

Solopreneur Survival Guide

7 Critical Pieces to the Solopreneur Puzzle



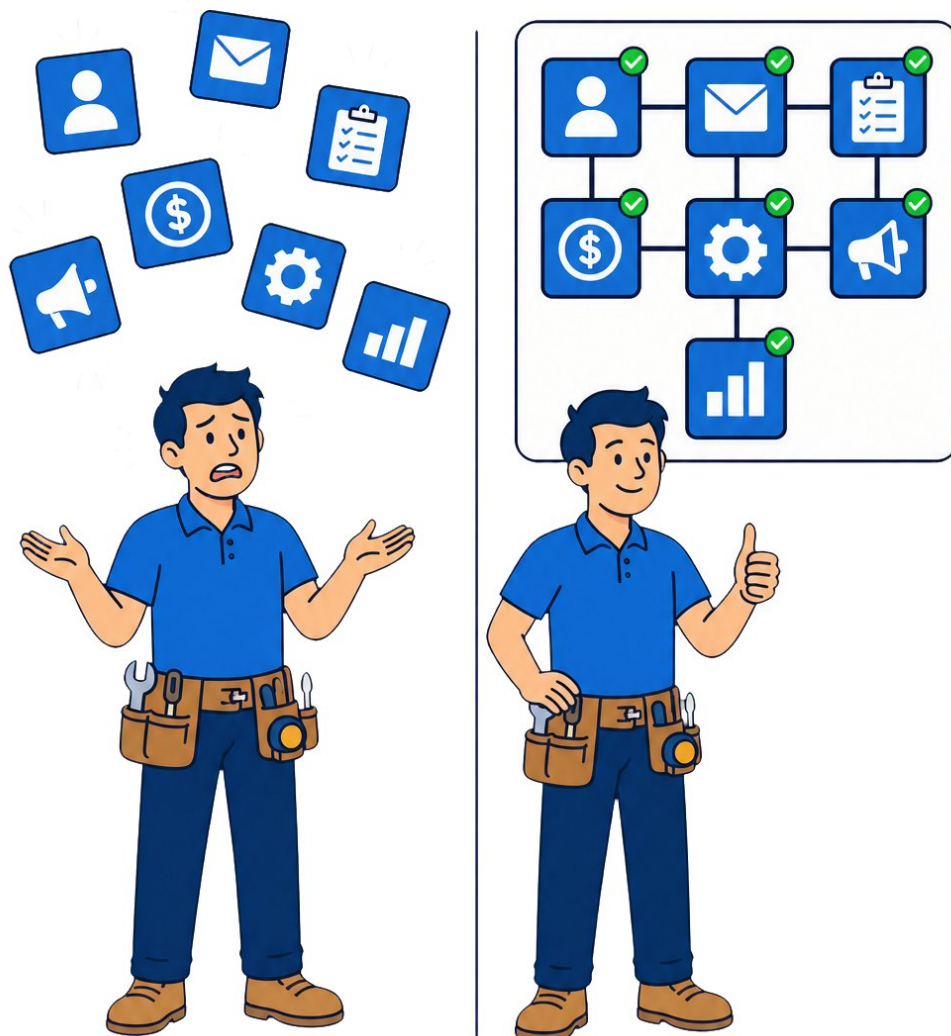
Introduction

If you're like most solopreneurs, you're very good at what you do—but not that great at finding enough people to pay you to do it.

That's exactly why BusyWorks exists.

BusyWorks – “The #1 Business Management System for Solopreneurs”

This guide shows the solopreneur you want to start coming in:



The 7 critical pieces

1

A properly set up Google Business Profile

2

A real Facebook Business Page that looks alive

3

A matching Instagram Business Account

4

The right local Facebook groups where work and referrals circulate

5

A Nextdoor account connected to your local area

6

A simple, working booking link

7

A clear Link Hub that ties everything together

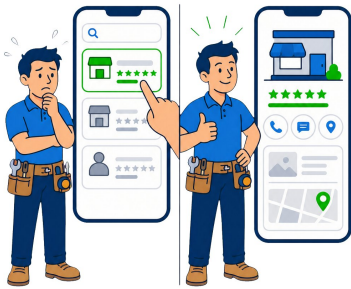
Do these things right, and you will stay busy.

1) Google Business Profile (GMB)

If people search for your service, you want them to see your business, not just your competitors.

Why this matters:

- It's often the first place local customers look when they need a service
- It recommends your business when people search for "dog groomer, landscaper, or photographer near me"
- It gives customers an easy way to call, message, or get directions
- It makes your business look real, not random



Checklist questions:

☐ Do I have a Google Business Profile?

