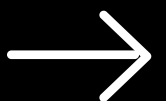


Solopreneur Success Checklist



A brief guide to help you start,
run, and grow a company of one

Master the
Solopreneur
Success Cycle!



Well-run companies have one thing in common - they develop systems and processes to run their business efficiently.

Too often, solopreneurs want to hit the ground running without thoughtfully going through the necessary steps to begin on the right path and continuously improve.

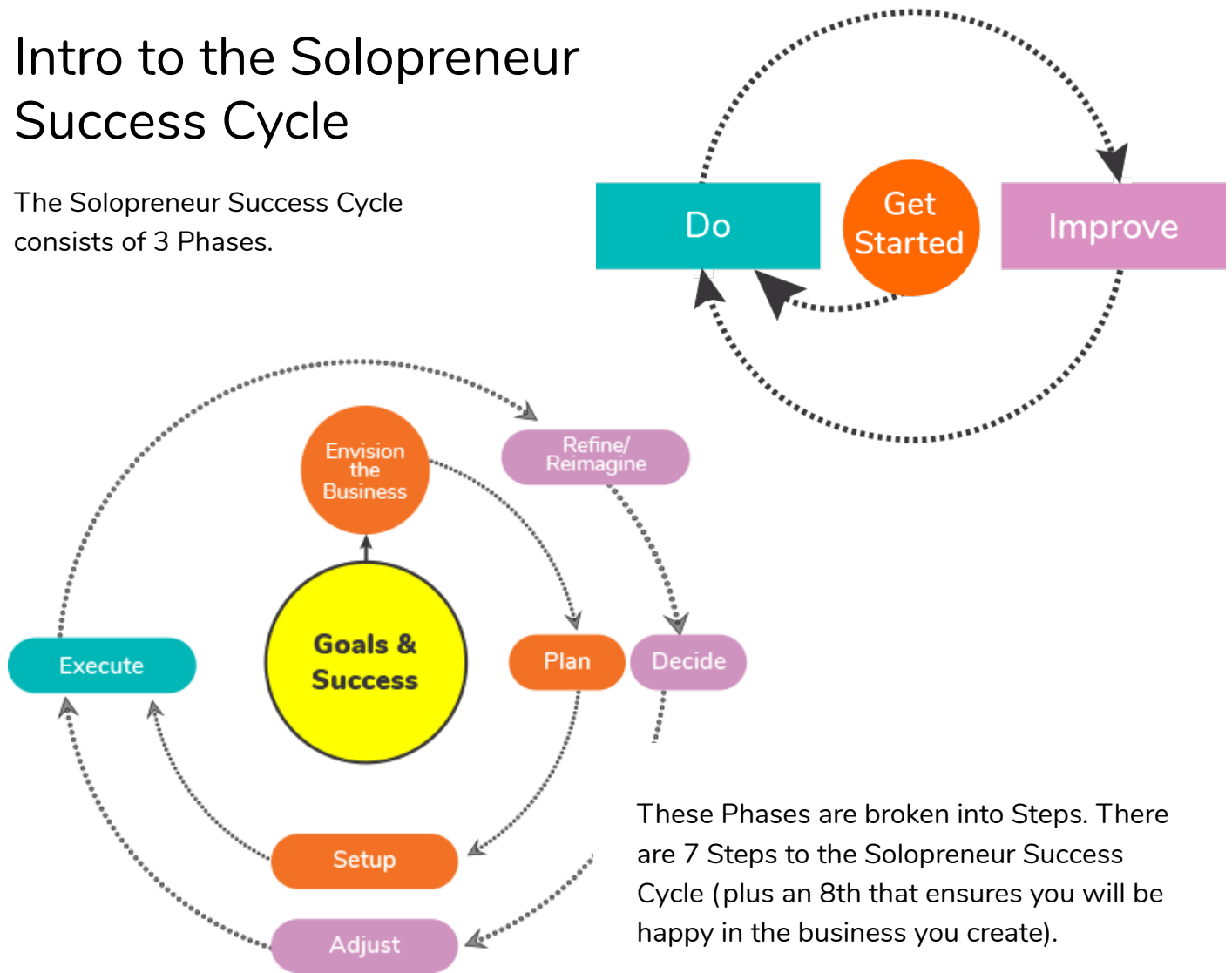
We've developed a process and structure called the [Solopreneur Success Cycle](#) to help one-person business owners succeed. It is filled with extremely valuable information, but we know the amount of content can be intense. So, we created a TLDR version for you below to quickly scan through to make sure you've dedicated attention to each step of the cycle.

Note, the checklist is helpful, but if you truly want to spend less time learning how to run a one-person business and more time launching it instead, be sure to check out [The Solopreneur Success Cycle](#). You'll be happy you did.



Intro to the Solopreneur Success Cycle

The Solopreneur Success Cycle consists of 3 Phases.



These Phases are broken into Steps. There are 7 Steps to the Solopreneur Success Cycle (plus an 8th that ensures you will be happy in the business you create).

