

Three Keys to Going Solo (Without Going Crazy)

Many people come to me because they want to run their own business. They're finished with working for other people, and they feel ready to start their own enterprise or do something new. It's a great time for coaching.

And yet... it's easy to overlook three key issues that can stand in your way as an entrepreneur. If you don't get these three things right, your business won't succeed, no matter how great your idea or deep your commitment.

So what are these key issues?

Key Issue #1: Boundaries

Being your own boss doesn't mean work won't infringe on your personal life. In fact, some business owners feel even less in control of their schedules *because there is no clear boundary between work and home.*

What is most important to you?

Before you begin the process of setting up your own shop, do a thorough inventory of your personal commitments. Get clear about your priorities and get specific about what stays in place and what may need to be renegotiated now that you're independently employed. Clear commitments make clear boundaries much easier to set, and work and life become easier to integrate.

Key Issue #2: Attitude

Remember, you are a *business owner*. You already know how to do what you love, but you need a business mindset — and specific actions to implement — to make your endeavor a success.

What is a business mindset?

Successful small business owners understand that they need a plan to conduct their business. They do the work to define their target market, the benefits of their products or services and why they do what they do. Then they form their team to identify next steps in key areas like website design and marketing, so they can move forward. There is no substitute for the footwork it takes to develop a business mindset!

Key Issue #3: Emotional Awareness

Most people seem to be aware that they are afraid of failing. But many don't consider that they may also fear *success*.

Is this true for you?

In my practice, I see many emotions in play when people strike out on their own, including optimism, passion and resolution. Often, I also notice ambivalence, apprehension and overwhelm, which can put a hidden brake on even the most well thought-out strategies and the best intentions. Now is the time to work through the emotions that may stand in your way with someone you trust. These conversations will help you identify your emotional obstacles and summon more positive emotions to take the lead. When positivity is in the lead, you'll feel better and your business will do better.