything you post under your brand's name is high-quality and compelling. Many solopreneurs who are starting out will make a majority of the content themselves, until they can afford to outsource more of their work.

Conduct Research

Next, you will want to conduct research into your audience. You will need to determine who your target demographic is and then go from there. Who are your ideal customers? You will want to use analytics to see who is responding the most to your social media content.

Analytics tools can be used to see what sorts of people are viewing your pages. You can use this information to build ideas and content that is tailored to them. By conducting your research, you are going to benefit your traffic levels.

Plus, conducting research into your audience will help you greatly with networking. You will have the background information needed to meet new professionals and expand your business online.

Research for your business is something that you want to put a lot of effort in. You may want to consider talking with business consultants or an SEO expert, as these pros will know how to help you conduct research into your audience.

Make Networking Fun

Many solopreneurs hate networking, but it can be fun! If you feel excited about meeting with people, they will have a better impression of you. You might want to talk about business plans over dinner or host your own events. No matter what you decide to do, you can always have a nice time networking.

If you are passionate about your business, it will show. You can consider hosting events that revolve around your business focus and encourage others to ask questions about what you do. At the end of the day, make sure that you network in a way that is comfortable for you.

Networking events do not have to feel like "work". You simply need to meet with people and discuss your business- which means you have room to make it a fun event!

Know When to Pay For Tools And When Not

Chapter 6: Know When to Pay For Tools… And When Not to

Solopreneurs often have strict budgets, especially ones just starting out. That means you will want to use all of the resources you have effectively. It helps to know when you should pay to use tools and when you should not.

There are many different tools out there. A majority of them run a "freemium" system. This means that they are free to use some of their features, but you will need to pay to unlock all of the features through a premium account.

Here is what you will want to consider before you purchase a tool.

Is It Helpful?

How useful to you will the tool be? You do not want to pay for just a few features that you will use, especially because there are likely other tools out there that will cover everything that you need.

You might want to make a list of all the things the tool can help you with. Do this for several different options, then compare the prices. This process can help you determine what tools are giving you the features they need- plus the price tag that comes with it.

How Often Will You Use It?

You might want to buy something you can use every day. If the tool is only going to be useful to you once a month, then there would be no point in purchasing it. The features should be ones that you already know you will turn to often.

Is There a Free Version?

Before you buy any tool, always check for a free version. In some cases, the features you need are behind a paywall with one tool, but free in another. Always make sure that you do thorough research before you order anything. You might be able to access a very similar tool for free someplace else.

Will It Fit Your Budget

Solopreneurs usually have strict budgets that they need to stay in for their business. Be sure to reference your budget before you buy any tools- you might not have the room for it. It helps to compare prices and search for free online tools elsewhere if something seems to be a bit too pricey.

Can You Outsource?

A professional person will be able to offer you better final results than an online tool. For example, if you use a freelance accountant to build your budget, they can consider more factors than a budgeting app. As you talk and work with them, the professional will be able to adjust and completely customize your budget to suit your business. A program can not do this.

If you are looking to build your business even further, you should outsource when possible. Doing so will assist your network and allow it to grow even more. Plus, professionals can offer you real advice that a tool can not.

Of course, you will need to include outsourcing in your budget for this to work. If you already have tools that you are not using, you might want to cancel your subscriptions. Canceling can leave you with some additional monthly funds that could go towards outsourcing your work instead.

Examples of Online Tools

Online tools provide you with services that you can use to further your business ventures. One example includes Grammarly. This tool is an online proofreader that checks your grammar, which is perfect for online communication.

However, would you pay for a subscription? This tool is useful. The free version might already cover everything that you need. If you want a simple grammar check done, then it would be worth using. Many solopreneur writers use the paid version of this tool. It is useful to them because it provides grammar corrections, a plagiarism checker, and suggestions to add more style to your work.

One of the most popular tools is Slack. It allows you to easily stay in contact with other professionals. You might consider using it to organize and communicate with the pros you are outsourcing work to. The app has plenty of uses for organizing your networking meetings as well.

Other tools can track your mileage for work, track your finances, and offer SEO information. There are plenty of tools out there. If you need assistance, you can probably find something online to help you.

Overall, you will want to research tools and compare their costs to your budget. You want to save money where you can, but use tools that are helpful to you. If you think a tool will expand your networking, get you a larger customer audience, or allow you to reach more clients- it is worth getting.

Focus on Progress, Not Perfection

Chapter 7: Focus on Progress, Not Perfection

Solopreneurs can often become obsessed with perfection. It is easy to do-you want your business to be the best that it can be. However, it is important to realize that progress is more important than perfection. In fact, perfectionism might be hindering your business.

Successful solopreneurs took their work one step at a time to get where they are today. You will need to do the same thing. It takes years to build the perfect business, you can not expect it to appear overnight!

Why You Don't Want Perfectionism

Being a perfectionist can greatly slow down your workflow. It can cause you to waste your time and lower your productivity. If you know you are going to need to spend a lot of time making something perfect, it can be much harder to get working on it.

