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Solo Accumulator Security Entrepreneur

Dr Sylvan Lightbourne

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QUICK FIX TIPS TO
100X PRODUCTIVITY

&

0X **BURNOUT**

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THE PHYSICAL ACT

Being a solopreneur means being an entrepreneur that runs everything themselves. There are countless advantages to this kind of business model, and thanks to the web, it's now more feasible for more people than ever before.

The notion of running an entire empire single-handedly would have seemed like an impossible pipe-dream only a few years ago. Today though, this is what more and more people are living as their reality.

The internet is such a powerful *force multiplier* that it allows many people to truly become **"digital polymaths."** Take video game development as a perfect example. Once upon a time, during the days of the ZX Spectrum and other early hardware, it was possible for a single developer to create a game in their basement and release it to the world to mass acclaim. But then computers developed further, and computer game graphics became photo-real.

Today, the budget for a "AAA" title is gigantic, and the projects require thousands of people working around the clock for years. For many years, it was impossible for a single developer to compete with the major game studios. But then things changed. Tools like Unreal Engine and Unity provided ready-made physics and graphics rendering pipelines, even providing drag-and-drop interfaces for developers to streamline production.

Then came freely available assets such as 3D models, music, textures and more: created by the community and distributed with a creative commons license. Often these were free. Suddenly, a single developer could leverage powerful tools and the hard work and creativity of the community to develop a game that would look almost as graphically impressive as something built by a much larger studio.

And slowly, the industry saw the rise of the "indie developer." Solo projects like Hyper Light Drifter, Undertale, Minecraft, Thomas Was Alone, Stardew Valley, Spelunky, Braid, Cave Story and others have gone on to sell millions of copies!

But this is just one example of how tools can empower individuals to take on much larger organizations. There are countless other examples of this: from owners of successful blogs to creators of highly popular YouTube channels. You can be an affiliate marketer.

You can make money reselling hats or any other physical product. The latter is a business model that has been particularly transformed by the power of the web: thanks to sites like Alibaba it's now possible to work directly with manufacturers that will produce your products and then deliver them directly to your customers.

The best part is that they don't even reveal themselves, meaning that, as far as the customer is concerned, you have your own factory! Any of these business models are available to the proactive individual who is willing to learn and who knows how to spot an opportunity. With a little creativity, you can even create your own business model that simply didn't exist before!

THE CHALLENGES TOWARDS THIS ACTION

But while the solo entrepreneur lifestyle is liberating in many ways, it can also be extremely challenging. That's because it requires you to wear a lot of hats and to take full responsibility for every aspect of your business.

Even if you are simply running a blog and selling affiliate products, this can be a surprisingly challenging lifestyle. Suddenly, there is no employer. There is nobody who is going to take responsibility for your business. There is no one to blame if things go wrong.

Likewise, there is no guaranteed paycheck. There isn't even guarantee that you'll have work this time tomorrow. Things can be going extremely well one day, and terribly the next.

What if Google removes your site from its listings and you can't sell any more products?

What if your one big client moves on and you have a quiet spell lasting for months?

What if a shipment of products goes missing?

As the solopreneur, you must be ready to weather all these scenarios. Not only that, but you must also make countless huge decisions. You run a YouTube channel, and you want to sell an eBook from there.

But how much do you charge for it? What eCommerce store do you use to sell it from?

What if your loyal audience finds it offensive that you are now charging for information, and thus they leave you?

What if the WooCommerce store crashes because you have an outdated PHP version on your server?

And what if that means you lose thousands of preorders?

And do you let that other creator you met upload videos to your channel?

What if those put off your viewers because it's not what they came to see? What if they like the other person's content more than yours?

Juggling work is also extremely difficult – especially if you want to maintain some semblance of a work/life balance. This is especially true for a service provider. In this scenario, there is no delineation between work hours and downtime.

Again, the number of variables is huge, and you are constantly forced to make these decisions. Even when you are "relaxing," you will still be questioning whether you could be doing something more useful. You might still be worrying that that work wasn't done to standard.

