**The Hardest Parts of Being a Solopreneur (and How I've Learned to Handle Them)**

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The Hardest Parts of Being a Solopreneur (and How I've Learned to Handle Them)© Maskot | Getty Images

These days, something very interesting is happening in the world of online entrepreneurship.

More and more people are choosing to build their businesses completely on their own. They are called [solopreneurs](https://www.entrepreneur.com/starting-a-business/5-solopreneur-mindset-shifts-and-why-theyre-essential/459381) — motivated individuals who focus on managing every part of their business alone.

What separates solopreneurs from traditional entrepreneurs is that they purposefully choose to stay lean and independent while still aiming to grow and make a real impact, whereas entrepreneurs often build teams.

According to what I've seen on Google Trends, the number of searches for the term "solopreneur" has increased in the last five years alone. The biggest increase occurs in [entrepreneurial hotspots](https://www.entrepreneur.com/business-news/no-1-place-to-retire-in-the-world-may-not-be-on-your-radar/495435) across North America, Europe and Asia.

So, what's the reason for this?

A couple of things: people have become accustomed to remote work — it's the new norm, and unconventional career paths are more accepted by society. Besides, powerful digital tools are more accessible and make running a business much easier.

However, the reality is that solopreneurship isn't exactly all freedom and [flexibility](https://www.entrepreneur.com/living/think-freelancers-have-easy-flexible-lives-think-again/309191). Running your own business comes with its own set of challenges that you don't face in traditional jobs or when building a startup with a team. Understanding and overcoming these challenges is the key to thriving as a solopreneur.

**1. Wearing too many hats**

Inside every business, there are a lot of moving parts — marketing, sales, finances, customer service and many other operations.

For solopreneurs, all of these tasks fall on just one person's shoulders. One day you're the support agent, the next you're writing social media posts or sending invoices… the list goes on.

The tricky part isn't the work itself — it's the non-stop [switching](https://www.entrepreneur.com/living/multitasking-doesnt-work-use-this-100-year-old-method-to/283917) between fundamentally different tasks. This can lead to a loss of focus, energy and, over time, to decision fatigue, where even the small choices start feeling exhausting.

**How to make it easier**

Here are some tips to lighten the load and work smarter:

* **Group similar tasks together** – for example, handle all the financial tasks on Monday morning instead of scattering them throughout the week.
* **Start small with outsourcing** – no need to hire a full-time team. Begin [outsourcing](https://www.entrepreneur.com/growing-a-business/10-roles-that-are-surprisingly-well-suited-for-outsourcing/484652) your most time-consuming tasks or the ones you feel you're the weakest at.
* **Write things down** – start simple checklists for recurring tasks to reduce mental load.
* **Implement the right tools**– adapt software programs that allow you to cut down on repetitive work (email management, invoicing, scheduling, etc.)

When you offload some of these roles, you can start focusing on the work that really matters – growing your business and providing your customers with top-quality service.

**2. The isolation factor**

Let's be real — humans are social creatures, and working by yourself can make you feel lonely.

With a traditional job, you've got colleagues to chat with, team meetings to discuss your ideas, and even those coffee chats that can break up the day.

As a solopreneur, these [social moments](https://www.entrepreneur.com/leadership/the-six-figure-solopreneur-world-how-much-you-can-earn-as/374104) are gone.

And while some enjoy the quiet, too much of it can take a heavy toll. Without those human interactions, you can lose motivation, creativity, and it can even negatively impact your mental health.

**How to stay on top**

The good news is that you don't have to face solopreneurship alone. Here's how you can bring people back into your work life:

* **Network and connect** – join groups and online communities where other solopreneurs share their experiences.
* **Set up co-working sessions** – find an "accountability partner", either virtual, at a café, or a co-working space, to make it more fun.
* **Develop and learn** – attend conferences and networking events to meet people who "get it."
* **Seek out a mentor**– they can guide you and share their knowledge with you.

The key thing to remember: running a business by yourself doesn't mean doing [everything solo.](https://www.entrepreneur.com/starting-a-business/5-unmistakeable-benefits-of-being-a-solo-entrepreneur/327372) Finding like-minded individuals can keep you motivated, inspired and less isolated.

