



# 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.**