

the solopreneur zone

the resource place for solo-entrepreneurs

What's Your Business Philosophy?

I'm No Philosopher...

Don't think you have a business philosophy? I bet you do. A business philosophy is simply why you do the work you do and where you come from in your work. Whether you've articulated it or not, you still come from this point in your work with clients. It's impossible not to.

Give Me an Example

My business philosophy is that being self-employed isn't worth it if you can't work with clients you love and provide the services you enjoy (remember the last issue's topic-- effortlessness). Even if I didn't articulate it, I bet most of my clients would describe my philosophy in a pretty similar way. Why? Because it influences everything I do in my business. You see it in my website, you read it in the tone of my newsletter and you hear it in the teleclasses I teach. It's there, even if I don't say it.

An Image Speaks a Thousand Words

I mentioned that I am redesigning my website yet again. Why? Because the clearer I get on my ideal clients and my business philosophy the more I want everything I do to reflect that. A website can often communicate more than words ever could using colors and images. Since many of us make decisions (such as finding a coach) on our gut rather than logic, I want to use my website to "speak" directly to the guts of my ideal clients.

What if You Did Put it Into Words?

When you do put your philosophy into words, it becomes "real". It helps you take a stand in your business. It gives you clarity on why you do what you do. It helps you make decisions about your business because you'll know which things are in alignment with your philosophy and which will just take you off track.

Do You Struggle with Writing the Text for a Brochure or Website?

When you put your philosophy into words, you can then use that as the basis for all of your communication. It is the core of everything you say and do. Each word on your website or brochure helps communicate your philosophy so your ideal clients can identify you. Knowing that you are trying to speak only to your ideal clients makes it much easier to write copy because you are using your authentic voice-- not one that someone else says is the right way.

Writing Your Business Philosophy

Whatever you do, don't think too much. Grab a piece of paper and write down your responses to the following questions. No need for full sentences-- just write down words and phrases and keep moving.

Why did you choose this business?

What do you want most for your clients?

What is the process you use with clients?

Which parts of your work come the most easily?

What would you still do even if you weren't getting paid?

How do your responses fit together? This is your business philosophy. No need to perfect the wording-- the key is to come from this place in everything you do in your business. Simple, right?