

# Is Your CRM More Trouble Than a Toddler on a Sugar Rush? Time for The Easy CRM!

written by Vicky Barry | May 2, 2024

**GET ME SOME  
EASY  
BUSINESS SOFTWARE**



Hey there, fellow small business owners! We all know the drill. You're out there hustling, hammering nails, fixing pipes, landscaping dream yards – the blue-collar lifeblood of keeping things running. But let's face it, sometimes the tools we use outside the toolbox can feel more like a rusty old wrench than a smooth-operating power drill. **That's the struggle with not so Easy Business Software.** There has to be a better way, there has to be an Easy CRM!



Your CRM should not be this much trouble

We're talking about those CRM systems (Customer Relationship Management, fancy talk for keeping track of your clients) that look like they were designed by rocket scientists, project management tools with more buttons than a jumbo jet cockpit, and accounting software that makes deciphering a tax code look like child's play. The truth is, **complicated software slows you down, frustrates your team, and can even cost you money.** Here's why it's time to ditch the digital headaches and embrace the world of **Easy Business Software.**

**Imagine this:** You just finished a stellar job for a client. You're feeling good, the customer's happy, and you head back to the office ready to fire off an invoice and schedule your next project. But then, you get hit with the software smackdown. Your clunky CRM takes forever to find the client's information. The [invoicing software](#) requires you to be a math whiz to figure out tax rates. Frustration sets in, and what should be a quick task turns into a time-consuming headache.

**Sound familiar?** This is the reality for many small [businesses wrestling with complex software](#). Here's the deal:

- **Easy Business Software Saves You Time:** No more wrestling with manuals or spending hours figuring out how to use the darn thing. Easy software lets you focus on what you do best – running your business!
- **Happy Employees Mean Happy Customers:** ([according to Harvard Business Review](#) and every successful business owner ever) Imagine your team actually **enjoying** using the software. They'll be more productive, efficient, and less likely to get discouraged by technical hurdles. A happy team equals better customer service, which keeps your clients happy too!
- **Less is More:** Think of your toolbox. You don't need every fancy gadget under the sun, right? You need the right tools for the job, and Easy Business Software focuses on giving you the core functionalities you need, without all the bells and whistles you'll never use.
- **Boost Your Bottom Line:** Less time spent battling software translates to more time spent bringing in new clients and completing projects. Plus, reduced errors from user confusion can save you money (think fixing mistakes in invoices or project timelines).

## **Easy CRM: Your New Secret Weapon**

Let's take a specific example: An **Easy CRM**. Think of it as your digital [Rolodex](#) on steroids. An Easy CRM lets you easily store all your client information, track project details, and send professional quotes and invoices – all with a clean interface and intuitive features. No more spreadsheets gone wild or sticky notes plastered everywhere. You can manage your client relationships efficiently, leaving you free to focus on delivering great service.

## **Finding the Right Fit: Easy Business Software for Blue-Collar Businesses**

Not all “easy” software is created equal. Here are some key features to look for when choosing **Easy Business Software** that fits your blue-collar business needs:

- **Mobile-Friendly:** These days, your office might be the back of your truck or a job site. Easy Business Software that works seamlessly on your smartphone or tablet is a must.
- **Simple Navigation:** Think clear icons, easy-to-read menus, and intuitive

workflows. You shouldn't need a degree in computer science to figure it out.

- **Minimalist Features:** Focus on software that offers the essential tools you need, without overwhelming you with functionalities you'll never use.
- **Quick Setup and Training:** Easy Business Software should be ready to roll out of the box. Look for options with minimal setup time and training resources (because let's face it, you ain't got time for that!).

**"Investing in Easy Business Software such as Selling Lane is an Investment in Your Success"**

*– You after six months using Selling Lane*

Think of **Easy Business Software** as an upgrade to your existing toolbox. It's a tool that empowers you and your team, streamlines workflows, and frees you up to focus on what matters most – [growing your business](#) and delivering exceptional service. **Remember, happy employees lead to happy customers, and that's the recipe for long-term success in the blue-collar world.** So ditch the software headaches and embrace the ease. Your future self (and your bank account) will thank you for it!