Then there are the emails from customers who couldn't download/didn't like their products. And from clients who don't like your work. There are the comments on your YouTube videos from people who don't understand what you're trying to do and seem to have a vendetta against you.

It's stressful!

STRUGGLING WITH MENTAL BURNOUT?

Let's jump straight into the deep end with a concept that has been gaining a huge amount of attention online, and that has the potential to transform your productivity and wellbeing.

In the new digital economy, it should come as no surprise then to hear that many people are looking for ways to find an edge. People are turning to brain training apps, stimulants and even 'smart drugs' to try to boost their ability to understand and retain information. But there's an easier way.

And a far more effective way. It might not be glamorous or exciting, but by far the most effective way to upgrade your brain is simply to get more sleep. If you sleep better, you will boost your concentration, your creativity and your memory. To find out why and to learn how you can take advantage of this, keep reading.

How Sleeping Boosts Focus So, how exactly does sleeping improve your brainpower? The answer is that no one knows entirely. Science has uncovered many of the mysteries of sleep, but many more remain elusive. Here is what we do know. During the day, your brain uses up an awful lot of energy.

Roughly 20% of all the energy you use in fact goes towards operating your grey matter. For this to work, your brain cells use mitochondria. These are small 'energy factories' that live inside your brain cells and which are responsible for utilizing ATP (adenosine triphosphate), which is the body's 'universal energy currency'.

ATP is composed of three phosphate groups, which are held together by powerful bonds. The mitochondria breaks these bonds in order to release energy, and this is used for everything from our metabolic processes, to RNA synthesis, to moving muscles. When you break a molecule made of three phosphates, you end up with adenosine diphosphate (made of two phosphates) and adenosine monophosphate.

You also end up with some leftover adenosine, which is essentially a by-product of the breakdown of ATP. Adenosine is also a neurotransmitter. That means that it is used to communicate between brain cells and to tell our brain things about our current state and what kind of mood it should be in.

Other examples of neurotransmitters include things you've probably heard of like cortisol, serotonin or dopamine.

STAY ONE - STEP AHEAD OF YOUR RIVALS

Specifically, adenosine is an inhibitory neurotransmitter. That means that it reduces activity in the brain.

More specifically, it increases the activation threshold, so that more effort is needed to make the neurons fire.

Simply put, if you sleep more during the night, you'll be more alert and awake during the day.

And if you're more alert, you'll be better able to focus and better able to absorb and retain new information and/or solve mental puzzles.



FOCUS ON YOU

Not enough reason to start prioritizing your sleep? Well, how about this: sleeping also enhances your neuroplasticity.

Neuroplasticity describes the brain's ability to grow and change shape just like a muscle. Our neurons are all connected and create a kind of web called a 'connectome' in our brain.

This connectome encodes all the information we have stored, and it allows us to re-experience that information at will.

Well, just like your body, your brain also grows and repairs itself during the night.

This occurs via the production of hormones and neurotransmitters such as nerve growth factor which are released in greater quantities throughout the night.

STRUGGLING WITH WORK ERGONOMICS?

If you work from home – as many solo entrepreneurs are likely to - then you're likely to have found that remaining productive and maintaining focus are two of the biggest challenges you face on a day to day basis.

For some reason, we find it harder to work when we're not actually at work, and this often results in our mind wandering or us finding procrastination in all kinds of places. One of the best ways to counter this effect is to design a home office that encourages focus and that you actually want to work in.

If you're working from your own home, then you'll have far more freedom in what you can do with your office space, and you should really take advantage of this fact. At the same time, if you work this way full-time, then you're probably going to spend the majority of your life at your desk and/or in your office, and as such, you should make the most of it by making it as conducive to productivity as it can be.

This will not only improve your quality of life on a day-to-day basis but will also ensure that you are as productive as you can be and always doing your best work. The Ground Rules Firstly, make sure that you don't cut any corners and that you're willing to spend a fair amount on your office to make it as nice as possible.

The first place to invest this money is on a new desk, and this will have the biggest impact on your work. The desk should fit with the décor of the room but at the same time, make you feel professional and be something you want to show off.

Sitting at your desk should feel like manning a space ship, and if it does, then you will feel good about yourself when you work which will rub off on the quality and quantity of what you churn out.

