



MOST COMMON  
**MISTAKES**  
*Solopreneurs Make*

# 5 MOST COMMON MISTAKES Solopreneurs Make

Maybe you were the top salesperson at your company, but you got tired of vanity metrics, pushy bosses, and giving most of your commission checks away. Or maybe you finished a business degree and couldn't bear the thought of going into a Mon-Fri, 8 to 5 grind. Maybe you wanted to work from home every day to have more time with your family and ditch the soul-crushing commute. And you probably thought, "If I can be successful in school or in my job, I can do it well on my own, too!" So you set out on your own to provide your service to others.

And then reality set in. **This. Is. So. F\*%king. Difficult.**

Working as a solopreneur is much, much tougher than working inside a company for several reasons:

→ **There's no back or front office teams. There's only you.**

Of course you can hire help, but good employees aren't cheap. And if you aren't making as much money as you'd like, I doubt you want to invest thousands of dollars in payroll and benefits for staff members.

→ **No one cares about your process or how unique you say you are.**

I've heard so many business owners shout, "But, but, my process is different! The service I provide actually is different from everyone else! When I say I am the best, I really mean it." Unfortunately, everyone says they are different and it usually hinges somehow on a process they say is unusual and revolutionary. People don't give a damn about that. Your prospective clients care about how you will solve their problems.

→ **The market is very crowded.**

Let's face it: a lot of people try entrepreneurship. And with the current economic climate-- rumors of a recession and layoffs looming large-- a lot of new people will start their own businesses because they are tired of being at the mercy of corporations. This means the market is only going to get more crowded over the next few months.

Established companies have a brand. And the large ones have entire marketing teams dedicated to promoting the business. When you are out on your own as a solopreneur, **you** become the brand. You are the entire company. If you have a poor brand, you are dead in the water.

So what distinguishes a solopreneur with an awesome brand and consistent business from one with a poor brand and inconsistent business?

## HERE ARE THE 5 MOST COMMON MISTAKES:

### MISTAKE #1

#### Picking a target market that is too broad or too narrow.

- "My target market is anyone with money to spend!"
- "My ideal prospects are anyone who drives a car / owns a house / has a kid."

**Way too broad.**

- "I only service IT companies in the Midwest with seven-figure revenue and with owners named Bob."

- "I want to work with women between the ages of 45 and 48 who can stand on their heads and do underwater basket weaving at 7am."

**Way too narrow.**

It's good to think about the slice of pie you want (as opposed to saying the entire pie is your potential market) but you don't want to paint yourself into a corner with a market that's way too small to be sustainable.

### MISTAKE #2

#### Putting your prospects up on a pedestal.

I've watched solopreneurs beat their heads against the wall and turn themselves into human pretzels trying to vie for business. They tell themselves things like:

- "The economy is tough right now... I have to take what I can get."
- "If I don't accept this project, it could be months before I get another one to work on."
- "I was taught 'the customer is always right.'"
- "I'll connect with these people on social media and like all of their posts and maybe they'll reciprocate by giving me some business!"

The first two statements are limiting beliefs and the last two are just pieces of bad business advice.

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## MISTAKE #3

### Allowing a “race to the bottom” on pricing.

This usually manifests as:

- “If I don’t give the client a discount, he’ll go somewhere else.”
- “The prospect said my competitor is priced 25% lower. I guess I better do the same thing. She says she’ll only work with me if I can match or beat the other people.”
- “I make 100 cold calls a day and no one will work with me. They say everyone else is cheaper.”

It’s not your job to worry about everyone else dropping their rates or working for pennies on the dollar. You have to understand **your own value** and the value of the service you provide. If you don’t understand it first and communicate it effectively, your prospects and clients definitely will not see it for you.

## MISTAKE #4

### You didn’t realize you would be working ON your business as well as IN your business.

Many times, solopreneurs come from toxic company cultures. Perhaps you were an introvert in an extroverted environment. Or maybe you got tired of going through a list of follow-up calls and leaving one voicemail after another after another because you had metrics to meet. Maybe you had a manager who took credit for your good ideas or who bullied you.

It’s only natural to want to do the work you enjoy in a healthy place that is conducive to your well-being. People who take the entrepreneurial plunge often want to create a company culture of one so they can work exactly the way they want to. The thing is: when you run a solo business, you also have to think about: marketing, social media, the phone system, IT, CRM, accounting & bookkeeping, business development, P&Ls, legal documents, data entry, etc. Most people are good at some of those functions, but not all of them. And trying to do all of it on your own, including the tasks you hate, will cripple your business and leave you feeling exhausted.

## MISTAKE #5

### “I thought this was gonna be easier!”

So you were a million-dollar biller at an agency before you went out on your own. Or maybe you were the top producer in your department and you had a list of loyal clients who *promised* they would follow you if you ever left. Then you got out on your own and:

- No one followed you
- Your phone is not ringing
- The tactics you used before to bill thousands of dollars per month don’t work at your solo desk
- You often feel confused, tired, and frustrated
- You have a gut instinct that there **has to be an easier way** and you’d love to find it

Fortunately, there IS a better, faster, and easier way to build and operate a successful solo business that allows you to:

- Maintain or even raise your fees
- Make more money quickly
- Break out of a sales slump
- Magnetize ideal clients to you
- Work each day with joy, ease, and clarity
- Have more time to spend with friends and family
- Overcome negative beliefs that hold you back-- even the ones you aren’t aware of

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## READY TO LEARN MORE?

*Book a FREE, no obligation, no sales pitch strategy session with me right now by clicking here!*



## ABOUT SARA CAUSEY

Sara is a coach, trainer, and public speaker who specializes in helping solopreneurs obliterate limiting beliefs, work smarter not harder, and substantially increase revenue while also dramatically decreasing stress. After a highly successful and lucrative career in recruiting, Sara started her own solo desk in 2016 and experienced extreme feast/famine cycles, anxiety & panic, depression, tension, and disappointment. She wasted thousands of dollars on methods and tactics that did not work. Having produced millions of dollars before, she was incredibly frustrated by the struggles that solopreneurs face in the modern market.

In 2019, she launched “Your Path to Solo Desk Success,” a proprietary, white-glove coaching program specifically for entrepreneurs working alone. Sara built her business, Causey Consulting LLC, from a very small handful of clients to a thriving business in only a few months. She loves watching her coaching clients knock down the roadblocks holding them back and launch into levels of success they only dreamed of!