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## [Your Awesome Business Running on the Easiest CRM](#)

written by Vicky Barry | May 2, 2024



Choosing a Easy Customer Relationship Management (Easy CRM) system can feel overwhelming, especially if you were looking for the easiest CRM. There are too many. Options, unnecessary features, and hard to understand interfaces. but what if there was a CRM out there that focuses on simplicity and being the easiest CRM to use? let's dive in

# The Easiest CRM in the World Should Do These 10 things

Customer relationship management (CRM) systems are essential tools for businesses looking to streamline their operations, enhance customer interactions, and drive sales. However, the effectiveness of a CRM heavily depends on its ease of use and the features it offers. In this post, we'll explore the top 10 features that make a CRM system user-friendly and effective, along with why each feature is crucial for your business.

but before I get into the top 10, the CRM you choose should just be "stupid simple". Almost to the point where the software is obvious to use and requires little or no training. What you're looking for is software that does not require complex tutorials.

## 1. The Easiest CRM must have an Intuitive User Interface (UI)

- **Why It Matters:** An intuitive UI ensures that users can navigate the CRM without extensive training, increasing adoption rates across your team.
- **Key Benefit:** Reduces the learning curve and enhances productivity.

## 2. The Easiest CRM Must Make Managing Customers the Highest Priority

- **Essential Features:** Ability to easily add, edit, and categorize contacts. Integration with email and social media for complete communication tracking.
- **Business Impact:** Ensures that all customer information is centralized and accessible.

## 3. An Easy CRM Should Have Automation of Daily Tasks

- **What to Look For:** Features like automatic data entry, lead scoring, and alerts for follow-ups.
- **Advantage:** Frees up time for your team to focus on more strategic activities.

## 4. An Easy CRM would have Seamless Integration Capabilities

- **Integration Essentials:** Should integrate smoothly with existing systems like email, calendars, and other business tools.
- **Why It's Important:** Streamlines workflows and data consistency across platforms.

## 5. The Easiest CRM would be Mobile Accessibility

- **Must-Have:** A mobile-friendly CRM or a dedicated app.
- **Key Takeaway:** Allows your team to access information on-the-go and update data in real-time.

## 6. Customization Options

- **Why Customize?:** Every business has unique needs, and a customizable CRM can adapt to your specific operational requirements.
- **Benefits:** Tailors the system to enhance user experience and efficiency.

## 7. Robust Security Features

- **Security Needs:** Encryption, data backup, and user access controls.
- **Importance:** Protects sensitive customer information and complies with regulations.

## 8. Excellent Customer Support

- **What to Expect:** Quick response times and multiple support channels like chat, email, and phone.
- **Why It Matters:** Ensures any issues are promptly resolved, reducing downtime.

## 9. The Best CRM would be Future Proof, and Scale as you grow.

- **Growth Readiness:** The CRM should grow with your business, accommodating more users and data over time.
- **Advantage:** Supports business growth without the need for frequent system changes.

## 10. An Easy CRM Must Powerful Features to Help You Grow.

- **Features:** a CRM is not just a customer retention management system. It's also used for [invoicing](#), creating [websites](#), blogging, and social media, creating [task lists](#), and making phone calls. In other words, easiest CRM would help you run all aspects of your business.
- **Advantage:** provide you with a single login to do all the things you need to do in your business. This way, you don't have to jump from tool to

tool to your day-to-day operation

## FAQ Section

**Q: How does CRM integration improve customer service?** A: CRM integration helps streamline all customer interactions, ensuring that all information is up-to-date and accessible, leading to more personalized and efficient service.

**Q: Can CRM systems improve customer retention?** A: Yes, by maintaining detailed records of customer preferences and interactions, CRMs help businesses tailor their offerings and communications to increase customer satisfaction and loyalty.

