



# Solopreneur Business Strategy Checklist

## 1. Purpose & Lifestyle

- Why this business exists
- Income goals (monthly/annual)
- Ideal work schedule & boundaries
- Non-negotiables (time, energy, values)

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## 2. Niche & Ideal Client

- Clear niche defined (who + problem)
- Ideal client profile written out
- Top 3 client pain points
- Buying motivation understood

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## 3. Value Proposition

- One-sentence value proposition
- Clear outcome you help clients achieve
- Personal expertise or credibility defined
- Why clients choose *you*

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## 4. Offers & Pricing

- Core offer(s) defined
- Pricing aligned with value (not hours)
- Delivery method clarified
- Upsell or repeat offer identified



## 5. Revenue & Sustainability

- Primary income stream identified
- Predictability of income assessed
- Minimum viable income calculated
- Capacity vs. revenue balanced

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## 6. Marketing (Simple & Focused)

- Primary marketing channel chosen
- Messaging speaks to client pain
- Lead generation method defined
- Visibility plan (weekly actions)

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## 7. Sales Process

- How prospects move from interest to yes
- Sales conversation or funnel defined
- Objections and responses documented
- Payment and onboarding process clear

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## 8. Operations & Systems

- Core processes documented
- Tools selected (CRM, scheduling, payments)
- Contracts and legal basics covered
- Automation opportunities identified

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## 9. Time & Energy Management

- High-value activities identified
- Tasks to eliminate or outsource listed
- Weekly planning routine established
- Burnout risks addressed

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## 10. Metrics & Growth

- Key metrics tracked (income, leads, time)
- Client feedback reviewed regularly
- Growth path defined (scale or stabilize)
- Strategy review cadence set

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### Solopreneur Rule of Thumb

**Build a business that supports your life — not one that consumes it.**