

5 HATS ALL SOLOPRENEURS HAVE TO WEAR

by Alasia Ijames

You might be an inspiring entrepreneur, wanting to escape the 9-5 and live life on your own terms unencumbered by time and location restraints exposed by your current job. You may have already started your own side hustle, wanting extra cash for a holiday or to replace your income one day.

Either way, it can be difficult to know everything you need to know when you're first starting out. And even more so when you're doing it all on your own.

You need an idea, a problem to solve, know which people have that problem, and how to get those people to notice you and **NEED** your solution for your business to be successful.

But what about on the back end? All of the work that needs to be done for your business that no one sees?

Here are some ~~roles~~ hats you'll need to wear in your business for it to continue to thrive and grow:

CEO - Chief Executive Officer

The big cheese. Head of Operations. The judge, jury, and executioner.

You have to make the big decisions and at the end of the day, you make the final ones.

When you start your own company, you don't answer to anybody. You Are the Boss. And that can sometimes be a big task within itself.

Take time out of your day to make a list of things to do, and make sure to be on top of them. No one is going to be there to go behind your work. So while it's nice to make all of the decisions, you have to take it seriously and objectively step away to make changes that need to be made.



CFO - Chief Financial Officer

You hold the money. And most importantly, you're in charge of tracking its whereabouts.

You need to be on top of budgets, costs, and subscriptions that make your business run smoothly and make sure bills get paid on time.

CMO - Chief Marketing Officer

You are the one that brings in potential customers and leads them to water, your product/service.

Without you, there is no strategy to bring in more business. When you wear this hat, all you are thinking about is your customer, the problem you solve, and how to get enough people to know about the solution you offer enough for them to buy.



COO - Chief Operations Officer

Everything falls apart without this hat. Your sole responsibility is to make sure everything is running the way it's supposed to be.

While this hat might collect a little more dust than the rest, it does need to be worn at least once a week to keep everything on track.

Here you'll be making the schedules and to-do lists, and objectively deciding which roles have what tasks to do and when.

You no longer have someone to look over your shoulder to make sure everything gets done by a certain date.

You set the deadlines. You set the tasks. And you make sure everything is going according to plan.

CCO - Chief Creative Officer

One of the most rewarding (in my opinion) and sought-after reasons to go on your own in the first place, is to have complete creative control.

Your brand, your message, and your story are all in your hands to do with what you desire. But make sure you tell your story in the way you want it to be received and the best way to relate to your customers.

There are so many hats you'll have to wear as an entrepreneur, especially when you're running things on your own, but these are the main 5 I think you should master to keep the lights on and grow into something you can be proud of.

BONUS TIP

Make a schedule to handle all of these roles that fits within your schedule and lifestyle. Depending on your needs and responsibilities, this can look different for everyone.



Alasia is a serial entrepreneur who helps creatives build their own business and quit their 9-5. Born and raised in New Jersey, USA, she's currently living abroad in Spain looking to devour another dish and gain another stamp in her passport.

