

the solopreneur zone

the resource place for solo-entrepreneurs

Gained Two, Lost One, But Who's Counting...?

Two Steps Forward, One Step Back?

You got two new clients this month - great! You also lost one client this week - ugh! Two steps forward, one step back, right? Not really, although it sure feels that way! As your business grows, you will begin to attract new (and usually more well-suited) clients. You will also begin to outgrow prior clients and they will move on. It's all part of the natural evolution of a growing business.

Clients Come and Go

Clients will always come and go. If you have twenty clients, losing one probably doesn't feel that bad. On the other hand, it really stings when you have five clients and lose one. Same loss, bigger impact. The loss of one client in and of itself isn't the problem.

Are You Measuring Your Worth by Your Client Count?

Losing a client hurts most when you are already worried about money or your capabilities. The problem comes up when you NEED your clients. If you need your clients to pay the bills or to prove that you're good at what you do, you are setting yourself up for a roller-coaster ride as your business goes through its natural ebs and flows.

Why are They Going?

If you are uncertain why a client is leaving, ask. You've probably noticed that larger companies do that all the time. They know it's just as valuable (probably more so) to know why someone is no longer interested in your services as it is to know why the client chose you in first place.

There's a Lesson in Here Somewhere...

As a Solopreneur, you are your product. Getting feedback about why a client has decided to move on is essential. If it turns out that it's something you want to work on, then do so if you are ready. I've often said self-employment is the best personal development program you can "buy". But don't use a client's feedback to beat yourself up. First, that doesn't help, and second, others' feelings are more about *them* than *you*. If it's helpful feedback, use it. If not, move on.

You May Be Outgrowing Your Clients

Each new client you attract is a reflection of how you've grown. Stop for a moment and think about your first few clients. Compare that to the clients you are attracting today. You'll find that you are attracting clients who are more ideal for you as you and your business evolve. What about the clients that move on? Ask yourself, "was this my ideal client?" Most Solopreneurs find that clients who aren't a good fit naturally move on. This opens the door for more appropriate clients for you.

Who's Next?!

Clients will come and go. If you and your business are continually growing, you should be excited that clients are moving on to leave room for your ideal clients. As they say, "when one door closes, another opens". Let go, give it time and be sure to leave the door unlocked!