

Why Do Solopreneurs Feel Isolated?

My Wellbeing Manager

By Luke Westwood – My Wellbeing Manager

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Every Decision is on Your Shoulders

Whether you've been running your business for a long time, or you're just getting started, I know you will be experiencing the challenges and emotions that come with the biggest move you'll ever make in your life.

The honeymoon period ends quickly

Whilst starting your own business is an exciting time in your life, and it could be something you've been building up to for months, or even years, it isn't easy. And the elation of getting started can quickly turn into frustration and a huge amount of stress. Especially when you're doing everything by yourself.

You're going to have new targets that you set yourself, higher levels of pressure from your family to make an income, finding time to market yourself to potential clients, and all of the admin that comes with running a business. You've also got to find time to do your client's work and make sure your deadlines are being met.

As a business owner, no matter what size, everything is resting on your shoulders 24/7. Every decision, every client you take, every bit of money you spend. It all rests on you. But who do you have to turn for help? Family members and friends will never understand, unless they have their own business, so you can't ask them.

That's why I started My Wellbeing Manager

As someone who's run businesses myself and understands everything I've just mentioned, I've always noticed a huge lack of support for business owners. Especially small businesses and solopreneurs. That's why I started My Wellbeing Manager, as I wanted to make sure you never felt alone and had a community you could always go to for support.

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Working with Difficult Clients

One of the most rewarding parts of running your own business, is that you get to choose who you work with and have the power to turn businesses away. I know this is something that excites many first-time business owners. Especially if you've had a bad experience as an employee with previous managers.

But clients can still be difficult

Whilst being able to choose who you work with is a great perk of being in charge, it doesn't mean things will always go smoothly with the clients you end up working with.

I've often found that a client can be completely different at the start of a relationship, compared to how they act during the engagement. And this change in personality, particularly when money is being exchanged, can cause a huge amount of stress for business owners. Especially when you don't have a team of people to help you with the workload and get some distance from a difficult client.

It's very natural to be kept up at night as a business owner, because you're constantly thinking of ways to grow the business and make things come together. But when you start working with a difficult client, and they don't seem to be getting any better, this can cause you to have even less sleep. It's even more problematic when you need the money, which they are bringing in, and can't turn them away.

Don't downplay the impact

I know we like to think that we're invincible as business owners, but the truth is we're not. There will always be things, which impact us, which an employee or family member will never understand and it's important you never minimise what you're going through. This is also another reason why a supportive community is so important.

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Managing for the First Time

Whether you're working with freelancers, or hiring your first employee, becoming a manager for the first time, is something I could write an entire book about. That's because it's whole new level of pressure, which comes with running a business and an extra weight on your shoulders.

There will be challenges

When you're in charge of leading a team for the first time, it will feel overwhelming at first, because you don't know what could go wrong. Or what challenges can come up and how you'll handle them. But the first thing to do is to get in the mindset of accepting that unknown challenges will occur.

Being a leader means you're now responsible for the delivery of work assigned to those individuals, who report directly to you. But people are complicated, and it isn't always as simple as it should be.

Everyone has issues in their personal lives, which come into work and how we perform during the day. Whilst we like to think, we adopt a robot-like persona when working, it's just not the case. We all have our own unique physical health issues, challenges at home with our families, financial stress, and our emotional and mental health challenges.

Don't be a tyrant manager

Whilst reaching out to one of your team members and offering them support, might sound obvious. You'd be amazed at how many leaders I've seen who just don't do this. But by being one of the few who are always there for their team, those are the ones who will always be remembered.

Remember, people don't leave jobs, they leave bad managers.

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Working Long Hours

Another reason, which I've seen business owners make is overworking and working long into the night. Long after they should have stopped for the day. Many think that because they're in charge, they can't ever switch off.

Your health will suffer long-term

Whilst I understand where this mentality comes from as a business owner, the reality is that there's only so much you can give when you're working long into the night and over working.

At some point you will hit a wall, which happens when you feel exhausted and you're mentally drained. This can happen dramatically as well, because your body is telling you to stop and give it the rest it needs.

The last thing you want to happen when trying to make a name for yourself as a business owner, is an embarrassing moment from breaking down emotionally. All because you're so exhausted, and for it to happen in front of your clients or at a networking event.

If you feel like you're falling into this pattern, I strongly encourage you to take a moment to re-assess your working hours and to see what is causing the issue.

Here are some things you can think about, which could be causing your long hours:

- Are you able to make any adjustments to your diary?
- Why aren't you delegating to your team?
- What would you say to a friend who was working in this way?
- What are your energy levels like during the normal office hours?
- Are you losing sleep because you're working in the evenings?

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Working from Home

Whilst working from home has so many benefits and allows a huge level of flexibility to manage both work and family commitments, there is a negative side. And if this negative isn't managed properly, it can make us feel incredibly isolated and lacking support.

We all need support

I know we all like to put on a certain persona when we're working, which is one of being tough, strong and that we always know what to do. But the reality is far from this.

Just like when a friend, family member or a member of our team needs support from us, we will need support at times. But this can be difficult as a business owner, only business owners will really understand what you're going through.

That's the real benefit of a community like My Wellbeing Manager

By knowing there's a space for you to seek help, you'll never feel isolated or alone. Even if you are working from home. Alongside our eBooks, like this one, there is a huge variety of content available to members. All of which is designed to help you feel supported, improve your wellbeing and professional development.

Here are some examples of what you get as a member:

- An eBook library
- A member only podcast. Not available anywhere else online.
- Fitness workout videos and routines.
- Virtual co-working sessions on Zoom.
- Private webinar events for members
- A private social network site
- Meet other members Zoom calls

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