The hallmarks of a good desk are to have as many compartments as possible, to have lots of space for working on, and for having (or being a part of) at least one right angle. The compartments are important as they'll mean you don't have to keep getting up to get things. At the same time, they just 'feel' organized, and if you feel organized, then your brain will automatically be more organized in the way it stores and processes information.

STRUGGLING WITH WORK LIFE BALANCE?

If you are going to succeed as a solo entrepreneur or really as any kind of professional who works from home, then you need to manage your work/life balance properly. This is one of the biggest downfalls for so many people who start working online.

The problem, as outlined in the introduction to this e book, is that it is all too easy to bring work home with you when you work from home. This means that you never get to switch off. The body works in a series of cycles and requires balance. If you are always on, then eventually you WILL switch off. And this is the crash that we associate with burnout.

Not only that, but this can also work the other way around. That is to say: if you can't switch off from home when you get to work, you will struggle to focus, and you'll find you have even more stress as your mind is pulled in multiple directions.

So, what can you do?

Understanding Decision Fatigue- Let's start with 'decision fatigue', a phenomenon that sees the quality of our decision-making start to decline over time. This shows us that decision making requires energy and that with time, we can exhaust that energy. In other words, your ability to make decisions is finite, and so it's important that you apply a little resource management.

This is hard when you consider the huge number of different decisions that you face on a daily basis: from what to have for dinner, to what to wear, to whether or not to go out. Expending energy on these smaller, meaningless decisions can actually leave you with less capacity to make the decisions that matter.

How do you avoid this? Cut back! Famously, Steve Jobs attempted to reduce decision fatigue by actually wearing the same outfit every single day, thereby giving himself one less decision to make!

Reduce the number of decisions you make at work and during the day by finding routines that work for you and attempting to stick to them. You'll find this gives you more mental clarity and energy at work and helps you to leave at the end of the day without stressing.



INFORMATION OVERKILL

Information meanwhile comes at us from every angle though. Your phone is constantly ringing and beeping, you're probably working on a computer for a big part of the day and walking down the street you probably see a ton of billboards, ads and screens.

Every time this happens, your body is 'aroused' and your attention diverted. This prevents you from enjoying a calm state of mind and means that you're that much more likely to feel exhausted and overwhelmed by the time you even get in to work!

DISCIPLINE YOUR ACTION

Finally, you NEED to be strict with yourself as a solopreneur about when it's "work time" and when it's "downtime." Think of it like switching between two different mental states: a work mode and a relaxed mode.

This is one of the big benefits of creating a designated work environment – and especially adorning it with iconography and imagery and places you in a productive state of mind.



A SECRET WEAPON: MEDITATION

If you take just one thing from this ebook, it should be this: you need to start meditating. Why? Because meditation is the solopreneur's secret weapon. This is what you will use to not only achieve more productivity and stay more focused, but also to boost your mood, to recharge after a hard day, and to generally improve your work/life balance and mental health as someone who works online.

How does this work, and how do you get started?

Read on!

Firstly, meditation will help you to improve your brain function by directly upgrading your brain. Countless studies have demonstrated the significant benefits of meditation, and these include the following:

- **Increased cortical thickness:** The key frontal regions of the brain actually get thicker and heavier as new connections and cells are created. This has been shown to correlate with an increase in IQ scores!
- **White cells proliferate:** White cells are the "caretakers of the brain" though recent studies seem to suggest they also play a lot of other important roles. Meditation appears to improve signaling through white cells and prevents them from deteriorating.
- **Neurochemical balance improves:** Meditation alters the balance of neurochemicals, which may help to combat numerous mental health issues like anxiety and depression. It also helps us to stay more focused, more of the time.
- **Aging slows down:** Worried about losing your smarts as you age? Meditation combats this and can likewise reduce your risk of Alzheimer's and other conditions that become more likely as we get older.

