

How to Avoid Loneliness as a Solo Entrepreneur

By Kerri-Ann Hooper - Carnelian Projects

If you're interested in connecting with other women in business, the following tips might help you start growing your network:

- **Join a local networking group** – you may find you connect with 1 or 2 people instantly and want to catch up for coffee
- **Lean into LinkedIn** – I have met some fabulous women by just connecting on LinkedIn, responding to their stories and striking up a conversation which has led to catch ups.
- **Zoom away** – I honestly am not that great with technology but since meeting other business women on LinkedIn, Zoom is now my favourite way to say hi!
- **Door knock** – although this might seem old-fashioned, if you have a service or product to sell, drop some brochures off to businesses that you would like referrals from and you never know – you may strike up a great conversation!



I have been a business owner for 11 years. My sister and I started the business together and, after a few years, it made sense to split the business into two independent entities. So I ended up working for myself and by myself.

I have never had any staff, other than my wonderful YA, and therein lies the challenge. Working for yourself can be lonely. Not to mention in a male-dominated industry in a regional area. Who can you bounce ideas off? If you are having a bad day, who can prop you up and give you encouragement?

Connecting with other women in business has been an essential lifeline. I first connected with a small group of fellow entrepreneurs at some networking events and now we meet every couple of months to chat generally about our businesses, about marketing, how to juggle it all, and generally to just let off steam.

Discussing ideas and celebrating wins as well as sharing the struggles helps you feel less alone as a business owner. And the cherry on top? This group of wonderful people are also now friends!

Recently I further enriched my network by joining a well-regarded mentor program where I've met fellow entrepreneurs located all around Australia. This has enabled me to connect with women at all different stages of business and obtain invaluable advice. It's also great to be able to chat to others about topics outside of business, whether that be health, family or anything else!

Connecting with others is vital for our mental health. It can help keep our spirits up and reminds us we are not alone. We cope with a lot of pressure on a daily basis from – kids and housework to financial concerns or keeping fit and healthy.

Let's not attempt to cope alone when we are working for ourselves. Get out there and make a new connection today!

Author:

Kerri-Ann Hooper is the founder of Carnelian Projects - servicing Newcastle, the Hunter Valley, Lake Macquarie and the Central Coast. With over 30 years' experience in the property, sales and customer service industries, Kerri-Ann is passionate about helping people build - from first home owners with house and land packages, to investors or those who are ready for their forever home. Armed with a Real Estate Licence and a Certificate IV in Building & Construction Kerri-Ann guides people through the building process from start to finish and can also check your building tender with an honest and impartial eye.

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