Perfectionists are always discontent with their work. This causes them a lot of stress and worry. Soon, it will start feeling like nothing that you do is good enough- which is an awful mindset to have. If you are feeling this way, you will never feel satisfied with your work.

To stay happy and healthy, you will want a more positive mindset. Instead of focusing on perfection, put your focus into making progress. Try to do better each day. You want to improve each time you make something for a customer or a client.

Plus, it is much easier to measure your progress than it is to tell if something is perfect. Of course, that does not mean you should not put all your effort into the work that you do.

Additionally, if you do not feel your work is quality, your audience will notice right away. It is better to have confidence in everything that you make and do for your business.

Perfection is Impossible

Perfection is impossible to achieve. Even the most well-known solopreneurs are not perfect. Perfectionism includes impossibly high standards that can never be reached. When you hit a certain goal with your work, then continue redoing it to try to "perfect" it, you likely will feel like you are not reaching the standard you set for yourself.

Perfectionism has a negative impact on people's mental health. It can leave you feeling unsatisfied and unsure of the quality of your work. Over time, this could even make you feel worthless.

Instead, you will want to focus on the positives. **Consider each new job or sale a learning experience.** Once you have completed the project, you know that the next one you do will be even better.

How to Focus on Progress

It can be difficult for you to see your progress at first. Start by looking at the big picture. Are you accomplishing more goals? Is your audience growing?

Are you meeting and working with new clients? If you are, then you are making progress with your business.

You will want to hold yourself accountable for the work that you do- this does not mean being a perfectionist. Instead, you will want to do the best work you can, in the time frame that you have. While some revisions are likely to be needed, you do not want to rework everything constantly. This will leave you feel drained and you might start resenting your business.

Next, celebrate all of your wins- big and small. This will make all of your goals feel important and allow you time to feel good about the hard work you are doing. Trust us, you deserve to celebrate!

How to Track Your Progress

So, now you know why it is important to track your progress, but how do you actually do it? You will want to set aside a small chunk of time each day that you work, so that you can record your progress.

Instead of only crossing an item off your To-Do List when it is complete, you will want to break it down into smaller goals. For example, instead of "Finish photography project" you would want to break it down into daily goals. "Take pictures, edit photos, finalize and submit to client" is much better.

By splitting one large project into smaller goals, you are also allowing yourself to celebrate small victories. Plus, you can see what steps need to be finished still, allowing you to manage your time much more efficiently.

You can track your progress in apps or in a notebook. Make sure to record all of your accomplishments, whether they are big or small. At the end of each week, you can review what you accomplished. From there, you can determine what your goals for the next week should be. To continue progressing, you will always want to keep building your goals up.

Don't Forget Your Off Time
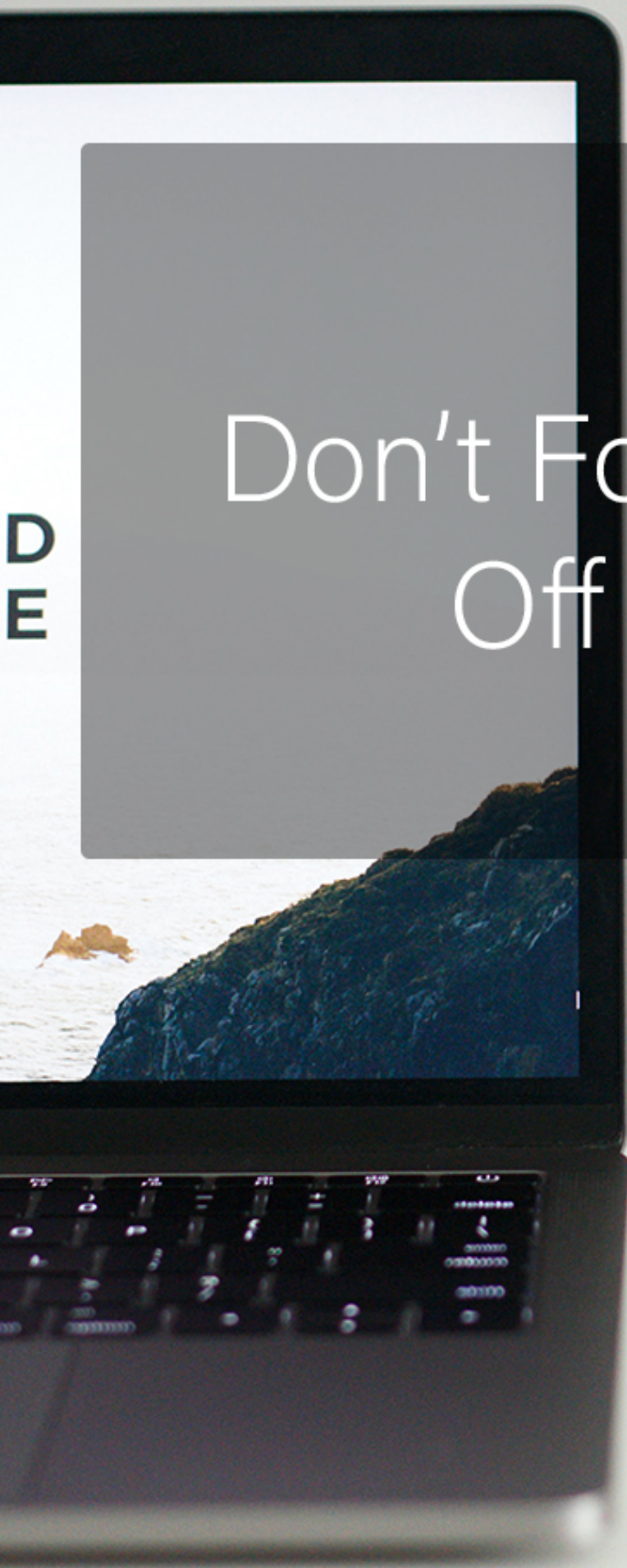
Chapter 8: Don't Forget Your Off Time