☐ Is it filled out completely and correctly?

☐ Am I engaging on the platform on a regular basis?

☐ Would a new customer trust me based on what they see there?

40-60

Many solopreneurs who already have a Google Business page don't realize there are between 40 and 60 data points that must be properly filled out for the page to actually function as it should

2) Facebook Business Page

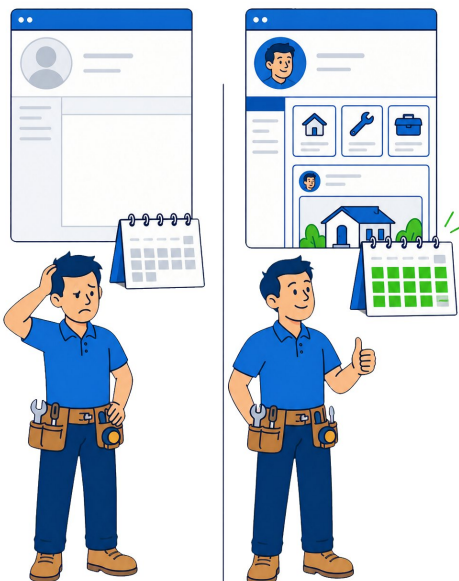
People still use Facebook to check if a business is active and legitimate.

Why this matters:

- It gives you a public business presence on the most social platform in all of social media
- It lets you share updates, photos, and proof of your work
- It can be easily linked in messages, groups, and on other platforms

Checklist questions:

- ☐ Do I have a Facebook Business Page?
- ☐ Does it look like a real business page, not an empty placeholder?
- ☐ Do I engage on the platform on a regular basis?
- ☐ Would I feel comfortable sending prospects there?



3) Instagram Business Account

Instagram is one of the easiest places to show your work and quickly build trust and establish a following.

Why this matters:

- People expect to see photos before they hire someone
- It gives another way for customers to find and follow you
- It helps your brand look consistent across platforms

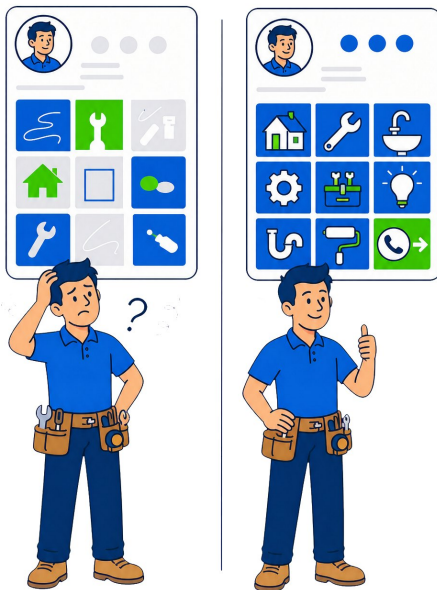
Checklist questions:

☐ Do I have an Instagram Business Account?

☐ Does my profile make it clear what I do and who I serve?

☐ Do I engage on the platform on a regular basis?

☐ Would a stranger understand my business from looking at my profile?

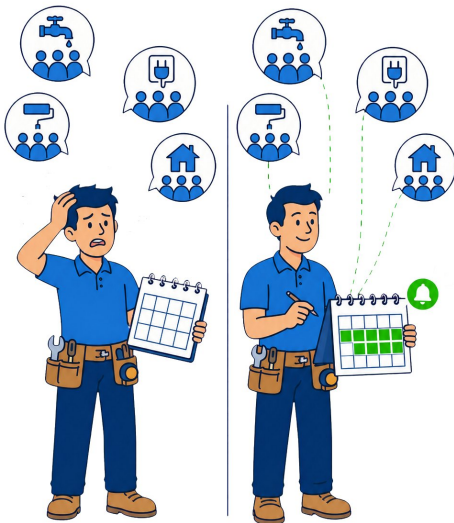


4) Local Facebook Groups

Most solopreneurs underestimate how much work and referrals move through local and niche Facebook groups.

Why this matters:

- Local community and buy/sell groups are where people ask for recommendations
- Niche groups—pets, home improvement, beauty, and wellness—are often untapped gold mines
- Being in the right groups puts you near the conversations that lead to jobs
- You can show up where people are already talking about the services you offer



Checklist questions:

- ☐ Am I in at least 25 local groups where people ask for service and recommendations?
- ☐ Am I in niche groups related to my type of work?
- ☐ Do I engage regularly in Facebook groups?
- ☐ Do I have a system set up to notify me when people post a comment to me in these groups?