**Q: What is the best way to ensure CRM adoption across a company?** A: Choose a CRM with an intuitive interface, provide comprehensive training, and select a system that integrates seamlessly with the tools your team already uses.

## Only one Easy CRM Choice in our Eyes

When we started selling lane, we recognized that crafting a CRM system that is simple yet powerful requires understanding the essential features that meet both user and business needs. By ensuring our CRM software includes these 10 features, we set the foundation for enhanced productivity, better customer relationships, and ultimately, increased profitability for our customers.

New Layer CRM Simplified  
[Try for Free](#) The Easiest CRM  
For Small Business

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## [The Solopreneur: Backbone of the World Economy](#)

written by Vicky Barry | May 2, 2024



Are you a solopreneur? You might be surprised to learn that you're part of a massive and influential group that's driving the modern economy. This article from Selling Lane dives into the valuable role solopreneurs play and the impact they have on the business world.

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## [How a CRM for Small Business Can Explode Growth](#)

written by Vicky Barry | May 2, 2024

 SELLING LANE CRM



It's easy to start a business but hard to make it successful. But a CRM from Selling Lane can help.

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## [Small Business Struggles: Is a CRM Transformation needed?](#)

written by Vicky Barry | May 2, 2024



### **Introduction to CRM Transformation**

The road to small business and startup success is paved with challenges. Limited resources, fierce competition, and the constant juggling act of managing daily operations can feel overwhelming. The good news? There's a

powerful tool that can simplify your workflows, boost efficiency, and propel your business forward: Customer Relationship Management (CRM) software. Let's delve into the most common struggles small businesses and startups face and explore how a CRM transformation can be your key to growth.

## **Scattered Customer Data: From Chaos to Clarity**

Managing customer information with a hodgepodge of spreadsheets, sticky notes, and overflowing inboxes is a recipe for lost opportunities. Disorganization makes it tough to keep track of leads, follow-ups, and customer preferences, hindering sales and service.

**CRM Transformation:** A CRM becomes your central hub for all customer data. Contact information, interaction history, purchase patterns – everything is organized and easily accessible. You'll have a clear, 360-degree view of each customer, empowering your team to build stronger relationships and drive revenue.

## **Time-Sucking Processes: Reclaim Your Hours with a CRM Transformation**

Small business owners and startup teams wear many hats, making time incredibly valuable. Repetitive, manual tasks like lead follow-up, appointment scheduling, and invoicing eat away at precious hours.

**CRM Transformation:** CRM's automation capabilities are a game-changer. Automate email campaigns, lead nurturing, client reminders, invoice generation, and repetitive tasks. This frees up time for high-value activities like strategizing, building relationships, and closing deals.

## **Limited Visibility: The Power of Data-Driven Insights**

Intuition plays a role in business, but data-driven decisions are crucial for long-term success. Without clear visibility into sales pipelines, customer trends, and team performance, growth can be elusive.

**CRM Transformation:** CRM analytics and reporting features shine a light on your business. Track sales progress, conversion rates, customer behavior, and key performance indicators. These insights help you identify areas for improvement, optimize processes, and make strategic decisions that drive growth.

## **Customer Experience: Your Competitive Edge**

In today's crowded marketplace, delivering exceptional customer experiences is essential. Customers want to feel valued, understood, and promptly served. A positive customer experience fosters loyalty and repeat business.

**CRM Transformation:** A CRM allows you to personalize interactions. Access



customer preferences, past orders, and communication history instantly. This personalized approach delights customers, builds brand advocates, and gives you a competitive advantage.

## **Evolving Market: Agility is Key with a CRM Transformation got the right key**

Staying ahead in a fast-paced business landscape requires agility. Adapting to market trends, competitor moves, and technological advancements is vital for small businesses and startups.

**CRM Transformation:** CRMs help you remain agile with a treasure trove of customer data. Analyze buying patterns, identify market shifts, and pinpoint opportunities. This data-backed knowledge allows you to adapt offerings, marketing, and strategies, ensuring your business stays ahead of the curve.

