

# Are You a Solopreneur?

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In recent years, there has been a rise in solopreneurs - people looking to build and sustain a company where they will remain the only full-time employee. This concept is different from other business models, even some sole proprietorships, where the goal is to work toward building a team, or until there's a buyout. The solopreneur is ultimately responsible for every single aspect of their business. Does this sound like you? If so, read on!

## How are you supposed to ‘be’ the business and run the business?

As Michael Gerber says, how can you work “on” it and “in” it at the same time? How can you do it all? Could you strip back some of the tasks and still maintain complete ownership of and focus on your business?

The idea of outsourcing work is not new, but it can offer you a leg up on your competitors, especially if your competitors are larger companies with much larger budgets and resources. If you contract out a function or a set of tasks, there can be considerable savings versus hiring. Today, there are websites devoted to outsourcing all kinds of things. At Telelink, we have successfully used Upwork in the past, and more and more companies of all sizes are turning to them for project-based or short-term requirements. Through use of a freelancer, or outsourcing administrative tasks, you can focus on your core competency, and not need to hire more people. If you are receiving a large volume of calls from potential customers, for example, the constant interruptions may prevent you from accomplishing much of anything. One solution is hiring a call answering service to take these calls, either 24/7 or just when you're busy.

## How can a call answering service help?

By utilizing a call answering service, solopreneurs ensure that each and every call is answered in a timely and courteous manner. Messages are taken and passed depending on their urgency. So, you maintain control over your customer service levels without the interruptions. You can also receive any messages, or directly respond to any calls that would require your immediate attention. A call answering service can be a screener, or a sales intake person for you. It can be 24/7 or just after hours, to give you a break. If your business is seasonal, you may only choose to use an answering service for part of the year, and take the calls yourself during off season. Flexibility is just one of the many advantages of outsourcing.

As a solopreneur, we know you care passionately about what you're building, so choosing what to outsource and what to do yourself is a difficult decision. With so many options to outsource virtually any one of your business' functional areas, it's easy to focus completely on what you do best.

With over 50 years of experience, Telelink offers a wide range of answering solutions, including after-hours answering, order taking, and inbound customer service, no matter if you're a solopreneur, a small- or medium-sized business, or an enterprise. Please [click here](#) for more information about our call answering services.