

PRODUCTIVITY IS POWER NEWSLETTER



YOU'RE DOING 3 JOBS (BUT ONLY GETTING PAID FOR ONE)

If you're a solopreneur, you're holding more roles than you realize. On paper, you're "a business of one." In reality, you're a fully staffed company... with only one person doing all the work.

Most solopreneurs don't burn out because they're lazy, disorganized, or "bad with time." They burn out because they are silently carrying three invisible jobs every single day:

The CEO – Vision, direction, decisions

This is the strategic part of you. The one who thinks about the future, decides what matters, and sets the course.

The COO – Systems, operations, process

This part of you keeps the business running. Client onboarding, invoicing, workflows, follow-up, scheduling... all of it.

The Technician – The doer

This is where most solopreneurs spend the majority of their time: The actual service delivery. The execution. The "work."

Here's the problem:

Most solopreneurs spend 95% of their day as the Technician. CEO? COO? Those roles get squeezed into late nights, weekends, or "when I have time." And that's where burnout begins.

Why You Stay Stuck in the Technician Role

It's not your fault. There are three forces working against you:

Force 1: The Urgent Always Wins

Client work feels urgent. Operations and strategy feel optional. But the urgent is often not what moves your business forward.

Force 2: The Work You're Best At Is the Work That Consumes You

Your expertise becomes your comfort zone. Your comfort zone becomes your default. Your default becomes your ceiling.

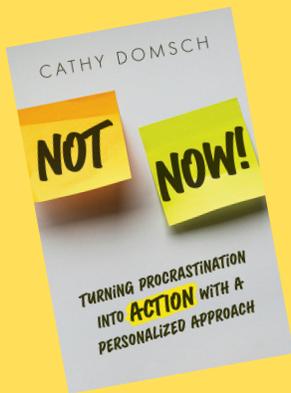
Force 3: There's No Internal Team to Push Back

In a bigger company, the CEO doesn't also process invoices, send follow-up emails, post on social, and handle every client question. But when you're a solopreneur? Every decision, every task, every workflow begins and ends with you.

If You're Ready to Step Out of the Technician Role...

Download the **FREE Entrepreneur's Delegation Toolkit**

You don't need more hustle. You need a structure that supports you. Let's build it together.



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