



SQI

Security Quantum Investing

Solo Entrepreneur Success

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8 TIPS & TRICKS

**ON HOW TO GROW YOUR
SECURITY BUSINESS
FASTER & SMARTER**

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BUILD NOW! PERFECT IT LATER!

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SOLO ENTREPRENEUR BASICS

If you enjoy working independently, then you might be the perfect fit for a solopreneur. Many solopreneurs enjoy working alone and do not want to have a boss to report to.

You may even already have some ideas in the works for your security business. Are you not sure what a solopreneur does? Many people confuse this title with “entrepreneur”- while they have many similarities, they do also have some essential differences that you will want to be aware of.

What is a solopreneur? A solopreneur is an individual who runs their own business. They do not require any co-founders to start up and do not have any employees. The solopreneur is comfortable running all of their business tasks and projects themselves.

This requires that they have many skills on a broad range of topics. A solopreneur may outsource some of their work to contractors or freelancers. This allows you to still work with professionals to help build your brand, while not having any employees. A solopreneur can fall into many different industries. But for this ebook we will take: ● Business consultant ● Small business owner ● Security brand ambassador.

It is expected that independent workers receive more career opportunities within the coming years. Plus, records indicate that a majority of solopreneurs feel more comfortable working on their own and prefer it over traditional jobs.

If you want a job that provides you with consistent growth and satisfaction, then a solopreneur career could be a perfect match for you. With a more flexible life, you can build your schedule to suit you the best. However, many people confuse solopreneurs with entrepreneurs. It is important that you know the difference if you want to enter into this profession.

A solopreneur is the founder and sole employee of the business. An entrepreneur will usually have a team that they manage. Overall, solopreneurs have a lot more freedom between the two positions.

THE ENTREPRENEUR

A solopreneur is in charge of every aspect of their brand and business. They usually will handle a majority of business tasks and projects on their own. While they may outsource some tasks or hire professionals to help them with the work they can not do, a solopreneur is the only employee of their business.

For example, a solopreneur may hire a graphic designer to help them build and create a website. This process is not part of the day to day business operation of the brand, but it is still essential for the business's growth.

As a solopreneur, do not hesitate to work with freelancer professionals when you can not handle the task on your own. Additionally, the solopreneur is the founder of the business. They are responsible for creating all of their products or services and getting them to their customers.

What an Entrepreneur Does- While an entrepreneur may start their business on their own, it usually does not stay that way for long. They will hire a team to handle projects and tasks- mainly creating the products or services of the company. The employees are also responsible for ensuring the customers get what they pay for.

In short, an entrepreneur delegates more work than the solopreneur. An entrepreneur is more like a manager. They run their business by overseeing the work of the people that they hire. Many people feel more comfortable as a solopreneur, because they are not in a manager position.

Solopreneurs and Professional Growth- As you build your business, you will start noticing more opportunities coming your way. Once you get the ball rolling, trust us, it gets easier. initial "push" can be very tough, but soon, you will have the chance for plenty of professional growth.

This professional growth can include: ● Higher cash flows ● Reaching career goals ● Learning new skills ● Gaining more experience Professional growth is essential for any solopreneur to succeed. The more you learn, the better you can use your skills to improve your business. This creates a positive cycle that allows you and your business to continue growing and improving together.

The best way to grow as a solopreneur is to develop your network. When more people are aware of you, you will have more opportunities to build business relationships with other professionals. You can gain more exposure, and more work or sales, through your network. Overall, running your own business will put your natural talents to the test. You will work hard to develop them into professional skills, allowing you to grow further and earn a steady income.

STAY ONE - STEP AHEAD OF YOUR RIVALS

There are several signs that you are ready to build your own business. Here are some of them:

- You have a passion
- You believe in your talents and ideas
- You have a brand idea in place
- You have a product or service to offer
- You are ready to learn and make a plan



FOCUS ON YOU

While there are many signs, the most important is that you love to learn. Solopreneurs need to be a “jack of all trades”- since they handle everything within their business.

This means that you will need to learn plenty of skills and techniques in order to succeed. Of course, all solopreneurs need something they are passionate about.

Have you heard the saying *“If you love what you do, you will never work a day in your life”*, that is true for solopreneurs. You will need to invest a lot of your time into managing your business. However, this is going to be what makes you grow. Plus, when your audience sees that you love your career, they will be much more interested in what you have to offer them.

