



10 Secret Ingredients for SOHO Business Success

Each day when I wake up, I thank my lucky stars that I now enjoy the exhilaration and sheer pleasure of running my own wonderful SOHO business. I love it!

It wasn't like that a few short years ago when I worked in public practice as a chartered accountant. However, I am also grateful for the lessons that being an employee and my professional career have taught me.

My SOHO business is flexible enough to support my clients' needs as well as my own and I have created it around three of my highest values - love, beauty and freedom.

I believe that's one of the reasons it's been successful for me. So that's my little secret ingredient and advice - make sure that your business is aligned with your highest values. I think what makes you unique also makes you successful.

Here are 10 more secret ingredients that are essential:

1. **Work twice as much on yourself as you do on your business:** Remember, you represent your business so you need to work on keeping your mind, body and spirit in great shape.
2. **Write down your strategic and business plans and pursue them systematically:** I know. Your business and strategic plans are in your head, right? That's where mine were for my first two years in business. Not any more. Writing your thoughts down and creating goals is the first step to bringing them to life. If you'd like a great template to use, ask me for a copy of the solo entrepreneur business plan that I've used. Articulating your plan to someone who is interested will also make it easier to begin doing it.
3. **Leverage your time and find great people to support you in achieving what you want:** When you are in business on your own there are often more things to do than there are hours in the day, let alone the business day. Work out who can help you where and, as far as possible, start to delegate what is not the best use of your time. Hire experts in areas where you don't have skills, like marketing and tax. Work with a coach or mentor if you'd like to take your business to the next level and maximise your results.
4. **Invest time now to create systems that will save you time in future:** Create systems and structures that will help with your work flow, from financial to administrative to HR. Have record-keeping systems, bookkeeping systems, filing systems, debt collection and invoicing systems that are easy to use, so that you can easily retrieve information you need at any time. You may like to get a professional organiser to help you.

For **more free tips** on clearing clutter, staying focused and reaching your goals, or to find out more about one-to-one business, executive or life coaching and group coaching or to arrange a no-obligation session with Tania, visit the Blue Sky Coaching website at www.blueskycoaching.com.au. Tania can be contacted Monday to Friday between 8 am and 8 pm (Adelaide CST), on (08) 8338 3134 or 0411 471 941 or by e-mail on tania@blueskycoaching.com.au



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5. **Know that self pity gets you nowhere:** Not every day is a winner. It's OK to make mistakes and quite normal for things not to go to plan all the time. We often learn the most from our unsuccessful days. The important thing when things go wrong is to stop spinning your wheels, pick yourself up and take action to get back on track.
6. **Be organised:** Structure your days and time. Notice where you are spending your time and where you may be wasting it. Apply the 80/20 rule to your daily 'to do' list to make sure you are setting aside the time you need to do the most critical things first. Remember to schedule time daily for yourself too!
7. **Be responsible, especially when you delegate:** When you are in business on your own, the only person responsible for your success is you. You are in charge of every aspect of your business. Take responsibility for things being done by others and ensure that they are being done the way that you want.
8. **Get used to stepping out of your comfort zone:** Take risks. Be open to new encounters. Go, you might meet someone! Get comfortable asking about money. Be prepared to discard something you already have for the promise of something better to come and learn to say 'no' to work that doesn't sit right with you.
9. **When you get an inspiration, go for it!:** Listen to your intuition and, when you get a burst of inspiration, act on it. You never know where it might lead. If you don't, you may miss a wonderful opportunity and be left wondering 'what if?'
10. **Don't quit just before the miracle occurs:** Being a SOHO business owner can be scary at times and there may be days that you are ready to throw it all in to get a paid job, especially when the phone goes quiet and the bank balance runs low. When this happens, practise being faithful and patient. Concentrate on visualising and staying focused on your vision and what you want. If you have been doing everything else right, you'll soon witness the miracle you need.

Take some time out now to notice where you may need to pay some more attention to increase the success of your business. It will be time well spent.

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