Phase 1 · Starting your Solopreneur Business

1 Set Goals

Discover your “why.” Really get to the root of this. It will be a strong motivator moving forward.

Assess your current and desired status. Find the areas of your life you want to change and write them down.

Define what you want to do for your clients/ customers. It’s helpful to have a vision of why you exist for the people you serve and how you plan to have a positive impact.

Write your goals down. Be specific and keep them front and center. They should be used throughout your decision-making moving forward.



2 Envision your Solopreneur Business

Identify what you love. What is your mission and what are your passions?

Identify what you're good at. What are your skills and what do you enjoy doing?

Identify what the world needs. If you know what you love and what you're good at, you need to find out if those can/do align with what people want.

Decide if the business you envision aligns with your goals. You don't want to be successful with a business you don't want to run.

Identify what you can get paid for. Not all hobbies and skills can translate to a business that makes money. Figure this out early to avoid wasting time and resources.

Confirm your business can exist as a company of one. If your business is going to need actual employees to run, that's not a showstopper, but you're not talking about being a solopreneur anymore.

Tasks to Consider when Starting Your Business

What kind of corporate structure you will use?

How will you source your product if it's a physical product?

Will you need any permits to produce or sell your product?

Will you need any equipment to run your business?

How will you fulfill your orders/supply and deliver your product?

How will you create your website?

How will you market your business?

What will your selling process will be?

Will you need any legal document forms for your business?

Planning your Solopreneur Business

1 Define Your Product

Understand your business on a deeper level. Figure out what problems you're solving and what you sell to solve those problems.

2 Define Your Target Audience

Know who you are selling to and who you are not selling to. Buyer personas are an excellent way to define your customers in a useful and actionable way.

Find where your audience consumes content and spends time in person and online. In today's noisy environment, you can't afford to reach them by broadcasting your offering to the world. You need to find a niche.

3 Define Your Competition

Put a list of competitors together. Who is currently solving the problem you're trying to solve and who has the potential to take attention away from your business, directly or indirectly?

Compare your business to your competitors' businesses. Understand what your competitors are doing well and not so well and see what you can do to stand out and be the more attractive option for your audience.

4 Define Your Business

Put time towards market positioning. What will you do to stand out from the competition? Name Your Business. Try to make it something that won't get lost in search results and that clearly explains your business.



5 Define Your Messaging

Talk about your audience, not you. Your audience doesn't care about you or what you sell. They care about themselves and their problems.

Focus on their pain points. Address their pain points directly in your messaging so they know you can help them.

Write their story, not yours. The best way to engage potential customers is to make them the heroes of a story. Focus on telling that story.

Marketing Activities to Consider

- Content Marketing
- Public Relations
- Influencer Marketing
- Search Engine Optimization (SEO)
- Paid Advertising
- Event Marketing
- Email Marketing
- Organic Social Media Marketing
- Referral Marketing
- Affiliate Marketing
- Direct Mail

Sales Process Questions to Answer

- How will I get prospects into the pipeline?
- How will I qualify leads, that is, how will I ask the questions to determine if they are really my customer and so a potential buyer?
- How will I keep track of my deals?
- How will I close my deals?

6 Define Your Brand

Imagine your visual design. This includes logos, colors, fonts, etc.

Develop your product design, if applicable.

Decide how you'll interact with your audience. What is your tone and brand personality?

Remember you don't have to do this alone. There are tons of professionals and services that can help you..

7 Define Your Marketing Program

Build Trust. This is a necessary first step if you want to develop an ongoing relationship with your prospects and customers. Be transparent. Show testimonials. Think of ways to build your credibility.

Inspire Action. Once people trust you, it becomes much easier to inspire them to take action (and eventually buy from you). From there, you can use the necessary marketing tactics to nurture them to a close.

8 Define Your Sales Process

Will your process involve high-touch, low-touch, or no-touch interactions? Decide how involved you'll be in the process vs. say, people just filling out forms.

9 Review Your Plan

Go back to your goals and vision. Does your plan reflect these?

Review if you can actually make money from your business idea. Realistically project your revenues and expenses and look at the resulting profit over time.

Identify how you will fund your business. Be a little pessimistic here. It's almost always more difficult than you expect.

Talk to potential customers. If the business still looks attractive to you, then it's time to talk to potential customers and see what they think.

Decide on a corporate structure. Speak with an expert and decide which corporate structure makes sense for you.

Setting up your Solopreneur Business

Identify show stoppers. Looking for anything that's not completely in your control that could prevent you from starting your business, such as permits, licenses, etc. Prioritize your focus on them based on how each would impact your business.

Incorporate your business. This is important because if things go badly for any reason, the company is on the hook and not you personally.

Create a website. You've already done the planning, so you should know exactly what your website is going to say and who it's going to target. Have a clear understanding of what you want your website to do and go ahead and build it (or have somebody else build it for you).

