



September 2014

Solopreneurship: The New Face of Self-Employment | *Resources & Strategies to Enhance Your Customer's Business...*

Your customers look to you to help them make the right decisions, particularly about self-employment (SE) ventures. Having the right information to help guide them in their SE endeavors is vital to sustaining a healthy VR counselor-customer relationship. A growing trend in self-employment is the advent of the solopreneur. Knowing what resources are available to solopreneurs can help you to guide and foster a successful self-employment venture for your customers.

Here's a new context to view self-employment. Individuals who run their business all by themselves, or with very little help from others, are known as solopreneurs. Solopreneurship is just another fancy name for self-employment (SE). Solopreneurs do everything from the bookkeeping and administrative work, to marketing and customer service, to production, service delivery, and so much more! Solopreneurs are powerhouses of motivation, productivity, and innovation. It is very important to keep their business model in mind, because all too often, the VR SE customer does not realize that even their part-time venture is still a business and need to be run like one. With this business requirement in mind, it is important for these SE customers to use as many outside resources as possible in order to effectively run their business, and to drive their success. The more aware of these outside resources you are as the counselor, the more you can guide your customers towards using these particular resources, thus continually driving their success as a solopreneur.

Free Help Resources |

Some of the best resources offered to solopreneurs, as well as self-employed individuals and small business owners, are available locally. Every state in the US has regional offices for government and non-profit agencies looking to help individuals to start, grow, and succeed in business. These agencies help support economic development by providing help in areas such as business advocacy, training, counseling, funding, marketing, and more; all free of charge. Finding these agencies, or knowing what to look for can be tricky though. These agencies have all been categorized in BuzVR under [Free Help](#) by the cities and towns in NH. These resources are cross-indexed by category, as well as city/town, making the search for the right agency quick and easy.

Other Tools of the Trade |

Additionally, your solopreneurs/customers can benefit from more than just these free agencies and their services. They can also learn about select business-to-business products and services tailored to helping them start and operate their business. These products or services not only help drive efficiency and productivity, but they also are a great value from a cost perspective. Many products and services are available at little-to-no cost, and provide support where it is needed—allowing solopreneurs to do what they do best; run their business. Examples of these products and services are outlined in the following article, [Tools of the Trade: Time- & Money-Saving Products & Services for Solopreneurs](#).

For more information, visit: <http://www.buzvr.org/>

Last but not least, make sure your business assistance program is listed and up to date in the nonprofit economic development directory at [BUZGate.org](#). Thank you.

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