

Keeping The Momentum Going.

Do you sometimes feel like a lonely, long-distance runner ?

It's largely a matter of attitude, of course.

But what happens on the days when the phone doesn't ring, the diary is uncomfortably blank and the bank account looks bleak ?

The first thing you do is ring up old workmates who are still wage-slaves to catch-up for a coffee or quick lunch (a big lunch or a night out sounds great, but not with the bleak bank account).

When the old workmates are busy, window shopping just to get out of the house really doesn't do much to fix the problems.

So, what to do ?

Make Some Cold Calls.

Perish the thought you say ? Picking up the phone is a really frightening prospect to a lot of people. And to some people, walking the streets and knocking on doors, makes root canal work at the dentist look quite appealing. But lets be logical for a minute - all you are doing is looking for people who could benefit from your help. After all, there are people out there suffering because you haven't offered them any help yet. So figure out how you can improve their lives and start telling them about it !

Have a critical look at your web site.

Does it talk about you in your terms or in the terms of your target market ? Is it optimised for search results ? This exercise alone will not only make you busy, it will get you thinking, get you active and help re-motivate you as you reinforce why you're a Soloist.

Write and Publish an article.

You'll be so busy thinking of what to say (and the audience you are targeting) that you won't have time to be lonely. Then, when you start approaching potential publishers, you'll realise that not only are you not lonely, you're proactively cold calling !

Put the Radio or some Music on.

A lot of people like listening to the radio whilst working as it gives them someone else in the room to listen to. If not radio, then how about CD's ? If either of these work for you, go for it !

Do some Market Research.

Go through the phone book and call some businesses similar to businesses you have already worked with and ask if they have similar needs. Or, if this sounds too much like cold calling, what about industry associations ? What about asking your Local Chamber of Commerce if they have any members who have been asking about the products/services you provide ?

Offer to help someone else.

Are there any fellow small business owners who might also be feeling lonely ? Maybe a mutual brainstorming session is the perfect solution.

The Bottom Line ?

The enemy of loneliness is activity. And, when you're a micro business owner, the activity you undertake should be in the form of building your business.

And if all else fails ?

Sometimes, we have to accept that even the self-employed are humans and a good laugh can make all the difference ! Go to the movies on a Tuesday - its tightwads day ! Or, play your favourite sport ! Or sit down next to an old person in the park and start a conversation ! Or go for a walk, talk to every dog owner you meet, and ask them if you can pat their dog !

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