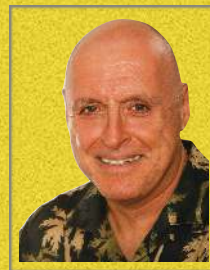


THE EXTRA POINT

BY JERRY ROBERTS



129 Five Tips For Better Solo Entrepreneurship

Are you doing it all or mostly by yourself? Are you that unique businessperson known by the title, Solo Entrepreneur? I'm Jerry Roberts and today, we offer some ideas on how to do it better, on The Extra Point.

Solo entrepreneurs are some of the most creative and adventurous souls to be found anywhere. They don't seek the security of the 40-hour workweek and twice-monthly paycheck. In fact, many of them run from it.

Technically, solo operators have a "home" business, but many choose to operate in any number of locations other than the house. There are benefits to this, as well as drawbacks.

First, the most critical issue is whether or not you can be truly productive on your own. Only you can answer this question.

A lot of people find that they take more breaks when they work at home. Many don't eat on a normal pattern because they feel they can eat any time they want. Some get caught up in other things and fall prey to distractions. As a result, a considerable number of solo workers seek a place outside of the home where they can conduct business.

That could be a coffee outlet, restaurant, or anywhere they can pick up a decent wifi signal, and the number of those places has increased considerably in Guam over the last few years.

Now, I know there is food and drink readily available in many of these locations, and that's certainly an attraction, but is the end result any better — are people finding out that they're equally or even more productive in places away from home?

The answer is mixed. I've seen information that indicates there is a definite advantage to working outside of your own place, as well as

data which shows a lot of workers can't make a public location work for them. Here's a few tips that might help.

1. Try to find a venue where the general crowd is respectful of workers, and there is little or no loud talking and laughing.
2. Avoid online distractions. Stay focused on your work and don't get caught up with what's happening on Facebook or other social media.
3. Here's what will help with that. Find an accountability partner. Share your schedules and goals. Push each other to optimize your time and get the important things done.
4. Multiply with like-minded people. Do you know other solo business people who you enjoy being around and who practice good work habits in a public location? Maybe they'll join you. Maybe you can create a whole group of solo folks who can do this, help each other and improve the experience for everyone.
5. Outsource jobs you're not good at. Maybe that's bookkeeping, or marketing. Figure what you don't want to do and what you can afford to hire out, then work toward the day when you're only doing the things that are ultra important to be successful.

Going solo can be great and rewarding. But, in many ways, it's the toughest path to success. Stay focused and get to where you're headed.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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For information on training and consulting services from Jerry Roberts, please click this link: guamtraining.com

