

SOLOPRENEUR SUCCESS

CHECKLIST



CHECKLIST

- Set small and large goals
 - Daily goals
 - What can you accomplish in a day?
 - Weekly goals
 - What needs to be finished every week?
 - Can you do more than last week?
 - How have your goals changed?
 - Monthly goals
 - Are you improving each month?
 - Have you met new clients?
 - What needs to be changed for the coming month?
 - Yearly goals
 - Reflect on the past year
 - Did you meet your goals?
 - What new goals can you set?
 - Review information to do better in the next year
 - Keep lists
 - To-do
 - Checklists
 - Goals
 - Keep planners or calendars
 - Goals
 - Deadlines
 - Worktimes
 - Start small then go big
 - Complete the most productive tasks
 - Remove less important tasks or save them for later

- Work on your business idea
 - What are you passionate about?
 - Something you can do daily and still stay happy
 - Do not want to stress yourself out
 - People know when you are passionate about your ideas
 - Is it in demand?
 - Think about how you can turn your idea into something people want
 - Is it useful?
 - Do people enjoy using or owning it?
 - Will it be in demand soon?
 - Does your business offer people something?
 - Prepare to launch your business
 - Save money
 - Think about your goals and track them
- Set aside time
 - Create a work schedule
 - Work during the same times
 - Set aside time for research, social media, and other important tasks
 - Know when to rest
 - Learn what hours of the day you are most productive
 - Make sure to spend time with family and friends
- Conduct research
 - Research the field
 - How do others work?
 - What platforms are they using?
 - Study similar businesses for ideas
 - Can you cover marketing gaps
 - Can you have the domain name

- What are your limits?
 - Money
 - Logistics
- Study your ideal audience
 - Demographics
 - Their goals
 - Why you want their business
 - How do they shop
- Brainstorm ideas
 - Make lists
- Create a reliable budget
 - List all business costs
 - Services, tools, hiring, product manufacturing
 - Best to save backup funds for emergencies
- Invest in building a website
 - Tools for promotion
 - Showcase previous work
 - Tell your story
 - Hire a web designer or developer
 - Consider ads
 - Promote your ads
 - Promote other ads on your page for revenue
- Learn to promote yourself
 - Social media marketing
 - Try a scheduling tool or app
 - Include all your strengths
 - Update and post often
 - At least three times a week
 - Communicate with others
 - Keep separate profiles for personal and business
 - Try LinkedIn, Twitter, or Facebook

- Create accounts on job platforms
- Consider making ads
- Collaborate with other solopreneurs
 - Post and link to each other's pages
 - Develop special content
 - Like and follow each other
 - Broadens your audience
- Participate in organizations
 - Deepen your network
 - Meet potential clients
 - Go to networking events
 - Branch out to new people
 - Others will introduce you
 - Consider online groups
- Work with professionals
 - Consider hiring freelancers to help
 - Accountants, virtual assistants, business consultants, content creators
 - Can be found on online platforms ie: Elance and Upwork
- Create a freelancer profile
 - Tailored to your field of work
 - Include portfolios and examples of your business or work
 - Plenty of online options
 - Upwork, Elance, Accountemps, etc.

- Try an agent or agency
 - They are there to help you find clients
 - Meet in person instead of online
 - Build personal relationships for future work
 - Build business relationships
 - Learn from local business owners

- Understand how to “fit in” professionally
 - Learn how to work with others
 - What are their expectations
 - How to interact in a professional setting
 - Understand the area’s culture

- Constantly Work on Networking
 - Meet other pros
 - Form groups of pros
 - Build a community
 - Make online groups
 - Organize meetings
 - Conferences and conventions
 - Collaborate with others

- Build your brand
 - Logo
 - Brand themes and colors
 - Text fonts
 - Personality

- Build your online presence
 - Domain name
 - Website
 - Business email
 - Brand identity
 - Past projects or portfolios

- Apply Automation
 - Social media ai/bots
 - Stay in touch with your audience when you are away
 - Email campaigns and auto-responses
 - Bank automatic deposits
 - Set up savings/checking accounts for the business
 - Budgeting software
 - Accounting software
 - Apps and tools
 - Browse to find one that works for you

- Know your limits
 - Stay in budget
 - Don't take on more work than you can do
 - Consider virtual assistants
 - Consider outsourcing some tasks
 - Take breaks
 - Avoid burnout
 - Stretch or step away from the computer
 - Work/life balance is important