## **Conclusion**

The challenges faced by small businesses and startups necessitate smart solutions. A CRM transformation addresses these core challenges by streamlining operations, maximizing resources, and unlocking actionable insights. By centralizing customer data, automating tasks, and empowering data-driven decision-making, a CRM helps your business thrive.

If you're ready to take your small business or startup to the next level, a CRM transformation is well worth exploring. **Reach out to [sellinglane.com](https://sellinglane.com) to discover how we can guide your transformation and supercharge your growth.**

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## **The Nervous Founder's Ultimate Guide to CRM Software**

written by Bardo McMillion | May 2, 2024



To say I was nervous, was an understatement, and one of the first things we have to do was figure out what software we were going to use to track it all, because I was damned if I was going to run a business with pen and paper like my parents.

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# Is Estimating Seal Coating: a Great Side-Gig for 2024

written by Vicky Barry | May 2, 2024



Ever noticed those smooth roads and driveways in your neighborhood? They don't just magically appear. There's a whole industry behind it, and it's called the asphalt and seal coating industry. And guess what? There's a cool job in this field where you can make good money. It's called a sales estimator.

Seal coating is a popular way to protect and extend the life of asphalt driveways and parking lots. It works by creating a barrier that protects the asphalt from the elements and prevents it from cracking and crumbling.

Starting a seal coating side gig can be a great way to make extra money. The business is relatively easy to start and operate, and there is high demand for seal coating services.

## **What's a Seal Coating Sales Estimator?**

A sales estimator is like a detective. They look at a project, figure out what materials are needed, how many people will work on it, and how long it will take. Then, they tell the customer how much it will cost. It's a super important job because if they get it wrong, the company they estimate for can lose money.

**"Seal coating is one of the best ways to protect and extend the life of your asphalt driveway or parking lot."**

*– Bob Vila, Home Improvement Expert*

# Benefits of a Seal Coating Side Gig:

- **Low overhead costs:** The main overhead costs associated with a seal coating side gig are the cost of equipment and materials. You can start small and purchase equipment as needed.
- **Flexible schedule:** A seal coating side gig is a great way to earn extra money without having to commit to a full-time job. You can work evenings and weekends, or on your own schedule.
- **High demand:** There is high demand for seal coating services. Homeowners and businesses need to seal coat their asphalt every few years to protect it and extend its lifespan.

## 1. Master the Basics

Before you can excel, you need to understand the fundamentals:



Mastering the basics, such as equipment, rates of travel, etc.

- **Materials:** Know the types and grades of asphalt, sealants, and other materials. Understand their costs and appropriate applications.
- **Labor:** Familiarize yourself with the workforce required for different projects and the associated labor costs.
- **Equipment:** Be aware of the machinery used, their operational costs, and maintenance expenses.
- **Travel Time,** how long does it take to get there? Can all your team arrive at the same time?
- **Production Rates** and materials, we recommend you check weekly with the suppliers to verify that the price has not sharply risen or plummeted. Different times a year have different effects on the price of the product, example if you're in the middle of the fall season when everybody's getting seal coated before winter, the supplier may increase the rate.
- **Set up / clean up time,** make sure to factor in the amount of time it takes to set up the equipment, and to clean up after the job. Underestimating here can really hurt your profits, especially since seal coating can be dirty work. If the seal coating company does not take precautions to protect areas that are not being sealed coated.

## 2. Invest in the Right Tools for the Job

Simple, business software, such as [Selling Lane](#), can help you manage your customers with its [CRM](#), keep track of your tasks with its [built in task manager](#), and get you directions to the job. But more than that, it can [provide a website](#) for customers to find you, [invoicing software](#), to get paid faster, and you can tag your customers to help you flow them through the

process from lead to sold. We think it's a must-have for any small business, especially a start-up.

**Measuring wheel:** This tool is used to measure the area of the asphalt that will be seal coated. Although the measuring tool built into your iPhone can also do a decent job, but there is risk, sometimes old-school methods are the best.