SINGULAR BUSINESS FOCUS

The first step in starting your new business is to choose a single focus. Solopreneurs usually start by catering to a niche market, where they can build an active and interested audience. You will want to have a steady customer base before you move on to anything else.

Having reliable customers is essential; they keep your business profitable and allow you to engage with them easily. Plus, a solid customer base keeps your business easy to manage. If you start to branch out too much, you might have trouble handling all of the tasks on your own. Your single business focus will need to be at the center of all your services and products.

For example, if you were running a freelance graphic design business, you would focus on delivering the graphics your customers wanted. You would likely not branch out too much into other areas. This is another difference between entrepreneurs and solopreneurs.

An entrepreneur who runs a graphic design business would have a team of designers working for them. They could offer more services- which would be hard for a single person. Still, your single focus should be what you love. Having one main service or product also allows you to cater to a niche market- where there is less competition. Many independent workers can meet all of their goals by doing this.

So, before you can start working as a solopreneur, you need to know how to sell to a niche market.

How to Sell to a Niche Market Once you have your business focus, you will need to learn how to sell to that niche market. You will want to know everything you can about your audience. From there, you can use your focus to create your marketing strategy. A well thought out content marketing strategy is essential.

CHOOSING YOUR BUSINESS FOCUS

Your business focus is going to be the center of everything that you do- you do not want to pick something you might dislike or grow bored with later. What is your passion? Do you have any hobbies you want to market? If you love what you do, you are much more likely to succeed.

Use these steps to determine what your business focus should be:

- Focus on your passion: If you are passionate about the business, you should enjoy running it. You also are more likely to have experience in your passion or will be much more willing to learn about it.
- Test your focus: Before you get the business officially running, it is important that you test your focus idea. You will want to research: ○ Demand for your product or service ○ How much are startup costs and can you afford them ○ What you can do to stand out from the competition ○ Does your product or service solve your audience's problems
- Make a plan: Next, you will want to write out your business plan. This should include all of the small details, as well as your large goals. Be sure that you include how to achieve them. Writing a thorough plan ensures that you have thought everything through- giving you a much better chance at achieving success.

If you are still having trouble determining what your business focus should be- that is okay! You want to spend a lot of time thinking about your focus; it is alright to wait a little while to ensure you have everything right.

To summarize, your business focus should be something unique that you enjoy doing. It is difficult to work in fields that bore you- you would lose interest in the business quickly, then likely lose your investment in the start up too.

Luckily, you can build your own online. Many independent workers run social media pages for their brands. To do this, you will need to work on your brand identity, then focus on uploading consistent content. Your unique business focus can lead to a great content marketing strategy naturally. For instance, if you are a photographer looking to market themselves, posting your professional shots often on Instagram would be extremely beneficial to you.

If your business offers products, then you can find plenty of ways to market online. Social media advertising is a great way to bring traffic to your website, which increases sales. When it comes to niche audiences, you want to be certain your ads are appealing to them- otherwise you are wasting your funds. Most importantly, take the time to engage with your audience and listen to them. Your customers know what they want and will tell you.



HERE IS WHERE SQI COMES IN

Is your idea so niche that there is no obvious market? You can always try to make your own. To do this, you will need to invest a lot of time into your marketing campaign. We also recommend that you focus on your brand's social media accounts.

Once you have found your audience, you need to show them why they should buy your products or services. The best way to do this is to create a compelling story around your business focus.

PUT YOUR FOCUS ON YOUR CLIENTS

Potential customers will want to see all the benefits that your business has to offer them, before they make any purchases. You can tell your story through content creation.

Make videos, images, and articles. Make sure that you include all of the benefits that your brand has, as well as what makes it different from your competitors.



BEAT THE CLOCK SMARTLY

Once your business is up and running, you will need to choose what tasks deserve your time. If you split yourself up between too many small tasks, your larger projects are never going to receive the time they need.

One of the best ways to do this is to keep a planner. Inside you will want to record all of the important things you need to do. Your To-Do list should include dates and be organized by importance- always handle the most essential tasks first. However, your business might be growing too rapidly for you to keep up with. That is when you need to work smarter, not harder. There are plenty of ways to do this.

Get Rid of Distractions First, get rid of distractions while working. We are all guilty of checking our cell phones at work- but this can be very harmful to productivity. This is especially true for solopreneurs, who do not have a boss to tell them to get back to work. You will need to take responsibility for yourself.

