



# HOW TO TRANSITION FROM SOLOPRENEUR TO ENTREPRENEUR

BLISS CONSULTS

We see you hustling, baby girl. You've been working day in and day out for months trying to keep up with the demands of your thriving business. While some people are perfectly content with flying solo, you're not. You're ready to reach your business's full potential. You're ready to level up and transition from solopreneur to an entrepreneur.

If you've never managed people before, the thought of hiring can be scary. But here's the deal: you can make a living all by yourself, but you can't build a business by yourself. As a business owner, you are your company's most valuable [and expensive] resource, and to scale, you have to stop wearing so many hats. Transitioning away from a "me" mentality to a "we" mentality is tough for many business owners, but releasing control is necessary to allocate your time into opportunities that will grow your business.

Remember, you have to be actively working ON your business for it to grow, but if you're stuck IN your business, it never will.

Read on to Secoya's top tips for transitioning from solopreneur to an entrepreneur!

# SOLOPRENEUR TIPS

## #1 – Work in Sprints

When you're first starting, it's important to create systems that set your business up for success. That way, if you ever want to grow and expand your team, you'll be able to do so effortlessly. We suggest working in creative sprints [only working with one or two clients per week MAX.] to avoid feeling overwhelmed with client work.

## #2 – Record Your Processes

Once your systems and processes are in place, start recording them and add them into your account files for your future hires. It takes SO much time to onboard, so this will save you so much more time in the future!

## #3 – Time Batching

We also suggest batching your tasks to increase productivity! For example, we onboard any new clients on Monday, take all creative calls and meetings on Wednesday, and create all our social media content for the following week on Friday. We talk more about time batching here, but we promise it's a game-changer for time management.

# THE TRANSITION

## #1 - Outsource Your Tasks

When your workload starts to feel overwhelming, that's when you should begin finding people who can make your life easier. I suggest making a list of all the things YOU [as the business owner] must focus on to keep growing your business. Think about the money makers that you can't hand over to someone else. For all the other things, hire!

We suggest outsourcing your admin tasks to a Virtual Assistant or an intern. Have them watch all of your processes and system videos that you already have ready to go. [I told you they would come in handy!]

## #2 - Find Freelancers

Next, think about hiring freelancers outside of the business so you can stay focused on what you do best [making \$\$\$.] For example, we outsource work with copywriting experts to help us in other business areas that we no longer have time for.

# AGENCY OWNER TIPS

## #1 – Define Your Agency Model

When you think of an agency, you probably see it very traditionally, but you can create an agency model that works for YOU! When I transitioned Bliss Consults to an agency, I created a system where I could continue to be the visionary behind all the client work.

As the agency owner, your role will now shift, so you will continue to release control of different aspects of your biz. Don't be afraid, give yourself grace and let other people help you – promise it's the best possible thing!

## #2– Hire People Who Fit Your Needs

### FULL TIME

When you're continuously getting booked up in advance and feeling overwhelmed [even with a VA/intern/freelancer], it's time to make your first full-time hire and begin building your agency!

When hiring, start slow. Hire one full-time person at a time until they reach 100% capacity, then hire your next. When thinking about who to hire, focus on finding people who have skills that you may lack.

For example, our Executive Assistant is super organized and detail-oriented, while Secoya is more visionary. Our EA can grab Secoya's visions that are [oops] all over the place and organize them with all the details that Secoya misses.

You also want to find people who have skills that will strengthen an area of your business.

## PART-TIME

We love finding contractors who can work with us a couple of days a week on a project-to-project basis. For example, our Support Designers help us with creative design work, and our developers, assist with website builds. This allows us to take on additional client work each week and push creative boundaries.

Throughout the hiring process, we suggest making all your back-end stuff super organized; that way, it's easy when onboarding new members to your team.

### #3- Treat Your People

Lastly, never forget to treat your team and clients. It's your duty as the agency owner to curate an amazing experience for your clients, but as you grow your team, it's just as important to create an amazing work environment for them too.