

3 Negative Mindsets Holding You Back from Self-Employment Success

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Working as a self-employed professional is no easy task. You must constantly put yourself “out there,” and you must turn your creative talent from hobby into sustainable business.

I’ve always thought that many creative professionals have such a hard time with running their own businesses because the work is so personal. That said, there are countless mindsets we can fall into. If you are not careful, these can destroy your business *and* your mental health.

Here are just a few that I’ve caught myself in—and managed to rise above from.

1. “I’m not as good as a solo professional compared to being part of a *real* company.”

You’re stuck in the employee mindset. This involves seeing your clients as bosses, which means they can walk all over you like a doormat. It also means that you don’t value the power of yourself as an individual. As a [writer](#), I can’t execute a full marketing campaign the way that a company with a marketing department can, but that doesn’t mean I am not an asset to the companies I work with.

As self-employed professionals, we may just have one role. Don’t let that devalue your contributions to the company. Just because you are not part of a traditional in-house marketing department shouldn’t stop you from realizing your value as an individual and a creative professional. Some companies may have all their needs in-house, but there are plenty of others that look to contractors and find value in solopreneurs.

2. “I don’t need business know-how.”

Big no-no here. Though you may be abundantly talented, you’ll have to do more than simply create to be a success when you are self-employed. Business matters...and that includes the parts that no one really likes such as accounting, self-promotion and legal matters.

In my book, [When Talent Isn’t Enough: Business Basics for the Creatively Inclined](#) (Career Press), I talk about devising your own business processes—you should, because you have to adhere to them, and you can be creative with it. Just make sure you have some business practices in place, such as a contract, a way to track payments and some effective marketing channels. Translation: Do not get flustered with a complicated financial software program that the “big guys” use, but make sure you have a plan in place to monitor your finances and taxes. How you do it is up to you. (I still use an Excel spreadsheet!)

3. “All the opportunities have dried up.”

This is a common mindset that you may often feel, no matter how many years you have been freelancing—heck, I did earlier today. The truth is that it may *feel* like that from time to time. When you have been rejected by the same people over and over, it can be easy to feel like you want to throw in the towel. Have you widened your circle?

Instead, create your own opportunities! Reach out to others, come up with new ideas and network. In my writing business, it’s easy to get upset when I don’t get repeat work from a

client. Instead of fuming about it, I'm on to the next client. When I get in this mode, I reconnect with old contacts, approach companies for new projects (note: that's different than applying for jobs they have listed, which would put me in an employee mindset) and focus on other prospects related to my field. Freelancing is all what you make it, and you will always be on the hunt for your next gig—that's part of the job!

Want more insights on the creative life? Connect with me on social media, or email me. Visit www.kristenfischer.com for more information.