

Some people don't feel comfortable if they need to work in a team. Others don't like the idea of working for others. Also, there are working people who work in industries where it pays off to start your own business. For all these business people, the sole proprietorship is a reasonable company type.

But it's not easy to promote such a venture because of all the responsibilities you have as a one-man-band. The following tips and practices will help you cut some corners along the way.

1) Joining relevant business associations

When you're trying to find your way to the business top, it's important to gather a pool of successful professionals. Networking is one of the best ways of reaching this goal.

You might ask yourself how to meet a larger number of experienced professionals in one place.

Apart from online channels, which we're going to discuss later, there's a more traditional but efficient way: joining niche associations. If you're a designer, join one or more guilds of designers. Accountants, translators, and other similar service providers can all follow suit and connect with their colleagues that way.

In addition to regular business conferences and career days, such associations often organize meetups and gatherings. These events are perfect opportunities for new business owners and established entrepreneurs to exchange their experienced and start collaborations.

2) Spreading the word in social media

Nowadays, promoting your business on the Web without regular activity in social media is almost impossible.

So, the first thing to do is to launch a Facebook business page. Until your revenues reach a satisfying level, this page can be your central online business hub. Some sole proprietors never launch a real website because a Facebook business page meets all their demands.

Make sure to set a publishing schedule on Facebook and other social networks. That way, you'll know in advance what materials to publish when. Your audience will start following you to see your new posts at equal intervals.

If you're eager to learn tips from successful CEOs and renowned managers, open a Twitter account and follow such professionals from your niche.

Instagram, on the other hand, is a powerful promotional tool for visual artists. Your page will serve as an online gallery of your works.

Finally, become a LinkedIn user and connect with your colleagues on this network, as well.

This combo of social media will ensure continuous and effective promotion on the Web. Last but not least, think about using a social media scheduling tool for better management of these posts.

3) Using freebies to boost the email list

At every new business beginning, giving things away for free is a common practice. That way, rookie business owners manage to hit two birds with one stone.

On the one hand, they generate leads and turn some of these leads into customers.

On the other hand, they get email addresses of the visitors who register on their website to get freebies. The thing is that most business owners ask their website visitors to register by leaving their email address to get a freebie. This will help you begin putting together your email list.

Solopreneurs who just rely on a Facebook business page, without launching a website, can share their freebies via posts. In some cases, organizing a contest with prizes is another wise option for enhanced business promotion at the beginning.

Also, those sole proprietors who sell tangible items can make one or more bulk orders for those things. That way, they'll be eligible to ask for discounts.

Service providers might not be able to offer their services entirely for free. What they can try is offering special, time-limited service packages at reduced prices.

4) Sharing professional experience

There are some cases of solopreneurs who have never worked for a company but decided to start their private business from day one.

However, most sole proprietors decide to go their own way after they've gained some

experience working for others. This is a better position than the first one, for two main reasons.

Firstly, the fact that you've worked in a company means that you already have some business contacts. These can come in handy for your networking as a solopreneur.

Secondly, you've already had some business collaborations and completed some professional projects.

This knowledge and these skills are invaluable assets for business promotion. When your potential customers see that you have a trusty background, they'll believe your business more.

Therefore, add all those experiences to your website, blog, and social media profiles. Create a story of your personal brand and highlight the advantages of your business over the competition. Using practical content marketing strategies will also help you establish a trustworthy one-man brand that stands out from the pack.

5) Creating video content

We all know that images are crucial for business promotion. Also, saying that copywriting is important is an understatement. Make sure to use original and enticing materials for both these purposes.

But bear in mind that video is the kind of contemporary marketing. From short social media business stories to explainer videos and promotional clips on your website,

As described by [web design experts from Houston](#), it's important to produce visually attractive videos in high resolution, with relevant motives for your business.

For instance, you can edit and publish some older business videos of yours, when you used to work for others. Speeches from business events, in-house presentations or any other similar materials will serve the purpose of showing where you were then and where you are now.

If possible, publish videos in which your new clients describe why they like to work with you. Those video testimonials can be a useful marketing tool in showcasing your expertise and attracting new clients.

Conclusion

As we've pointed out in this article, working as a sole proprietor means being a one-man brand. Everything you do or fail to do is only your responsibility. Sometimes this is a blessing and sometimes it can be a curse. In addition to performing your core business tasks, don't underestimate the power of promotion. The more you talk about your business, the more likely it is to grow and flourish. So, follow our ideas for business promotion and steadily grow a lucrative sole proprietorship.

Author Byline: Liam Collins is a tech pundit and Web enthusiast working at TuiSpace.com. He spends most of his time reading and writing about the current affairs in the world of information technology. When he isn't working, he likes going for long bike rides and walks in nature.