Always mute your phone during your working hours. There are plenty of time management apps as well that you might want to consider using. Since you will likely be working from home, you will need to be more disciplined with yourself to complete work.

Outsource and Delegate Work Next, you can outsource and delegate some projects to freelancers. If you are starting to have less time to manage your social media- hire someone to do it for you. Professional social media managers can improve your engagement and post content as needed. You will notice more growth when a pro is helping you out.

You can hire designers to create iconography for your business, have someone else caption or translate your video content, hire a writer to make your blog posts, and more. If you have a task that is too time consuming or too difficult- there are pros online who want to work with you. The best part, you can do all the hiring online.

UpWork, Freelancer, Fiverr, Indeed, and Guru are just some examples of online platforms. These sites have tons of freelancers looking for work opportunities- you will be sure to find someone to fill the roles that you have. Overall, it is important that solopreneurs feel

ADOPT TIME MANAGEMENT

Of course, every solopreneur is going to need solid time management skills. Here are some quick tips to build your time management skills further:

- Start projects early
- Prioritize important tasks
- Plan ahead often
- Make a daily To-Do List
- Take breaks
- Schedule and plan around deadlines
- Keep your work areas organized
- Track when you are most productive
- Use apps to set reminders and timers



BE TECH SAVVY

You can also outsource some small groups of tasks using apps or ai. For example, you could use a social media bot to respond to your messages.

This will give you more time to work on other, bigger projects. Apps are also extremely helpful for any solopreneur.

A time management app can track how you are spending your time and help you correct your habits where needed. This process can allow you to create a more effective workflow.



BE OVER PRODUCTIVE

Once you have all of your time management tools in place, you will want to stay productive. Have you heard “an object at rest stays at rest and an object in motion stays in motion”? While this is Newton’s famous physics law, it can also be applied to motivation. When you are productive it is much easier to stay productive.

When you are not completing tasks, it gets much harder to start again. There are plenty of ways that you can stay productive. While it might be difficult at first, continuing to be productive will get easier over time. Here is what you will want to do.

Follow a Consistent Routine Having a consistent routine is going to greatly benefit you, especially if you are working from home. Your daily schedule should be unique to you, but here are some tips for you to start building your plan.

Get Organized Next, you will want to organize everything in your life. It is much easier to work when you are surrounded by a neat environment. However, you will want to organize your plans as well. Make plenty of lists. You will want to work on essential tasks first, then work your way down to the smaller ones.

Setting Goals It is also essential that you set goals for yourself and for business. Once you complete one major goal, it will be easier to move onto the next one right away- increasing your productivity. There are good ways to set goals and ways that you will want to avoid.

Staying Productive at Home As a solopreneur, you likely will be working from home. There is a big difference between an office environment and a home office. It can be normal to take some time to adjust. We put together some tips for you to stay productive at home:

Learn Your Productivity Hours Finally, everyone has different productivity hours. Some of us are most productive in the morning. Others are night owls or prefer to do most of their work around the middle of the day- everyone is different.

Try a Small Task First If you are putting off a large project that you need to work on, try starting a small task first. Once you have completed it, it is going to be much easier for you to move onto the next task. Being productive can be difficult to start, but once you get going, it is even harder to stop.

NETWORK LIKE CRAZY.....

Networking is one of the most important tasks that you will do as a solopreneur. By networking, you will be improving your traffic, conversions, and audience awareness. These are the benefits of building a strong network:

- More referrals
 - New Clients
 - Meet more solopreneurs
 - Establish a professional presence
 - Build your skills and experience
- ### Building Your Network

One of the easiest ways to start building your network is to attend conferences and seminars. Any workshop setting where you know there will be other solopreneurs is the perfect place to start. These events are perfect for talking with other people in your field.

By attending, you are connecting with others and building professional relationships- which can easily lead to strong networks. You want to build a community that can help your business grow and the best way to do that is to simply put yourself out there. Next, once you have a small network started, you will want to branch it out. You can ask other solopreneurs to introduce you or provide you with contact information.

Connect Through Social Media As a solopreneur, you should already have a social media account created for your business. You can easily use this account to connect with others and strengthen your network. Platforms like Facebook, Instagram, and Twitter are perfect for this. To start, ensure that your profile is up to date and that your business has been posting content often.