Set up your marketing program. You've already decided how you're going to reach your customers. Now you need to actually set this up.

Set up your sales process. How do you qualify and obtain leads? What tools do you use? It's time to get into the specifics.

Develop a system to manage fulfillment. Once you close a sale, you need to follow through and deliver whatever it is that you've promised.

Look for opportunities to automate. Time is literally money when you are a one-person business. Automating certain processes via tools can have a huge return on investment.

Consider outsourcing. Just because you are a one-person business does not mean that you have to do everything. Work with freelancers or virtual assistants to help get things done. It's not cheating, it's smart.



Phase 2 · Executing your Solopreneur Business

Executing is very specific to your particular business. But there are some things that virtually every solopreneur should do.

- Execute your marketing plan. There's not much to do if you don't have customers so executing your marketing plan makes sense as a first place to start.
- Execute your sales plan. As a solopreneur, you will be the one to close deals. It can be intimidating but you can do it!
- Implement operating basics. From accounting/bookkeeping to time management, create processes for all of your operations. It will save you a ton of time.
- Measure your progress. It's important to track your progress as they relate to your goals on a regular basis.

Phase 3 · Improving your Solopreneur Business

Refine/reimagine your business.

1 Review goals/successes/failures

How are you doing compared to your goals and your definition of success? Are you at least going in the right direction?

Refine or rethink the basics. Have you landed on the right business idea? Is your messaging resonating with your audience? Do you have the right business model? It's important to assess what's working and what isn't.

2 Refine or rethink the basics

Are you in the right business?

Is your messaging resonating?

Is your market position working for you?

Is your business model working well?

Is your marketing plan effective?

Are your skills up to snuff?

3 Scale your business

Decide if you want to grow revenue/profit or stay as you are. You don't need to scale. This will all go back to goal alignment.

If you want to scale, decide if that means getting more clients/customers or selling more to current clients/customers. This will be a personal choice for each business.

4 Refine/reimagine your finances

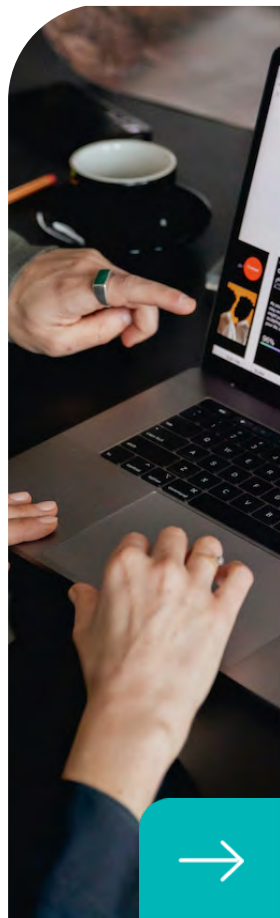
Decide if your current setup is working. Identify inefficiencies that can be improved.

5 Evaluate business operations

Identify operational risks. Are you having supplier issues? Depending on too few clients? The list goes on. Identify them and how you can solve them.

Deciding if you are Going to Make Changes to your Solopreneur Business

- Decide what changes you need to make in your business if any.
- Review each change against your goals...again. If there are things that aren't aligned, decide if/when you want to change them, and how.
- Talk to experts and customers. As you consider changes, feedback from customers, mentors, solopreneurs, and other professionals can be very valuable.
- Evaluate the implications of each new idea. You never know for sure what the result of a change might be, but it's good to try to see the more obvious ones to make sure they are acceptable to you.
- Identify showstoppers caused by changes. What new changes are yellow or red flags?
- Commit to the new changes. You've made your decisions, so make them happen.



Adjusting your Solopreneur Business

- Develop an implementation plan. Assuming you have more than one change, you will want to think carefully about the approach you take to making the changes.
- Review your changes. Oftentimes, one change needs to come before another. Identify the natural order of their implementation.
- Group your changes. Any changes that need to be done in parallel or are dependent on one another should be grouped together.
- Set an order for implementation. Start with changes that will save you time. This time can then be used to implement the remaining changes. Also, consider prioritizing changes that will generate revenue.
- Execute your changes. The best thing to do is to take the change that you are working on and break it into small, logical steps. This will make it less overwhelming.
- Repeat The Solopreneur Success Cycle. It's a continuous process of improvement and adaptation.

We wish you success in your solopreneur endeavors and we want to help you along the way.

This checklist just skims the surface of the Solopreneur Success Cycle. We highly recommend you [check out the full thing](#).

Additionally, we have a growing community of savvy solopreneurs who teach and learn from each other every day. By joining, you'll also receive access to exclusive events, webinars, and experts. Whether you're an aspiring or established one-person business owner, we know you'll find value in it. [Simply click here to join!](#)

Lastly, we'd be remiss if we didn't tell you about our events for solopreneurs that take place throughout each month to help solopreneurs reach their goals, no matter where they are in the journey. You can [find upcoming events here](#).