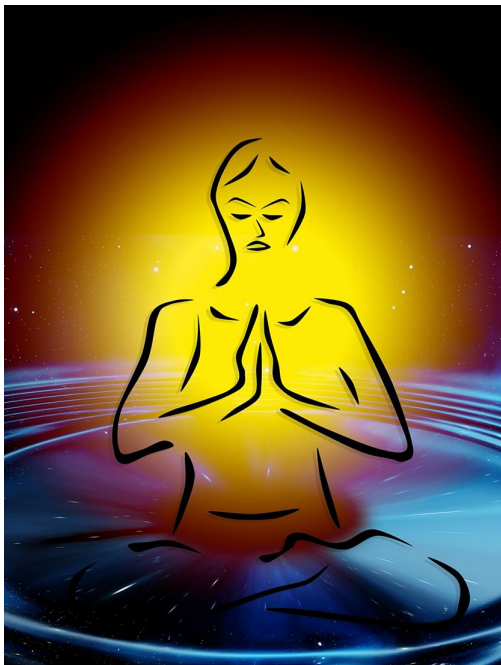
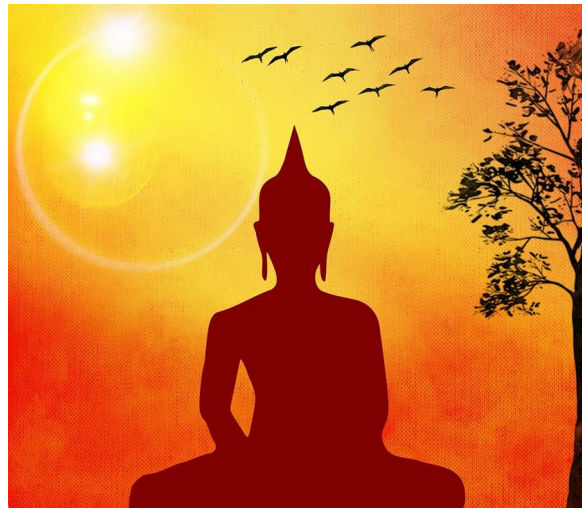
But while all this can have amazing, direct benefits for your productivity, the real benefit comes from the fact that meditation provides a powerful, rejuvenating rest. This is something that many of us are missing.

If you are working extremely hard all day, that puts you in a ramped-up physiological state: that's a fight or flight state where you are producing hormones and chemicals like adrenaline and cortisol. This increases muscle tension, heart rate, breathing and focus. But it also suppresses things like digestion, immunity, and more.

WAY OF THE CHI

If you've ever seen Shaolin monks perform, you'll know that they're capable of seemingly superhuman feats. They can bounce off their heads, smash bricks across their stomachs with their bare hands, and stand on one hand. How?

The answer is intense training. But how they managed to train this intensely without collapsing is the real mystery! And according to a few outspoken monks, the answer is Qi Gong – their form of moving meditation. They say that you need balance: fire and water. The more fire, the more water.



ENTREPRENEUR STRESSORS

If we are stressed in our daily lives as well AND then add poor sleep and nutrition on top of that, we end up spending extremely little time in a parasympathetic "rest and digest" state. We are constantly breaking ourselves down and never allowing ourselves to recover.

Meditation offers a solution. This should be thought of as the mirror image to the high-intensity work and productivity demanded of you during the working day.

OUTBOARDING & TALENT HOARDING

What if there was one skill you could learn that would replace all others? Well, if such a skill were ever to exist, it would undoubtedly be outsourcing and/or automation. In other words: you need to learn to trust others, and to take on just a little less responsibility yourself!

Delegation is the process of handing work over to someone else on your team.

Outsourcing is the process of giving someone outside your team a chance to contribute (usually, this means finding a paid freelancer).

Automation means finding a tool that can do the work for you. As a solopreneur, there is a high chance that you are a "control freak." That is to say; you may struggle to let go and allowing someone else to try and help with your business.

Maybe that's why you became a solopreneur in the first place! And just maybe, it's what helped you to be successful. But using these methods doesn't have to mean letting go of control. It means that you get more control over the things that matter, while the "busy work" is handled elsewhere.

For example, why not use a virtual assistant to handle menial jobs that you don't have time for? A virtual assistant is essentially like your very own PA, except with one key difference: they work entirely remotely.