### **3. Continuous Learning**

The construction industry is ever-evolving. Stay updated with the latest techniques, materials, and best practices. Attend workshops, webinars, and industry conferences.

### **4. Build a Network**

Relationships matter. Connect with contractors, suppliers, and other industry professionals. A strong network can lead to referrals and more job opportunities.

### **5. Offer Consultation Services**

Leverage your expertise by offering consultation services. Help clients understand the best materials for their needs, the importance of regular maintenance, or how to extend the lifespan of their asphalt installations.

### **6. Diversify Your Services**

Don't limit yourself to just asphalt and seal coating. Explore related services like striping, crack filling, or drainage solutions. The more you offer, the more opportunities you have to earn.

### **7. Prioritize Customer Service**

A satisfied client is likely to refer you to others and come back for future projects. Ensure clear communication, provide accurate estimates, and be transparent about potential additional costs.

### **8. Understand Your Market**

Know the going rates in your area. While you don't want to undersell your services, overpricing can drive potential clients away. Find a balance that reflects your expertise and the market demand.

### **9. Manage Your Finances**

Keep track of your expenses, from software subscriptions to travel costs. Efficient financial management ensures you're pricing your services profitably.

## 10. Promote Yourself

Having an online presence is crucial. You can create a professional website using companies like [Selling Lane](#), where you get full business software including the website for one low price. Or use companies like [Squarespace](#), a dedicated website creation, tool, where you pay monthly, but can build something a lot more extensive. I've always been a fan of getting to the point though, showing customers what you offer and providing away for them to contact you. Simple is usually the best.

Either way, with a [business website](#), you can showcase your past projects, gather client testimonials, and engage on social media platforms.

## 11. Upselling to Full Blacktop Replacement



#image\_title

Most of the time you're going to be estimating for seal coating businesses, however, sometimes you're going to come upon a job that requires Blacktop replacement. Finding these upsell can be a real bonus to your business, because the job goes from several hundred dollars to several thousand dollars. Especially late in the season, Blacktop companies are looking for work to extend the season before the asphalt makers shut down for the winter.

## Final Thoughts

Being an asphalt and seal coat sales estimator offers numerous avenues to make money. By honing your skills, embracing technology, and building strong relationships, you can carve a successful and profitable career in this industry. Remember, it's not just about estimating costs; it's about providing value to your clients and setting the foundation for long-term success.

## Additional Tips:

- Offer discounts for new customers and repeat business.
- Provide excellent customer service.
- Guarantee your work.
- Get testimonials from satisfied customers.
- Network with other businesses in your area, such as asphalt paving contractors and home improvement stores.

**By following these tips, you can increase your chances of success in the seal coating business.**

## Read More:

[Why a Seal Coat / Asphalt Sales Estimator Needs a CRM and Invoicing Software?](#)

[What the heck is a Blacktop/Seal Coat Sales Estimator?](#)

Everything you need to grow your thriving business. Get higher quality leads, close more deals and manage customers all in one place with Selling Lane CRM  
Try For Free [Get Sellinglane CRM](#) No credit card needed

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# Ditching Your Job? The Top 10 Reasons People Quit Their Job And Start A Company

written by Vicky Barry | May 2, 2024



Ah, the daily drudgery of the 9-to-5—where your soul feels like it's wrapped in bureaucratic bubble wrap. It's as exciting as a tofu sandwich on gluten-free bread, am I right? But hold onto your neckties and pantyhose, folks! There's a whole other universe beyond the taupe walls of your cubicle, zoom calls and meetings that should've been emails. Ready to start a company, to take the red pill? Here are the top 10 reasons folks are tossing their ID badges into the 'meh' pile and diving headfirst into the kaleidoscopic chaos of entrepreneurship!

