Build a **Sustainable** One-Person Business

Practical blueprint to $4K+ per month
Clear framework (AIM • CREATE • EVOLVE), five pillars of profitability, common pitfalls, and a path to $4K+/month while preserving life design.

Beacon Launch

BEACON MOMENTUM

The **Solopreneur Revolution**: Solo Businesses Are Mainstream

2024 surge, scale, and life-design tradeoffs

1 New business applications in 2024

Entrepreneurs filed 5.2 million new business applications in 2024
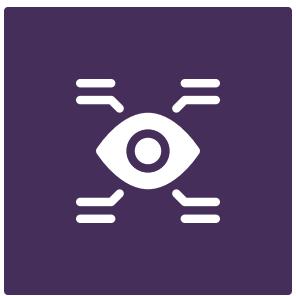
2 Size and economic output

29.8 million solopreneurs generating $1.7 trillion (6.8% of U.S. output)

3 Earnings and early profitability

20% earn $100K–$300K; over 75% reach profitability in year one

4 Why it matters

Frames solopreneurship as a viable career with tradeoffs in income, control, and workload
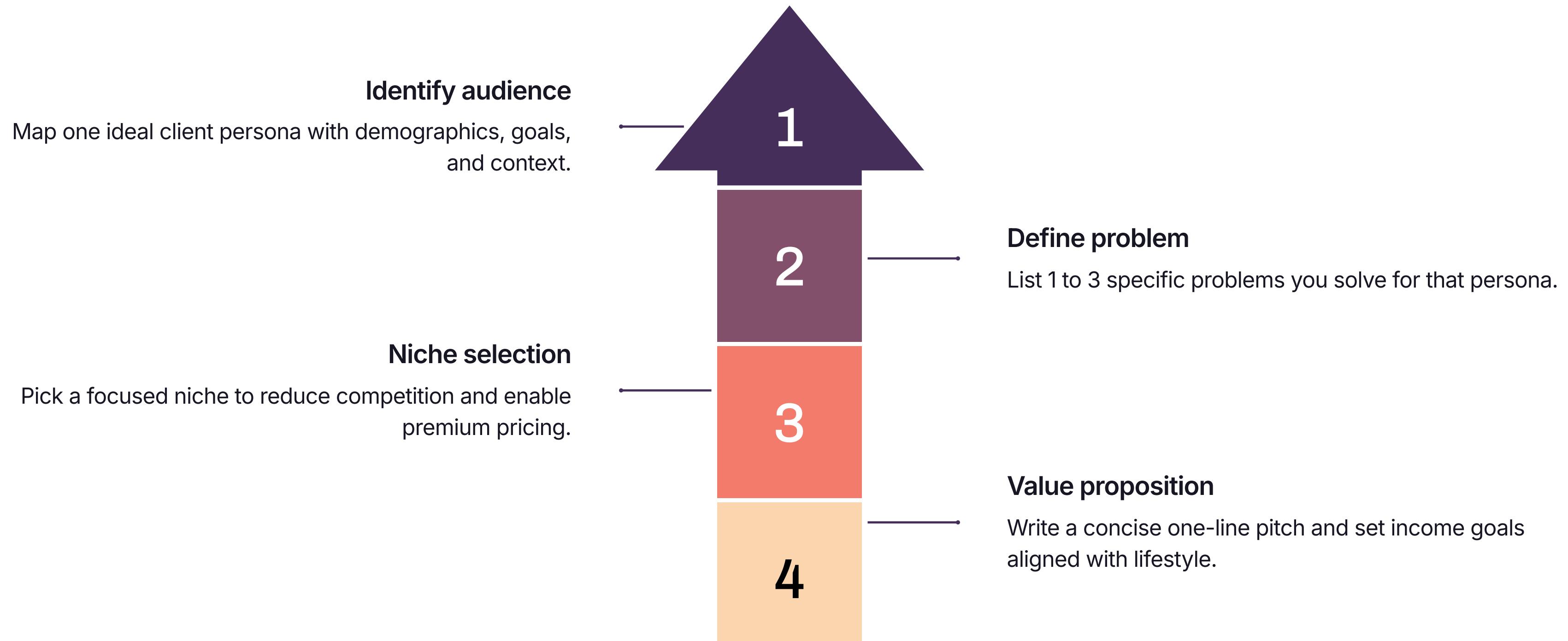
State of Solopreneurship: Demographics and Early-Stage Facts

