

7 Business Essentials for Solopreneurs

As a solopreneur you are wearing many hats in order to keep your business running. Here are 7 business essentials that will help you in the areas of client scheduling, graphic design, social media scheduling, video recording and editing, business cards, printing, and finances.





CLIENT SCHEDULING

Our clients are the foundation of our business, and scheduling is important. Scheduling software can automate the process and make booking new clients a breeze.

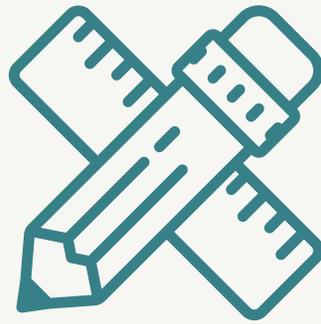
[ACUITY](#)

I love using Acuity scheduling for booking phone consultations and other services with Mountain Practice Journeys. There's a variety of great features, settings, and customization options including calendar syncing, appointment reminders (to reduce no shows), payment integration (with Stripe & PayPal), and much more. There's a free version, and paid versions that offer more features. Acuity also has a HIPAA compliant version but it can get expensive, so therapists may prefer to use Simple Practice. Click this section to sign up for your free trial.

[SIMPLE PRACTICE \(for Counselors & Therapists\)](#)

Managing your practice is easy with the right practice management software. I absolutely love using Simple Practice! You are able to keep records on an unlimited number of clients, send automated appointment reminders to clients (to reduce no shows), have integrated credit card processing, submit insurance claims with electronic filing, allow online appointment booking, and much more. Click this section to get a free 30-day trial + a \$50 credit should you decide to sign up.





GRAPHIC DESIGN

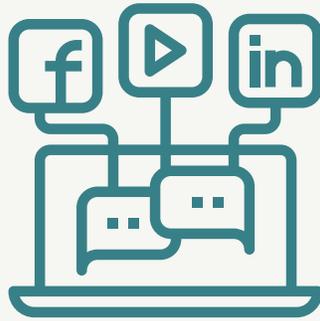
Don't let this title scare you. You don't have to be a professional in order to make beautiful graphic designs for your social media posts, products, etc. By using a graphic design software you can easily create beautiful designs.

CANVA

Canva is a graphic design platform that assists you in creating beautiful and professional imagery for social media posts, flyers, presentations, infographics, brochures, business cards, and more. Canva has a drag-and-drop format and gives you access to photographs, fonts, and graphics. There's also a huge library of templates that allow you to edit and plug in your information. Canva's basic version is free to use, and you can also upgrade to a professional plan which gives you access to additional features. I highly recommend it to make high quality, brand consistent designs for your business. Click this section to sign up for your free account, and you can upgrade at any time.

PS - This guide was made in Canva ;-)





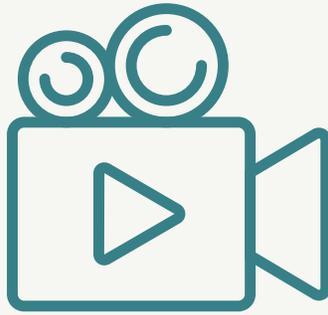
SOCIAL MEDIA SCHEDULING

If you have social media accounts, maintaining an active presence is important - but it's also difficult to keep up with posting frequently enough. Having a scheduling software that posts for you will save countless hours, and provide helpful content to your followers, all while keeping your social media accounts active for your business.

[SOCIALBEE](#)

SocialBee is a social media manager that schedules and posts your content for you. It allows you to upload your posts and recycle them, saving you several hours every month. SocialBee organizes your content by categories so that you have a better mix of content based on best practice. You can schedule to post on Facebook, Instagram, Twitter, LinkedIn, Pinterest, and more. My only regret is that I wish I would have gotten it sooner. I could have saved so much time. Click this section to sign up for your free trial.





VIDEO RECORDING & EDITING

Video is where it's at! Marketing via video - whether it's going live on social media, creating a YouTube channel, or recording videos that showcase your business - is highly effective.

[SCREENCAST-O-MATIC](#)

Scrcencast-O-Matic is a screen recorder and video editor. It's really user-friendly and has a free version, and a very affordable paid version with more features. You can do a lot with it: record your screen and narrate (and you can add yourself in the corner as well), draw on the recordings, blur out information in the video, add background music, and much more. If you're interested in giving it a spin you can click this section to sign up. You'll get 20% off if you decide to opt for the paid plan.





BUSINESS CARDS

The majority of marketing is now online, but there's something to be said for in-person networking. Although business cards aren't as prominent as they used to be, I still believe that you need to have a few on you at all times. You never know when someone will ask for one. (Note: Don't just go around handing your business cards to people who have not asked for them.) I also enjoy adding my business card to the fishbowls at local coffee shops and restaurants for raffles.

MOO

My business cards are pretty sweet if I do say so myself. I'm always getting compliments on their shape, design, and feel. MOO does an excellent job and only produces high quality products. If you want to stand out, you've got to get these cards. I personally order the square business cards with the rounded edges. I also hand out the mini cards to colleagues so they can pass them along for referrals. Click this section to receive 25% off your first order. While you are ordering, be sure to add a free sample pack so that you can experience many of the products that MOO has to offer.

PS - Because business cards are not as prominent as they once were, you can splurge for the fancy ones that really leave an impression.





PRINTING

Having a business likely means that you will need to print things like documents, flyers, or information for your clients. But printing either means that you need to go to a print shop - which can be inconvenient - or you have to buy expensive-ass ink and toner for your printer. Neither is a great option. HP Instant Ink has saved the day...

HP INSTANT INK

I got a great deal on an HP printer for my office. But ink cartridges for printers can be super expensive. Until recently, I would be really careful about conserving ink and be very selective about what I printed. But once I enrolled in the HP Instant Ink program, I was able to print anything I wanted for my business without worrying about how much ink I was using. Printing is now extremely affordable (much cheaper than buying ink or toner). There's even a free plan that allows you to print up to 15 pages per month. Cartridges are automatically mailed to you when you are getting low on ink (hello, convenience). My clients appreciate all the helpful printouts I am able to give them. It's really nice to be able to provide printouts to my clients and colleagues when I host a workshop or training. Click this section and you can try out the program free for one month.





FINANCES

When you're just starting out as a solopreneur, you may not know exactly how to distribute your money. You'll need to pay yourself, you'll need to pay your business expenses, you'll need to put back money for taxes, and you'll probably want to save some money as well. But how do you know how much money to put where?

PROFIT FIRST

The book Profit First has changed my life. That's quite a statement, but listen up. Even as someone who is educated in business matters, when I opened my practice, I was still unsure of what exactly to do with my money. I knew that I needed to put back some money for taxes, but what do I do with the rest? How do I pay myself? After reading this book, all my questions were answered and I felt confident in managing the financial matters of my business. With well over 2,000 reviews, and still at a five star rating, you know this book is good. Click this section to order your copy today.

I've also created an Old-School Financial Spreadsheet that is compatible with the Profit First system. Click this section to learn more.





Cindy Norton

Thanks for downloading the 7 Business Essentials for Solopreneurs guide! I hope that you find the resources helpful. The premise of this guide is to feature products and services that can enhance your business, make your marketing stand out, and help save you precious time.

If you would like additional support on your business journey, please reach out.

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