**3. Financial instability**

Unlike employees with salaries, one of the toughest challenges for solopreneurs is money management.

As a solopreneur, your income can swing up and down depending on the season, clients or just random luck. One month, you can be stressing over what bill to pay, the next, you're on top of the world.

This financial rollercoaster won't just affect your bank account — it can also cloud your judgment. Some solopreneurs may take big risks when money starts flowing in, while others [may become very cautious](https://www.entrepreneur.com/growing-a-business/dont-let-caution-turn-to-cowardice-leave-doubt-behind/251134), holding back on extra expenses that can even help them grow.

**How to create stability**

The important thing is to smooth out the ups and downs as much as possible. Here's how you can do that:

* **Diversify your income** — don't put all your eggs in one basket, develop multiple income streams to spread out the risk
* **Create recurring revenue** — structure your offerings to include retainer agreements or subscription models to keep money coming in more predictably.
* **Create financial buffers** — try to build an emergency fund to cover unexpected expenses or income gaps.

When you successfully implement these systems, the financial stress becomes much more manageable and understandable.

**4. Time management**

When we talk about solopreneurship, one of the biggest perks is being your own boss — you set your own schedule, no one tells you what to do, no 9-to-5 – sounds perfect.

But on the flip side, without a proper structure, it's easy to get lost in your work or not work nearly enough.

Both can hurt your business and even you.

The key is to create a rhythm that gives you focus without creating that feeling like you're back in a corporate cubicle.

**How to manage your time better**

Here are some practical strategies that can help:

* **Work with your natural energy** – keep track of when you feel most creative and energized, and schedule your most important tasks for then.
* **Create themed workdays**– set up your days for different business functions. For example, Mondays for finances, Tuesdays for marketing, Wednesdays for client operations, etc.
* **Use time blocks**– set aside chunks of time, but add short breaks in between so you don't burn out.
* **Think in 90-day sprints** – don't try to do everything at once, select a few key priorities every quarter, and move in that direction.

By implementing a structure, you can stay productive without feeling like you're trapped by your work. It's all about balance – become disciplined to get things done, and have enough flexibility to enjoy the freedom of being your own boss.

**5. Maintaining confidence**

Managing a business solo means you're constantly challenging yourself — acquiring new skills, facing new risks, gaining new responsibilities. With that comes something that every solopreneur faces: self-doubt.

You start to question yourself, "Why am I doing this?", "Am I good enough?", "What was I even thinking when jumping into this…" and so on.

The truth is, mental hurdles can be even tougher than practical challenges. But confidence isn't about never doubting yourself – it's about creating ways to push through when doubt shows up.

**How to build up your confidence**

Here are a few ways to keep your mind sharp and ready:

* **Record your wins** – keep track of the skills you've gained, projects you've completed, and positive feedback from your clients. Seeing it in writing is a powerful reminder to keep going.
* **Level up gradually**– take on slightly bigger challenges step-by-step. Each win is proof that you're heading in the right direction.
* **Remember that a slight setback doesn't mean you're incompetent** – it just means that you need to tweak the process a bit to get back on the right track.

Confidence isn't something that you have or don't have. It's all about how you overcome the challenges that you face.

**The future of solopreneurship**

Solopreneurship isn't a passing trend – it's becoming a [real and lasting career path](https://www.entrepreneur.com/living/how-to-find-long-term-career-fulfillment-in-todays-world/475331).

As technology continues to improve and work culture continues to evolve toward more flexible solutions, more and more professionals will find "going solo" isn't just possible but practical in various industries.

The solopreneurs who will truly succeed in their endeavors will:

* **Recognize the key challenges**that come with starting a one-person business
* **Implement strategic solutions** that fit their unique scenarios
* **Stay flexible**and adapt as their business grows

The solopreneur path isn't about building that "perfect balance".

Instead, it's about finding solutions that make the tough parts manageable. With the right approach, solopreneurs can create businesses that are not only profitable but also personally fulfilling.

At its core, solopreneurship is about choosing your own way, creating your own terms, and finding success that's meaningful to you. You will be rewarded with freedom, creativity, independence and the joy of building something that's truly your own.