5) Nextdoor Account

Nextdoor is where many neighborhoods and local communities communicate about services and recommendations.

Why this matters:

- It puts you directly in front of people in your immediate area
- It's a place where locals ask for help and recommendations
- It helps your business be seen as “the local option”
- It can generate both direct inquiries and word-of-mouth

Checklist questions:

☐ Do I have a Nextdoor account?

☐ Is my profile filled out with clear information about what I do and who I serve?

☐ Do I regularly engage on the platform?

☐ Am I visible in the local conversations that matter for my type of service?



6) Simple, Working Booking Link

In the modern solopreneur world, a booking app is not an option, it's a must-have.

Why this matters:

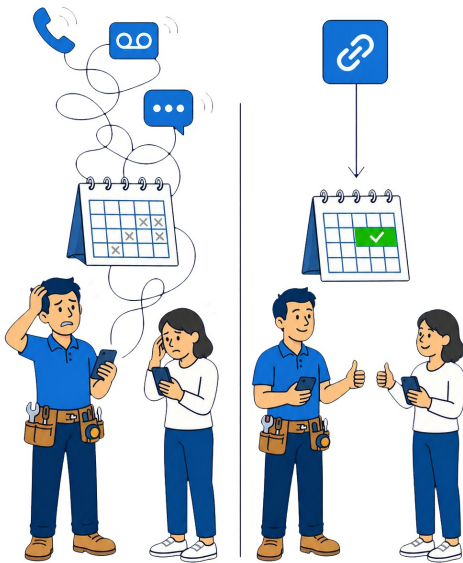
- It removes friction from the "I'm interested" moment
- It reduces the time you spend going back and forth on messages
- It makes your business feel organized and professional
- It helps turn interest into actual jobs

Checklist questions:

☐ Do I have a booking link?

☐ If I do have a booking link, am I proficient at utilizing it?

☐ Is my booking app easy to use for my customers?



7) Link Hub

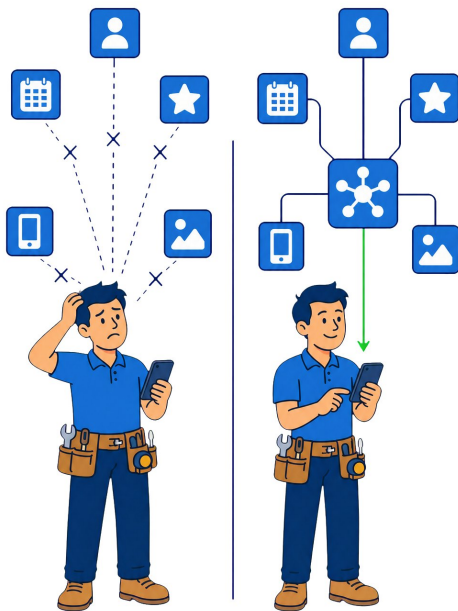
You need a simple tool where with one click you can send a customer a relevant link: to see your work, to book an appointment, to leave a review, etc.

Why this matters:

- Keeps all the important information about your business in one place
- Makes it easier to share your business without sending multiple links
- Lets you show all your main links at once (GMB, FB, IG, booking, Nextdoor)

Checklist questions:

- ☐ Do I have one simple tool where I can share all of my important links?
- ☐ What am I currently doing in order to give customers an opportunity to see my work, book an appointment, or leave me a 5-star review?



What happens if you miss these basics

If you do not have these pieces in place, while you still may be excellent at your craft, your business will suffer.

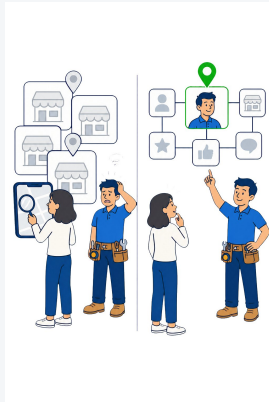
This will result in:

Less exposure

Fewer jobs

Fewer referrals

More missed opportunities



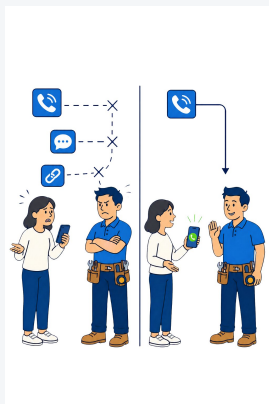
Hard to find

BusyWorks



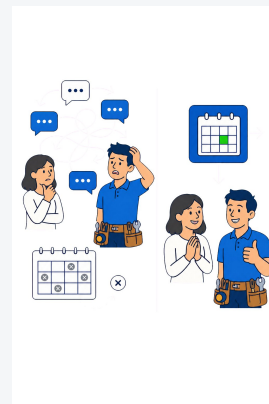
Hard to trust

BusyWorks



Hard to contact

BusyWorks



Hard to book

BusyWorks

Why BusyWorks exists

BusyWorks exists because most solopreneurs are great at what they do, but not so great at scaling their business. Their focus is on their craft, not spreadsheets and platforms.