- 1. Chasing the Dream, Not the Dollar,** Ever felt like your job was as inspiring as watching paint dry? Many do. Entrepreneurship is the canvas where passions come alive, turning hobbies into hustles and dreams into dividends.
- 2. Bye-Bye, Alarm Clock Tyranny,** Who decided 9-to-5 was the golden window of productivity anyway? Owning a business means you can ditch the alarm clock and work when you're at your brilliant best, be it at the crack of dawn or the witching hour.
- 3. Escaping the "Boss-zilla",** start a company the old adage, people quit bosses not companies, is so true. Bad bosses aren't just the stuff of movies. They're real, they're out there, and they're making employees dream of escape. Why endure the daily drama of a boss-zilla when you can be your own benevolent leader?



## Bad Bosses Ruin Businesses

Ah, the world of bad bosses—a peculiar universe where every day feels like Monday! Here are some types you might have crossed paths with or heard about at the water cooler;

- 1. The Micromanager:** Watches your every move like a hawk eyeing its prey. Did you really need approval to staple those papers together?

2. **Ghost Boss:** Almost mythical in nature. You've heard tales of their existence but rarely see them. Communication? Ha, good luck!
3. **Credit Thief:** Your ideas are suddenly theirs in every meeting. "Oh, that breakthrough strategy? That was all me."
4. **Mr./Ms. "Because I Said So":** No reasoning, no logic, just the good old "my way or the highway" approach.
5. **The Volcano:** Calm one moment, erupting the next. Their mood can switch faster than a light bulb.
6. **The Buddy-Boss:** Tries too hard to be your friend, often blurring professional boundaries. Sure, you wanted to discuss your weekend plans—but not during the yearly review.
7. **The Unrealistic Expectations Setter:** Wants a year's worth of work done in a week and wonders why it's not achieved.
8. **The No Feedback Freddie:** Never offers any guidance—positive or negative. It's like working for a wall.
9. **The Over-promiser:** Regularly makes promises they can't (or won't) keep. "You'll definitely get that raise... soonish... maybe."
10. **The Perpetual Pessimist:** No matter how well things are going, they can always find the dark cloud.

It's worth noting that everyone can have an off day, but these boss types display a consistent pattern of such behaviors, turning workdays into an endless game of survival. If you've encountered one of these or have your own to add to the list, solidarity! And here's to hoping for better workdays ahead. ☐

**4. Climbing Imaginary Ladders** Ever felt like you're trying to ascend a corporate ladder that's just... painted on the wall? Entrepreneurship offers a real trajectory, with sky's-the-limit potential and no glass ceilings in sight.

**5. Side Hustles Turn Main Hustle** That weekend gig designing quirky T-shirts? It just might out-earn your "real" job. When side gigs start raining cash, it's a sign from the universe to take the entrepreneurial plunge.

**6. Financial Freedom (and Maybe a Yacht)** Fixed salaries are so last century. Entrepreneurship is the golden ticket to financial freedom, where you're not just earning but building an empire. And who knows? Maybe there's a yacht in your future.

**7. Unleashing the Inner Maverick** In the corporate world, thinking outside the box often means picking a different shade of grey. Entrepreneurs, on the other hand, get to paint with the entire color spectrum. It's where innovation dances with creativity.

**8. Crafting a Culture, Not Just Fitting In** Tired of corporate jargon and soulless office spaces? As an entrepreneur, you're the master of your domain, creating a culture that's a reflection of your values, quirks, and that penchant for Funko Pop collectibles.



**9. Because Plan B Became Plan A** Sometimes life throws curveballs, like layoffs or recessions. But as the saying goes, when one door closes, a window to entrepreneurship flings wide open. Necessity, after all, is the mother of invention.

**10. Building a Kingdom, Not Just a Career** Entrepreneurship isn't just about making a living; it's about building a legacy. It's the chance to create something that'll outlive you, be it a brand, a product, or a legend.