In most cases, a virtual assistant will likely be stationed in India or elsewhere overseas and will provide you with any services that don't require amazing English and that don't require them to be there in person.

But for an internet marketer, the uses of a virtual assistant are more focussed on profit and productivity. Let's say for instance, that you want to send a round of emails as an internet marketer.

In this case, you might need to collect a list of emails – perhaps of bloggers that allow guest posts on their blog, or maybe of potential business partners. Instead of wasting time finding those contacts, you can use a virtual assistant in order to collect them for you and you then simply send the email.

AUTOMATION

Automation is the final and ultimate solution.

Here, you are outsourcing to a machine or program that can take care of work for you.

Because an automated system has no limit as to how much work it can produce, this allows you to potential scale your business infinitely.

The best part? That income is now passive.



PERFORMANCE AUTOMATE

That means that you can potentially earn money while you sleep – which as it happens is really good for your energy levels and work-life balance!

Try setting up automated systems and outsources solutions with dropshipping, eCommerce platforms, affiliate business models and more.

This will allow you to step away from your business, which is ultimately the end goal – as we'll see in the final chapter.



BUILD A WEALTH WHICH COMPLIMENTS YOUR HAPPINESS

We've looked at many different strategies that you can use to restore balance to your lifestyle as a solopreneur. We've seen how to improve sleep, how to get more done with nootropics and nutrition, and how to switch off from work when all is said and done. But we need to end on another note.

Because what is all this for, if you are only going to continuously increase the amount of work you pile on? What is the goal that you are striving for by taking on a hundred different roles in your one-person business? It's time to reflect on work/life balance a little deeper and to focus on improving this MORE in order to achieve lasting happiness, contentment, and health.

What is Success to You?

Many of us have a certain idea of what makes someone successful. We consider successful people to wear suits, for instance, and we probably expect them to stand gazing out of the windows of high-rise buildings onto the streets below. Of course, these people are highly paid – that's how they afford such nice suits and such high up offices.

And of course, we know that with this financial success comes a lot of responsibility. Our picture of someone who is conventionally successful will also be of someone who is constantly on the phone, constantly sending emails and likewise often running board meetings.

But while this might be what we picture when we consider success, it's important that we separate this notion from what success means to us. Otherwise, you can end up highly stressed, highly overworked and potentially making yourself ill.

LEGACY SCRIPT DOES NOT EQUATE TO TODAY'S SUCCESS

The reason many of us picture success the same way is that this is the 'cultural norm' and this is what we have been brought up to think of as success. There are a few different versions of course, which include being a doctor, or perhaps a lawyer.

Either way, these are high-stress, highpressure jobs that come with high salaries and status, and that would make your Grandma proud. And this is the kind of work that many of us will end up falling into. We leave college or University, and we find that jobs aren't being offered up on a plate in quite the way we perhaps thought they might be.

As such, we find ourselves lacking any stable form of income and probably wanting to get out of parents' basements ASAP. After looking around for work that inspires us and giving up, we start looking for work that will provide a stopgap. Work that will put food on the table while we wait for something even more exciting to come along.

Maybe we work in logistics. Maybe sales. Maybe we work in a high street store. And then opportunities come along, and we take them. That might mean training to become a team leader, which leads to manager. Which leads to area manager. Which leads to the suit and the high-rise office. Maybe a flashy car to go home in.

And while it's not anything we were ever particularly passionate about, it is enough to make us feel accomplished, and it's enough to make Grandma proud. And if you were to follow your dreams of becoming a painter, an actor or an entrepreneur at this point, then that would mean giving up everything and starting again from scratch.

This also becomes harder and harder to even think about once you are supporting a family. Once you are thinking of buying a house with your wife/husband. Once you have bills coming in that you need to pay and a credit card loan because you bought that car.

And the massive widescreen TV. This is only one way it comes about. The other way is that you decide young that you like the looks of being a doctor, or a lawyer, or a CEO. You think it looks glamorous, and your parents really like the sounds of it too, and so together you push to get you into the right school, the right college and the right apprenticeship early on.

