

# The top 5 signals that your business is running you

By Robert Gerrish

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A common lament of the solopreneur or free agent is if they knew then what they know now, they'd never have started their own business.

Truth is, if they thought then about what they're buried in now, the story may have been quite different. It's never too late to take control. Here's five signals that your business is running you with a tip to combat each.

## 1. You're ignoring the voice inside your head

You know, the one that's saying 'But you're too busy' or 'Hey! that's way too cheap'.

Listen to your inner voice. It's usually got a clearer handle on things and when you start to speak up you'll feel more in charge. Clients entrust you with their business; show that you respect yourself, deliver on your promises and your clients will respect you more.

## 2. What was once 'creative space' has morphed into the land of procrastination

Creative space is cool. It's that headspace where you float around freely and great ideas abound.

Procrastination uses much the same space, but you're paralysed.

Next time you're procrastinating, do something useful. Go for a walk. Kick a ball. Play with a pet. Refuse to acknowledge procrastination and it can cease to exist.

## 3. The ring of your mobile effects you like chalk scratching across a blackboard

The same with the 'boing' of an email or the 'bip,bip' of call waiting. These technologies are all very well, but you need to establish boundaries.

If a client calls you late at night or on the weekend you've only yourself to blame. No-one respects a boundary unless they know it's there. Raise your boundaries and you'll raise your standards.

## 4. You see clients as aliens

If you're not relating well with clients, you're probably not working with the right people. Getting clear on your 'ideal client' is pivotal to creating a business you can love.

For a meaningful ideal client profile, go back through old records and note the characteristics and attributes of the people you enjoyed working with. How can you attract more to your business? Who do you have to become?

5. You're back reading job ads. Employment looks attractive.

Let's face it, not everyone is cut-out to run their own business, but you've read this far so let's assume you'd prefer to stick with it.

Make a commitment to bring about change. Design a new reality - consider writing yourself a letter from the future. How will your business look? What needs to happen? What's the first step?

Robert Gerrish is a coach working with those going it alone in business. For more of his tips visit his website at: <http://www.flyingsolo.com.au> or to make contact email: <mailto:robert@gerrish.com.au>

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