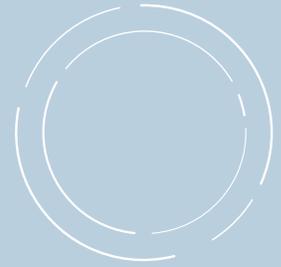


# Ep 53: The Top 4 Misnomers in Becoming Your Own Boss

## Prepare yourself before going out on your own



- o You can work when you feel like it.
  - o If you don't work you don't get paid!
  - o Yes, there is flexibility associated with being your own boss. BUT it takes extreme discipline to do the work without a schedule, agenda, or a boss to report to.
  - o If you want clients guess what, you have to accommodate their schedules. This includes working against timelines, have meetings, take phone calls, etc.
  - o With the flexible schedule comes a bit of freedom do a bit of personal things in the day, but not at the sacrifice of the work and the business which has to have equal priority.
- o All the stress melts away.
  - o You are on the hook for everything!
  - o You no longer have a team to assign tasks to. Time to get to work and refresh skills you haven't done in years. When you truly don't have specific skills consider hiring those who can.
  - o It is important to prepare as much as you can and be SUPER clear on your business model, offerings, and what you will do yourself vs not do. You can manage and eliminate stress especially if you were done with your previous job.
  - o Take your stress and channel into productivity. Some days will have more stress than others, but it can be used to your advantage.
- o The work is easy.
  - o It is called work for a reason. If you are lucky enough to build to a role of being your your boss and doing what you were always meant to do, then most days are very fulfilling and energizing. This does not mean you don't have to do difficult things.
  - o Even if your goal is to do what you are best at and not expand, there are still challenging clients, assignments and just hiccups that come with life and being human and making mistakes.
- o The work just magically comes to you.
  - o Sales is always part of the process.
  - o There is power in networking and all that entails, as well as who you know and not what you know in a lot of cases. That does NOT mean you wake up as your own boss and have plenty of work. Do your homework and get set up properly and you may have some clients to get started with. You ALWAYS have to be selling your business.
  - o Don't neglect filling your pipeline with new opportunities while focusing on a client. Get out and meet people and build relationships so your work doesn't dry up, it will happen.

### Areas to address immediately are:

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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### Action Plan:

Action	Timing	Progress	Complete