

What Are Five Cold, Hard Truths of Self-Employment?

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Many aspire to be self-employed. But as Ringo Starr sings, "It Don't Come Easy." Self-employment can be a hard road to take unless, maybe, you are a world-famous heart surgeon and patients seek you out. Having traveled the self-employment road myself, here are some of the cold hard "truths" I have learned during my journey:

- *Only you can promote your service to prospects.* Unless prospects know about you, no one will contact you. *Don't be shy, be pushy.* Many capable people are shy when it comes to promoting themselves. The operative word is *chutzpah*.
- *In the initial years of self-employment, plan to dedicate at least 25 % to 50% of your time to developing new business.* The commitment includes direct mail, publicity, article writing, social media, blogs, speaking, and networking.
- *Successful self-employment is a balance between promoting yourself, acquiring new accounts, practicing your craft, earning an income, and back-office (bookkeeping, billing/collecting, taxes, record keeping, computer systems, etc.).*
- *Think of yourself as a **BUSINESS**.* If you don't take yourself seriously, no one else will.
- *People will waste your time.* Many will call and expect free advice. Many assume that your time is worth less than a used car salesperson.

About John B. "Jack" McHugh

Jack McHugh is a self-employed publishing advisor and publisher. Over the last 30 years, he has created and refined his own self-employment business model. During this period of trial, error, mistakes, and successes, he kept a journal on his self-employment efforts and now has distilled them into succinct "how to's" for those who aspire to be self-employed.

McHugh contends that "There is precious little information on the 'how to's' of self-employment." Much of what is available are either get-rich scams or pyramid deals. He also states, "the needs of those aspiring to become self-employed are not met. I have much practical wisdom to share with folks. I am the living proof of the cliché, 'You ought to write a book.'"

How-To Information on Self-Employment

McHugh offers short how-to papers for those new to self-employment and those who are self-employed, who want to review their business. All are reasonably priced at \$1 to \$6. This small outlay will save you countless hours of trial and error and costly mistakes in your self-employment journey. The PDF papers can be ordered, using PayPal or your VISA, at www.self-employmentadvisor.com.

Need Personal Advice on Your Self-Employment

McHugh also offers self-employment advice. If you are interested in self-employment, consider McHugh's ***Self-Employment Evaluation Interview***, which consists of 24 questions and a self-assessment of the 8 key attributes in order to judge your potential for self-employment success. For a modest fee, McHugh will evaluate your self-employment plan or if you are self-employed offer an evaluation of your current efforts.

LinkedIn Self-Employment Forum

Jack McHugh also manages the LinkedIn™ group, the Self-Employment Forum, a resource for those wanting to learn more about self-employment. Join now. The Self-[Self-Employment Forum](#)

Contact Information

John B. McHugh, Self-Employment Advisor: Your Source for Self-Employment Advice and Information

Contact: John B. "Jack" McHugh

Email: jack@johnbmchugh.com

Website: <http://www.self-employmentadvisor.com>

Phone: **414-351-3056**