

SOLE TRADER

Get out of a rut



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IF you're not loving being a sole trader, take a look at your response to these questions.

Why did you become a sole trader in the first place?

The day-to-day reality of being a sole trader can easily overshadow all the romantic and exciting reasons for going into business in the first place.

Maybe you just need to sit back and do a simple review to remind yourself of all the good reasons there are for being in business for yourself.

Did you survey your intended marketplace or just go with your gut feel when you started out?

If you didn't start with a sensible business plan and a good look at your likely opposition, do it now.

Is money the issue of most concern to you?

Working capital is having enough money tucked away to keep you going until the next cheque arrives, and cash flow is actually making sure it keeps coming in.

If you've got problems in this area, sort it out with the help of an accountant or approved financial adviser and get back to building your business.

Is being a sole trader lonelier than you anticipated?

Why not join or start a network of like-minded people by taking on a hobby or perhaps a part-time course or a sport — you'll be networking before you know it.

Are you expecting too much, too soon?

Great things take time and the world is full of "overnight" successes who spent years getting there.

Stay focused on your goal and learn to love your own work.

*Grant Hyman supports
Australia's solo business
community at
www.flyingsolo.com.au.*