Solopreneurs need to have a strong work/life balance. Working from home can make your career feel intrusive to your home life. You need to separate the two if you want to stay motivated and avoid distractions.

Plus, if you are not taking breaks, you will quickly become overwhelmed with work. When that happens, your motivation can disappear- leaving you with a lot of work to do, but no drive to complete it.

How to Take Breaks

It may seem silly to include this section, but many solopreneurs love working. While this is good, you need to know how to take breaks to avoid burnout. Start by including breaks in your work schedule. During your breaks, make sure that you turn your phone off and do not check work emails. Simply relax and do what you want until it is time to return to work.

Be sure that you let others know what your schedule is. That way, your freelancers and clients are not confused when you do not respond right away. Many tools allow you to set your status to "Away", which is very useful for communication. Doing so also allows you to set healthy work/life boundaries.

Always use your break as a break. You do not want to keep working during it, since this could quickly cause you to feel burned out. Taking breaks can help you be more productive and should leave you feeling refreshed.

What to Do on Your Break

Sometimes, it can be too tempting to do other stressful things on our breaks. You might want to do dishes or the laundry, but they might take too long. This would leave you without a moment to yourself to gather your thoughts and recharge.

Here are some ideas for your work breaks:

- Start a break hobby
  - Knitting
  - Art projects
  - Building
- Eat a healthy snack
- Meditation
- Take a walk
- Stretch
- Talk with a loved one
- Play with your pet
- Power nap

Any activity that you can do in 10 minutes that leaves you happy, refreshed, and relaxed can be considered. Everyone enjoys doing different things, so you will know what to do best!

For example, knitting is a relaxing hobby. If you worked on your piece for 10 minutes straight on your breaks, you could get a lot of the project done in a day. The repetitive motion is also extremely calming for many people. If you feel you need to take a nap, be sure to take a power nap. If you go

over 20 minutes, you may make yourself feel groggy and even more tired than before.

As long as you do not bring your work to your breaks, you will be fine. This does include responding to work emails and messages, so be sure to silence your cell phone until your break is over.

Why We Need Work Breaks

Even working from home is stressful. Solopreneurs need to know when to take a step back from their business. If you do not, then you will likely feel agitated and fatigued by the end of the day. You can only be like that for so long before something snaps or you start hating your career.

Work breaks reduce our stress. This allows you to step away from your daily challenges and enjoy a snack or visit with your family. Once you get back to work, you will be able to handle the next project with a clear mind. Often, you can come up with more ideas after stepping away from a difficult task.

That will allow you to be even more productive. Overall, you should never skip out on breaks, even while you are working remotely. Chronic stress can cause a negative impact on your physical and mental health, so you will want to avoid it when possible.

How Long Your Break Should be

If you take a break that is too long, it can be hard to return to work. Instead, you want to find a middle ground that leaves you refreshed, without going

overboard. Research points towards shorter breaks being better for productivity.

It helps if you take breaks according to how long you worked. For example, if you worked for minutes, take a five minute break. If you worked for two hours, you might want to take a 30 minute break. It will depend on the type of projects you are doing as well.

Solopreneurs have the benefit of being able to choose when they take their breaks. This benefit will allow you to work during the times you are most productive and take breaks as you need them. Again, make sure your "break time" does not accidentally become "work time"!

Boosting Productivity

Breaks are essential for boosting your motivation and therefore your productivity. They give you a chance to relax, then allow you to work on the task with a clear mind. Many successful solopreneurs take their breaks very seriously- so should you!

If you want to boost your productivity, make sure that you take breaks often throughout the day. You will likely need to experiment to determine what times are going to work the best for you.

Conclusion

Conclusion

Being a solopreneur is one of the most fulfilling career paths out there. You get to focus on building a business out of something you are passionate about. Many solopreneurs love their work and enjoy what they do.

Plus, many are happy that they do not have to report to a boss anymore. If you feel ready to move out of traditional fields of work and want to set your own schedules, then becoming a solopreneur could be the best profession for you.

Solopreneurs need to know how to have self-discipline. If you are constantly distracted and procrastinating, then nothing with your business will ever be finished. You need to have a strong work/life balance in order to accomplish all your daily tasks and goals.

However, if you can do that, then you can run a successful business! We hope that you learned a lot from this book. Be sure to reach out to us if you have any questions. There is also a lot more information for solopreneurs on our website that you may be interested in!