You grow and develop yourself and climb the ranks. You realize it's soul-destroying, sure. But now it's kind of a bit late, isn't it? This is the exact same thing that happens to the solopreneur who views the "end goal" as being to build as large an empire as possible. To earn huge amounts of money while hiring more members of staff and taking on more and more responsibility.

WHAT DO YOU WANT?

The problem comes from the fact that very few of us know what we really want. Worse, we don't know what we really need in order to be truly happy and inspired. We think that we should push ourselves to go after the traditional signifiers of success and accomplishment, and we think that we should stick to wanting the things we always used to want when we were younger.

But the first separation you need to make is between the status and the idea of a particular job and then the reality. Because a lot of people go after jobs that they really like the idea of. They love the sounds of being 'in charge', and they think it would be great to work for a really big company.

Maybe they love law programs, or maybe they love technology. But working as a manager in a big tech company has little to do with tech. And wearing a suit doesn't feel glamorous even the third time you do it. If your day to day involves making lots of phone calls, taking on more and more work and generally piling more and more stress on yourself, then perhaps you should reconsider it as a job.

Being a doctor is great for some people, but for others, it means working ridiculous hours, with a huge amount of pressure, in an environment that can be seen as fairly unpleasant.

And don't expect the respect that once came with the title! Likewise, if you are already in a job that you don't love, you need to really think about whether taking a managerial role is right for you.

It ultimately will amount to the exact same thing but with a lot more stress and pressure – which could be enough to drive you a little out of your mind! On the other hand, you also need to consider whether the end result is something that drives you. Because if you love the work you do on a daily basis but don't feel you're contributing to society or building something you care about, it will ultimately be hollow.

For the solo entrepreneur, the goal should be to maximize income while minimizing the amount of work and stress. By doing that, you can worry a little less about perfectly optimizing your sleep and diet: because your lifestyle isn't crushing you under the weight of your work!

Either that or you find a way to turn what you **LOVE** into your job. That's the true power of the solopreneur lifestyle, and it's one that can address MANY issues with taking on too much responsibility and work.

FIND YOUR ENTREPRENEURIAL FIT

It is very convenient for the economy if you keep killing yourself to take on more responsibility, but it's not so good for your health. If you are stressed and bored on a daily basis, working long hours with no time to exercise or spend with the people you love, then you will burn out slowly.

You will sleep less, you will eat worse, and you will push your loved ones away. Wearing a suit to work does not objectively make you more successful. If you would be happier working as a garbage collector so you could spend the whole evening with your family, then that is just as 'successful'.

Successful means doing things that matter to you and living a life you think is fulfilling. I'm not going to tell you not to go after your dreams and not to go after that highly paid job, or to pursue that medical degree. You might get huge reward from this work. What I'm telling you instead, is that you should:

a) Really think about whether this is a job you really want. Really ask yourself whether you will be happy in that career at the highest levels.

b) Think about what is important to you and what sacrifices that level of 'success' will bring. When you have a young child, will you really want to be working 12-hour days? Will you be upset at the thought of not having time to exercise? To spend pursuing hobbies? Are the sacrifices ones that you are willing to make?

c) Ultimately, make sure that the job you go after is something that YOU are truly passionate about. Don't do it because it is what you think you're 'supposed to do'. Don't do it because your Grandma will be proud. Do it because it is intrinsically rewarding. I say all this as a cautionary tale.

If you're going to reach the top levels of success, it means sacrificing a lot of your energy, your relationships and your spare time. This only ever makes sense if you absolutely LOVE what you are doing: the day to day of it, the end result and the industry. For the rest of us, there is actually a point where we reach diminishing returns and where we could be just as happier earning a little less but having a lot more time to spend with our families or to spend painting...

Don't define your success by your salary or by your responsibility. Define your success by your happiness. As a result, you'll be MUCH healthier as well. As a solo entrepreneur, you are in a unique position of being able to define precisely the work/life balance you wish to design.



PROGRESS IN RESULT OUT

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.

MARATHON RESULTS

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.

BREAKING SILENCE

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.



REST TO REFLECT PROGRESS

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.



FINAL REMARKS

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!

Thank You

We Welcome Your Feedback.

You Can Contact The Author At:

www.drsvlvan.com