**The Bottom Line (With a Twist)** Leaving the predictable world of traditional employment for the unpredictable seas of entrepreneurship isn't just a decision; **it's an adventure**. It's about chasing dreams, dodging "boss-zillas," and maybe, just maybe, buying that yacht. So, if the entrepreneurial bug has bitten you, remember: life's too short for boring 9-to-5s. Dive in, dream big, and let the adventure begin! □□□□

We would love to help, by giving you free software to get started.



**Avoid the Bad Bosses  
With Selling Lane**

[Try It Free](#)

Unlimited Free for Startups – or Upgrade for Only \$25

No credit card needed to try, startups get the CRM **free forever**

Or get the discounted [Business Max Plan for \\$75](#)

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## [A Guide to Being a Solopreneur: Turn Passion to Profit:](#)

written by Vicky Barry | May 2, 2024



According to census records from 2020 roughly 6,000,000 individuals are

what's known as the Solopreneur. That's literally 5% of the US workforce is a Lone Operator, and it's even higher in other countries. And that's not including people that are running single person businesses as a side gig. Solopreneurs are emerging as a dominant force in the worldwide marketplace today. These passionate individuals, driven by a unique vision and an unyielding work ethic, are redefining the landscape of modern business. But passion alone, while a powerful motivator, isn't always enough to ensure success. That's where tools like Selling Lane come into play, bridging the gap between passion and profit.

A **solopreneur** is an individual who establishes and operates a business on their own, rather than with partners or co-founders. Unlike entrepreneurs who might delegate responsibilities to a team or aim to scale their business with the addition of employees, Self-Employed Professionals prefer to run their business single-handedly. They handle every aspect of their business, from product development to marketing and customer service. The term "solopreneur" is derived from "solo" (meaning one person) and "entrepreneur" (a person who sets up a business or businesses).

[The US Chamber of Commerce](#)

## Being a Solopreneur Can Be Like Juggling Meatball Sundaes

"The old marketing model is broken. You can't just advertise your way to success."

"You need to build relationships with your customers and earn their trust."

by [Seth Godin](#) *has changed the way people think about marketing and work.*



### Solopreneurship Struggles

As a solopreneur, you have a lot on your plate. You're responsible for everything from marketing and sales to customer service and accounting. It can be tough to keep up, especially when you're just getting started.

That's where Selling Lane comes in. Selling Lane is a powerful business software platform that can help you to automate many of the tasks involved in running your business, so you can focus on what you do best: serving your customers and growing your business.

## A Few Ways That Selling Lane Can Help You Turn Your passion Into Profit:

- **Simplify processes:** Selling Lane helps you to automate tasks such as scheduling appointments, routing your team, and generating invoices. This frees up your time so that you can focus on more important things, such as networking with potential customers and developing new products or services.
- **Make customers happier:** Selling Lane provides you with a complete view of each customer, including their contact information, appointment history, and communication logs. This allows you to provide personalized service to each customer and build strong relationships.
- **Get paid faster:** Selling Lane's unique Menu Selling feature allows you to present a menu of your products or services to customers on an iPad or tablet. This can lead to more effective upselling and cross-selling, resulting in increased revenue.
- **Know what's going on:** Selling Lane provides you with valuable insights into your business, such as your most popular products or services, your peak times for appointments, and your customer satisfaction ratings. This information can help you to make informed decisions about your business and identify areas where you can improve.

## A Few Tips for Using Selling Lane to Reach New Heights as a Solopreneur



### Tips and Tricks for CRM as a Solopreneur

- **Get organized:** Take some time to set up your Selling Lane account and organize your customer data. This will make it easier for you to use Selling Lane's features and provide excellent customer service.
- **Use automation:** Selling Lane offers a variety of automation features that can help you to save time and be more efficient. Make sure to take advantage of these features to free up your time for other tasks.
- **Track your progress:** Selling Lane provides you with a variety of reports that can help you to track your progress and identify areas where you can improve. Take some time each week to review these reports and make necessary adjustments.
- **Get support:** Selling Lane offers a variety of support resources, such as online documentation, video tutorials, and live chat support. Don't hesitate to reach out for help if you need it.

