

## sole trader

# Dull days are full of promise

Grant Hyman

IT'S normal to have the odd day when you aren't motivated.

The phone doesn't ring, the diary is uncomfortably blank and the bank account looks bleak.

Try these tips to get moving.

■ **MAKE** some cold calls.

Picking up the phone is a really frightening prospect to a lot of people but let's be logical for a minute — all you are doing is looking for people who could benefit from your help.

■ **HAVE** a look at your website.

Does it talk about you in your terms or in the terms of your target market? Is it optimised for search results?

■ **WRITE** an article.

You'll be so busy thinking of what to say to the readers you are targeting, you won't have time to feel down.

■ **DO** some market research.

Go through the phone book and call some businesses similar to those you have worked with and ask if they have similar needs.

Or what about industry associations? Try asking your local chamber of commerce if they have any members who have been asking about the services you can provide?

■ **OFFER** to help someone else.

Are there any fellow soloists who might also be feeling down? Maybe a mutual brainstorming session is the perfect solution.

■ **TAKE** a break.

Go to the movies on a Tuesday, it's tightwads' day!

Play your favourite sport. Sit down next to an old person in the park and start a conversation. Go for a walk.

You'll return to your desk and be ready to take on the world.

---

Grant Hyman supports  
Australia's solo business  
community at  
[www.flyingsolo.com.au](http://www.flyingsolo.com.au)