You don't need another app to learn.

You don't need a collection of disjointed tools that only lead to frustration and disappointment.

You need the right systems in place, so you can focus on what you do best and stay busy doing it.

BusyWorks Pro: The Next Step

If you want these critical pieces handled for you, the next step is BusyWorks Pro for \$59/month. For less than \$15 a week - less than one fast food drive-through visit - here's what you get:



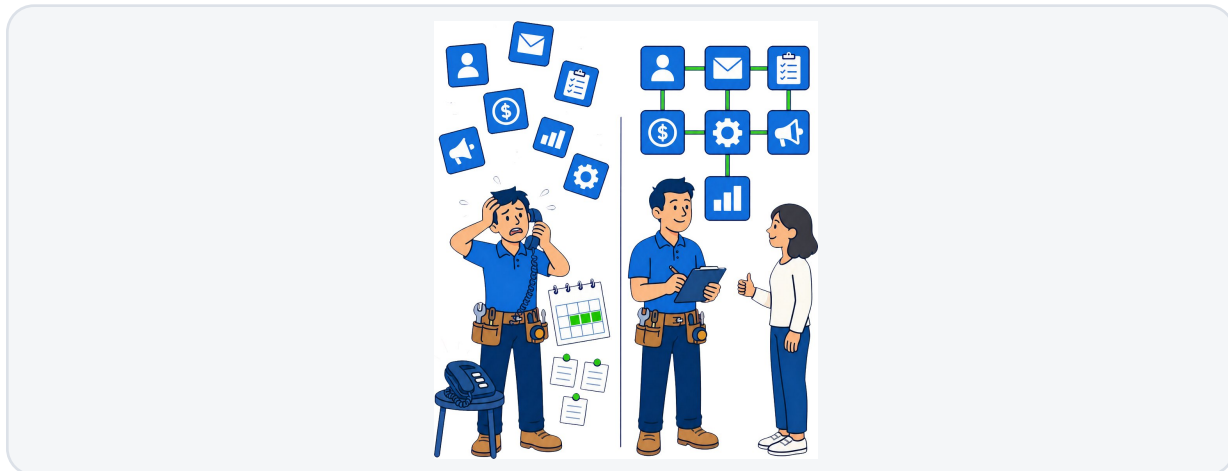
- Facebook Business Page creation and optimization
- Instagram Business Account creation and optimization
- Google Business Profile creation and optimization
- Nextdoor profile creation and optimization
- 3x/week posting on Facebook, Instagram, Google Business Profile, and Nextdoor
- Basic logo and branding kit creation (5 options and up to 2 revisions)
- A curated list of 50 relevant local Facebook groups
- Help setting up notifications for these groups so you can respond quickly
- Link Hub setup with a branded logo and key links
- Setup of a free booking platform and a basic booking flow

**This guide shows you what those systems are.
BusyWorks Pro actually builds and runs them for you.
BusyWorks is built on one idea: You do the work. We keep you busy.**

Keep your business running smoothly

\$59/month - about the cost of one drive-through visit each week.

You do the work. BusyWorks keeps the essential pieces working together so customers can find you, trust you, contact you, and book you.



1 Stay visible

Keep your business active across the platforms customers already use.

2 Make booking easier

Give customers a clear path from interest to appointment.

3 Stay organized

Keep your profiles, links, and core business systems working together.

4 Protect your time

Spend less time managing platforms and more time doing paid work.

BusyWorks Pro - \$59/month

You do the work. We keep you busy.

GET BUSYWORKS PRO - \$59/MONTH

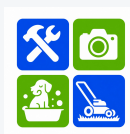
It's a no-brainer

You now know the 7 critical pieces that every solopreneur needs to stay busy, the question is: what are you going to do about it?

- Google Business Profile - posting 3x/week
- Facebook Business Page - posting 3x/week
- Instagram Business Account - posting 3x/week
- Local Facebook groups
- Nextdoor account - posting 3x/week
- Booking link
- Link Hub



GET BUSYWORKS PRO - \$59/MONTH



All of this, properly created, optimized, and ongoing engagement for less than \$15 a week.

Take the next step.

Let us do what we do best, so that you can do what you do best.

Stay busy with BusyWorks.