

SOLOPRENEUR SUCCESS

Set small and large goals

- Daily goals
 - What can you accomplish in a day?
 - What needs to be finished every week?
- Weekly goals
 - Can you do more than last week?
 - How have your goals changed?
 - Are you improving each month?
- Monthly goals
 - 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

Learn to promote yourself

- Social media marketing
 - Try a scheduling tool or app
- Include all your strengths
 - At least three times a week
 - Communicate with others
- Update and post often
 - Try LinkedIn, Twitter, or Facebook
- 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

Work with professionals

- Consider hiring freelancers to help
 - Accountants, virtual assistants, business consultants, content creators
 - Can be found on online platforms like: Elance and Upwork

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

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 online presence

- Domain name
- Website
- Business email
- Brand identity
- Past projects or portfolios

Know your limits

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

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
 - 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
- Promote your ads
- Consider ads
 - Promote other ads on your page for revenue

Participate in organizations

- Deepen your network
- Meet potential clients
- Go to networking events
- Others will introduce you
 - Branch out to new people
 - Consider online groups

Create a freelancer profile

- Included portfolios and examples of your business or work
- Tailored to your field of work
- Upwork, Elance, Accountemps, etc.
- Plenty of online options

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

Build your brand

- Logo
- Brand themes and colors
- Text fonts
- Personality

Apply Automation

- Social media air/bots
- Email campaigns and auto-responses
- Bank automatic deposits
- Budgeting software
- Accounting software
- Apps and tools
- Browse to find one that works for you

Services, tools, hiring, product manufacturing

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1. Set small and large goals

1.1. Daily goals

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1.2. Weekly goals

1.2.1. What needs to be finished every week?

1.2.2. Can you do more than last week?

1.2.3. How have your goals changed?

1.3. Monthly goals

1.3.1. Are you improving each month?

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1.4. Yearly goals

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1.5. Keep lists

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1.6. Keep planners or calendars

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1.6.2. Deadlines

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1.7. Start small then go big

1.7.1. Complete the most productive tasks

1.7.2. Remove less important tasks or save them for later

2. Work on your business idea

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2.2. Is it in demand?

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2.3. Prepare to launch your business

2.3.1. Save money

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4. Work with professionals

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- 8.5. Take breaks
 - 8.5.1. Avoid burnout
 - 8.5.2. Stretch or step away from the computer
 - 8.5.3. Work/life balance is important

9. Apply Automation

- 9.1. Social media ai/bots
 - 9.1.1. Stay in touch with your audience when you are away
- 9.2. Email campaigns and auto-responses
- 9.3. Bank automatic deposits
 - 9.3.1. Set up savings/checking accounts for the business

9.4. Budgeting software

9.5. Accounting software

9.6. Apps and tools

9.6.1. Browse to find one that works for you

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