Here are some social media tips for your profile:

- Check that all links work
- Use relevant hashtags
- Respond to comments in a timely manner
- Make sure your contact info is easy to see
- All images should follow your brand identity and color themes

GRAB ATTENTION

Building Your Audience Another essential part of networking includes building your audience. By regularly posting and engaging with your audience, you will notice more people interacting with your brand. As your audience grows, so does your exposure- which is excellent for business networking.

To do this online, you will need to do the following with your brand social media: ● Add quality content regularly ● Engage your audience with content ● Interact with them, ie. comment and like posts ● Post content that is relevant ● Try social media advertising ● Try making videos or a podcast ● Develop your content marketing strategies



RESEARCH YOUR AUDIENCE

Next, you will want to conduct research into your audience. You will need to determine who your target demographic is and then go from there. Who are your ideal customers? You will want to use analytics to see who is responding the most to your social media content.

Analytics tools can be used to see what sorts of people are viewing your pages. You can use this information to build ideas and content that is tailored to them. By conducting your research, you are going to benefit your traffic levels.

BOOTSTRAPING

Solopreneurs often have strict budgets, especially ones just starting out. That means you will want to use all of the resources you have effectively. It helps to know when you should pay to use tools and when you should not. There are many different tools out there.

A majority of them run a “freemium” system. This means that they are free to use some of their features, but you will need to pay to unlock all of the features through a premium account. Here is what you will want to consider before you purchase a tool.

Is It Helpful? How useful to you will the tool be? You do not want to pay for just a few features that you will use, especially because there are likely other tools out there that will cover everything that you need. You might want to make a list of all the things the tool can help you with. Do this for several different options, then compare the prices. This process can help you determine what tools are giving you the features they need plus the price tag that comes with it.

How Often Will You Use It? You might want to buy something you can use every day. If the tool is only going to be useful to you once a month, then there would be no point in purchasing it. The features should be ones that you already know you will turn to often.

Is There a Free Version? Before you buy any tool, always check for a free version. In some cases, the features you need are behind a paywall with one tool, but free in another. Always make sure that you do thorough research before you order anything. You might be able to access a very similar tool for free somewhere else.

Will It Fit Your Budget Solopreneurs usually have strict budgets that they need to stay in for their business. Be sure to reference your budget before you buy any tools- you might not have the room for it. It helps to compare prices and search for free online tools elsewhere if something seems to be a bit too pricey.

Can You Outsource? A professional person will be able to offer you better final results than an online tool. For example, if you use a freelance accountant to build your budget, they can consider more factors than a budgeting app. As you talk and work with them, the professional will be able to adjust and completely customize your budget to suit your business. A program can not do this.

Overall, you will want to research tools and compare their costs to your budget. You want to save money where you can, but use tools that are helpful to you. If you think a tool will expand your networking, get you a larger customer audience, or allow you to reach more clients- it is worth getting.

AVOID PERFECTIONISM

Solopreneurs can often become obsessed with perfection. It is easy to do you want your business to be the best that it can be. However, it is important to realize that progress is more important than perfection. In fact, perfectionism might be hindering your business.

Successful solopreneurs took their work one step at a time to get where they are today. You will need to do the same thing. It takes years to build the perfect business, you can not expect it to appear overnight!

Why You Don't Want Perfectionism Being a perfectionist can greatly slow down your workflow. It can cause you to waste your time and lower your productivity. If you know you are going to need to spend a lot of time making something perfect, it can be much harder to get working on it. Perfectionists are always discontent with their work.

This causes them a lot of stress and worry. Soon, it will start feeling like nothing that you do is good enough- which is an awful mindset to have. If you are feeling this way, you will never feel satisfied with your work.

To stay happy and healthy, you will want a more positive mindset. Instead of focusing on perfection, put your focus into making progress. Try to do better each day. You want to improve each time you make something for a customer or a client.

Plus, it is much easier to measure your progress than it is to tell if something is perfect. Of course, that does not mean you should not put all your effort into the work that you do.

Perfection is Impossible Perfection is impossible to achieve. Even the most well-known solopreneurs are not perfect. Perfectionism includes impossibly high standards that can never be reached. When you hit a certain goal with your work, then continue redoing it to try to "perfect" it, you likely will feel like you are not reaching the standard you set for yourself.

Perfectionism has a negative impact on people's mental health. It can leave you feeling unsatisfied and unsure of the quality of your work. Over time, this could even make you feel worthless.

Instead, you will want to focus on the positives. Consider each new job or sale a learning experience. Once you have completed the project, you know that the next one you do will be even better.



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.
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