

Rands with Sense

Tips for Aspiring Solo Entrepreneurs

1. Need any help? **Network**. As an entrepreneur, you must understand the importance of using your resources to grow your business.
2. Instead of employing people to help you with your start-up business, ask around and **talk to people who have the knowledge**. You can cut the cost of salaries, and you can build good relations with people in the business world by offering them free or discount services in return for their knowledge and expertise.
3. **Prioritise your business' revenue**. This means that you should spend most of your time acquiring customers. Experts say that you should take two to three days of the week to focus solely on talking to clients and persuading them to invest in your product or service.
4. **Manage your duties**. Many entrepreneurs struggle to manage their administration duties, and they end up spending way too much time on this part of the business. You, as a solo entrepreneur, should **focus on your customers and cash flow**. However, you should not neglect your admin duties.
5. A good way to save up time is to **outsource** these duties. Many entrepreneurs will employ someone to do these duties, but they end up paying more in salaries. Outsourcing is a better and more affordable alternative.

