

**Episode #1: Six-Figure Solopreneurs Are The Future of Online Business**

Full Episode Transcript

# Six-Figure Simplify

with Blu Cameron



*Hosted by Blu Cameron*

***Six-Figure Simplify with Blu Cameron***

# **Episode #1: Six-Figure Solopreneurs Are The Future of Online Business**

Believe it or not, solopreneurship is the future of online business. Here's how not to get left behind.

Hello, hi, and welcome to the very first episode of the Six Figure Simplify podcast.

This show is all about how to become a six-figure solopreneur using business minimalism, Human Design, and other tools to do business differently.

I'm your host Blu, and I am a simplicity strategist here to help you become a six-figure solopreneur.

And this episode is really important because we're setting the tone for the rest of the show here, what you can look forward to, and exactly how these episodes are going to help you become a six-figure solopreneur.

So I wanted to kick us off with a really important fact statement prediction, if you will, about the future of online business.

And this is really key no matter if you are a coach, a consultant, or just have an online service-based business.

It is really important to understand the direction of the state of the online business space and how your business can not be left behind with these changes.

All right, so let's get into it.

What I have observed over the last few years is that there is a massive shift that's currently happening within the online business space. And the ways that we've done business previously are no longer going to suffice.

And I very clearly see that the businesses that are going to survive, the coaches, the consultants, the service providers that are going to last in this new phase of online business, are the ones that are able to evolve and adapt to not just the new trends, but just like the new landscape of how to do business.

And this also requires you to embrace doing business differently.

So what do I do, first of all, let me back up, right? Like, what are my qualifications for even talking about this?

Well, I have been a online service provider since 2011. This is actually my third business, which I will get into in future episodes, but I've been a freelance writer and a sex ed business coach.

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And I was actually able to create my first six-figure business as a sex ed business coach in a super specific niche, something that not a lot of people are doing, right?

Or talking about, and everything was going great until it burnt out.

And so I took a lot of time to recover from that, figure out, you know, what were my mistakes? What were my mishaps? What was I missing?

And I'm using that all as fuel to help you now in my third business as a simplicity strategist.

I'm here to help you not just do business better, but to do business differently. Do it your way without all the unnecessary stress, without all the things that are going to lead to burnout and just general overwhelm.

So I feel very qualified with this because not only am I coming to you within my expertise, right?

As a simplicity strategist, but also as somebody who has done this before, I've been a freelancer. I've been a coach. I've been a consultant.

I've worn all these different hats. I've tried all these business models and I know from experience exactly how important it is to keep things simple and to also continue to evolve your business in order to move it forward.

So when I'm talking about the shifts that we're seeing in the online business space, like really take this to heart because this is this can essentially make or break your business.

So how are, you know, folks in the online space responding to these shifts that are happening?

Well, what I'm seeing, which I think is really interesting is that a lot of coaches, consultants, and service providers are in the midst of this transition right now.

It's already happening.

I'm seeing a lot of coaches and this is across the board too.

I should say this is not just at a particular income level, a particular level of experience.

This is across-the-board service providers and solopreneurs in general. They're already starting to downsize. They're already starting to restructure or even just quit their business altogether, which I find really not surprising.

And I say that because again, like if you're not able to evolve to keep up with the demand of evolution of continuing to change and adapt as the landscape itself changes, then many people

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are responding in the sense of realizing, hey, this is actually not what I want to be doing anymore.

Values change, priorities change, and that's all right. I'm not here to judge anybody.

What I am saying is that if you are somebody who is making the decision to be an online service provider, to be a solopreneur who is going to be in business for the next 5, 10, 20 plus years, you have to get very comfortable with change and know how to adapt and make these changes very quickly.

So again, it's not surprising that the folks that are making the decision to stay, they're already starting the process of downsizing, of restructuring, of just reevaluating what is important to them, how they want their businesses to run, and what they want that to look like.

But in the process of that, right, what I'm seeing is that there's this huge gap that's missing between solopreneurs who know that there is a problem that they need to fix. There is this gap between the business that they want to have and the business that they currently have, right?

And they know that the answer is in doing something different, but the problem is that they don't necessarily know what to focus on. They don't know what to downsize to. They don't know how to restructure their business. They don't even know like what is the cog that's holding them back from even being able to have the business that they want to have in the first place.

And that's where I come in. And that's the whole ethos behind this podcast and the mission behind my business is that having a six-figure entrepreneur business is actually quite simple.

And that is the skill to master, right? It's not necessarily about having a particular business model, having a particular offer, choosing specific marketing channels, or selling in a particular way.

It's about embracing simplifying and getting really good at the skill of simplifying your business.

Because simplifying and making your first six figures is the key to building a business at last.

And I firmly believe this. When I made my first six figures in my business, it completely changed my life for the better because not only did I now have this concrete evidence to support the belief that was just in my head at the time.

That yes, I know that this is possible. Now I have concrete evidence to support and back that up right now. I have tangible evidence that I can like hold on to that I can like point to right and use in order to grow.

That helps me to step into my six-figure solopreneur identity, my six-figure coach identity at the time.

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And it gave me options because now all the things that I wanted to do in my business to support the life that I wanted to have were now suddenly possible.

I could hire, I could outsource, I could get support in order to take more time off to take vacations to do all these different things.

Right. And even though I burnt out from that business, there's still so many valuable lessons that came with that that I'm carrying into as a simplicity strategist and even within this podcast.

And so that's how Six-Figure Simplify is going to help you learn the skill of simplifying and making your first six figures is going to completely change your life.

It's going to give you options as a solopreneur service provider. And I just want you to know that the easiest way that you're going to make your first six figures is by simplifying your business.

You don't need to do all the things you don't need to, you know, follow some sort of framework that somebody else has laid out for you in order to get there.

And the path to creating a service-based solopreneur business that makes six figures. Yes, but that also is here to last.

That is here regardless of what the current trends in the current landscape are saying or doing is having a simple business.

That's the key. That's the secret that no one wants to tell you.

And so this podcast is going to help you to get there. Of course, it's going to give you those foundational pieces to start filling in these gaps.

So you can understand exactly what is required for you to become a six-figure solopreneur.

What's required in order for you to make downsizing and structuring work so that you don't have to resort to burning out or quitting your business altogether.

Even more importantly than that, I'm going to teach you how to think.

I'm going to teach you how to step into the full identity of being a six-figure solopreneur so that you're able to do this.

So that you're able to master the skill of simplifying in order to make your first six figures to give yourself options and to set your business up for success.

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So even though I love podcasting and trust me, these episodes are going to be so juicy, there is so much more that we can dive into, especially when it comes to how to apply these different skills, ideas, and ways of thinking into your specific business.

So I do want to encourage you that if you know that this is something that you need to do in your business that needs to be a priority in order for you to make the next six figures, then I highly recommend that you apply to work with me inside of my one-on-one program, Six Figure Simplify.

If you want more information about that, you can head to the show notes and click on the link to apply to the program.

All right, that is everything that I have for you in this inaugural episode of the *Six Figure Simplify* podcast.

I can't wait for you to join me on the rest of this journey and I'll see you in the next episode. Bye!