Selling Lane is a powerful business tool that can help you to take your solopreneur business to the next level. By following the tips above, you can learn how to use Selling Lane to streamline your operations, improve your customer service, and increase your revenue.

# Additional Tips for Startups and Solopreneurs



Ideas for small business owners

- **Network with other solopreneurs:** Networking with other solopreneurs is a great way to learn from others, get support, and find new opportunities. There are many online and offline networking communities available for solopreneurs.
- **Invest in yourself:** It's important to invest in your own education and development as a solopreneur. This could include taking online courses, attending workshops, or hiring a coach.
- **Take breaks:** It's important to take breaks, even when you're working for yourself. Make sure to schedule time for yourself each day to relax and recharge.

By following these tips, you can set yourself up for success as a solopreneur.

## The Solopreneur's Challenge

Being a Solo Founder is not without its challenges. You're the captain of your ship, responsible for every aspect of your business. From client acquisition to service delivery, from invoicing to marketing, the solopreneur wears many hats. The challenge? Ensuring that your passion project doesn't get lost amidst the myriad of business tasks.

## Enter Selling Lane: The Solopreneur's Secret Weapon

Selling Lane is more than just a business tool; it's like making a small business owner's dream real. Here's how it happens:

1. **Menu Selling:** Also known as giving customers choices. Customers don't want to be bullied into buying things they want to be given choices, and being allowed to make their own decision. This is consultative selling and is one of the unique features of Selling Lane. Menu Selling, allows solopreneurs and team to present their services in an organized, appealing manner. It's not just about selling a service; it's about upselling and cross-selling, maximizing every client interaction.
2. **Fast Invoicing and Link to Pay:** Cash flow is king for the Lone Founder and accounting managers. Selling Lane's invoicing system is streamlined, intuitive, and designed to get you paid faster. No more chasing payments or getting lost in paperwork, with link to pay, the customer can pay the moment the invoice arrives. No more mailed checks or sending customers to collections and ruining your relationships.
3. **Task Management:** As a One-Person Business Owner, your to-do list is never-ending. My old boss used to call it in an amorphous mass of un-do-ability. But with Selling Lane's task management feature ensures that you stay on top of your tasks, never missing a deadline or forgetting a

client meeting.

4. **CRM Tailored for the Solopreneur:** Selling Lane understands that as a Independent Business Owner, your relationship with your clients is personal. Their CRM is designed to nurture these relationships, ensuring repeat business and referrals.

## Transforming Passion into Sustainable Profit

With Selling Lane, solopreneurs can focus on what they do best: delivering exceptional value to their clients. By handling the business side of things, Selling Lane ensures that your passion project remains profitable, sustainable, and enjoyable.

## Final Thoughts for the Lone Founder in you

In the world of solopreneurship, passion is your driving force. But to transform this passion into a profitable venture, you need the right tools by your side. Selling Lane is more than just a tool; it's a partner, ensuring that your solopreneurial journey is both rewarding and successful.

Guide to Solopreneurship

## Top 7 Reasons Why Solopreneurs Choose SellingLane

1. **Efficient Time Management:** Highlight how SellingLane helps manage various tasks efficiently, ensuring no missed deadlines or appointments.
2. **Client Relationship Nurturing:** Elaborate on how the CRM feature helps maintain and nurture client relationships, ensuring repeat business and referrals.
3. **Streamlined Invoicing:** Discuss how the Fast Invoicing feature ensures quick and hassle-free billing, improving cash flow.
4. **Enhanced Client Presentation:** Explain the benefits of Menu Selling in presenting services in an organized and appealing manner, maximizing upselling and cross-selling opportunities.
5. **Task Prioritization:** Describe how task management features help prioritize tasks, ensuring focus on critical aspects of the business.
6. **Affordability and Scalability:** Talk about the pricing and plans that are affordable and scalable according to the solopreneur's business size and needs.
7. **User-Friendly Interface:** Mention the ease of use and how even those with minimal technical knowledge can navigate through the platform effectively.