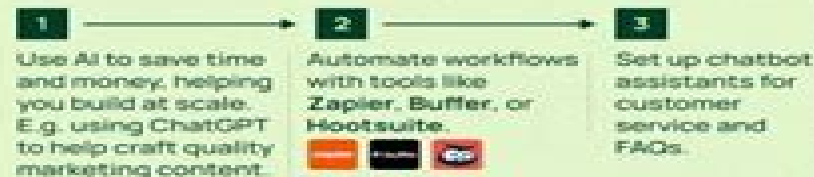


# How to Build a One-Person Business

## 1. Ask yourself these:

1. What tasks are eating up my time that could be delegated or automated?
2. How can I build once and sell over and over with minimal intervention?
3. What products can I create that solve pain points for my audience?
4. How can I simplify my services/products for maximum impact?
5. What specific pain points do my clients experience regularly?
6. What can I automate that would save me hours each week?
7. What's stopping my audience from taking the next step?
8. What problem do I solve better than anyone else?
9. What does my audience care about the most?

## 3. Leverage AI & automation



## 5. Which platform?



## 2. Create high-margin, scalable products



Digital courses



Ebooks and guides



Subscription services (newsletters, memberships)



SaaS tools



Templates, frameworks, or checklists

**Pro tip:** Build once, sell repeatedly without needing much maintenance.

## 4. Understand your audience funnel



**Pro tip:** Want to sell fast? Focus on a niche audience. Want to grow a huge brand? Focus on building a broader audience.

## 6. Keep optimising



Regularly analyse what works using tools like Google Analytics or social media insights.

Refine your funnel based on performance (What converts? What engages?).



# Managing The One Person Business

**Terry C. Jones**



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