

# A Guide to Being a Solopreneur: Turn Passion to Profit:

written by Vicky Barry | August 20, 2023



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.