Snapshot of who solo founders are and what to plan for

- **9.82 million self-employed professionals**

  National total of solo operators

- **54.4% women**

  Women form a slim majority

- **53.2% hold a bachelor's or higher**

  Majority have college education

- **51.6% work from home**

  Home is primary workspace for most

- **84% self-fund initial stage**

  Bootstrapping dominates early funding

- **About 50% start with under $5,000**

  Low capital required for many launches

- **52% choose self-employment for autonomy**

  Primary motivation: be your own boss

- **Work slightly fewer hours but report higher stress**

  Time tradeoff: less hours, more pressure

- **Implication: evaluate funding needs and runway**

  Plan financing and contingency capital

- **Implication: confirm home-office suitability**

  Assess space, tech, client impression

- **Implication: embed stress-management systems**

 Schedule boundaries, automation, support
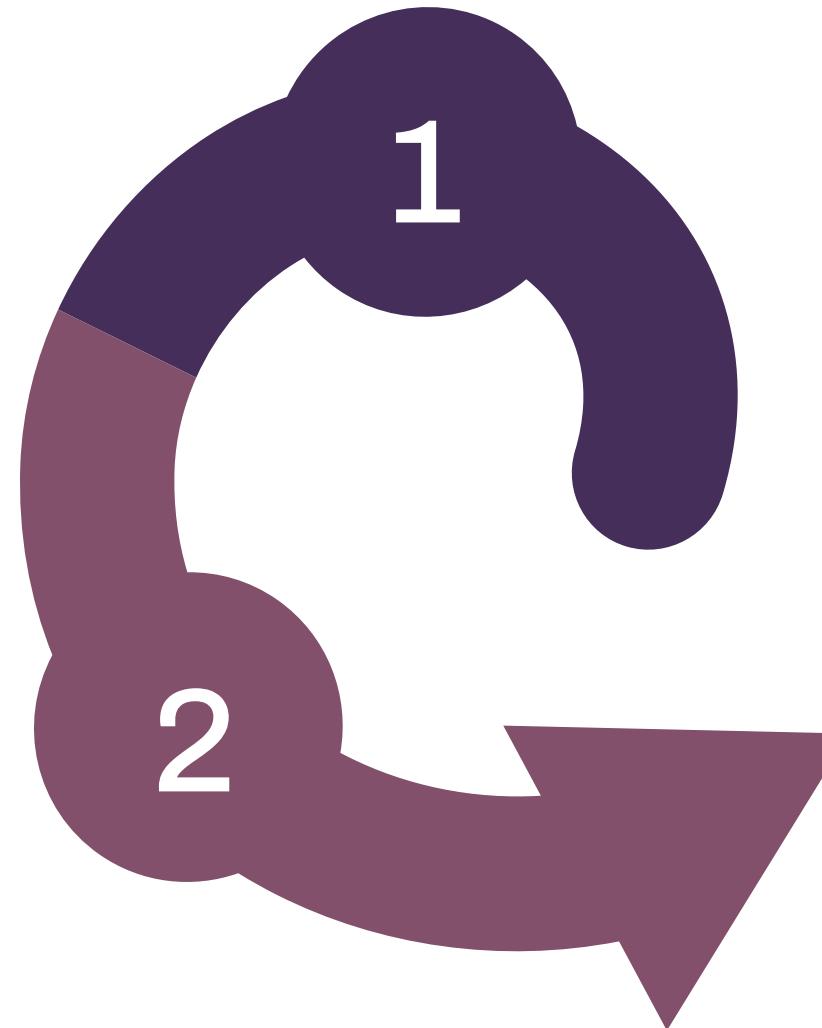
AIM: Focus and Positioning for Solo Businesses

Target one audience, solve one core problem, charge premium rates

Identify audience

Map one ideal client persona with demographics, goals, and context.

1

2

Define problem

List 1 to 3 specific problems you solve for that persona.

Niche selection

Pick a focused niche to reduce competition and enable premium pricing.

3

4

Value proposition

Write a concise one-line pitch and set income goals aligned with lifestyle.

3-Step Framework: Create and Evolve for Sustainable Growth

Build repeatable systems, then raise value and refine offers

1

CREATE - Build repeatable systems

Automate repetitive tasks, create templates and documented workflows, delegate or eliminate low-value work, and build intellectual property like courses and frameworks

2

EVOLVE - Sustainable growth

Raise rates with expertise, refine offers from customer feedback, invest in tools such as AI and automation, outsource as needed, and protect boundaries

The 5 Pillars of a Profitable Solo Business

Make each pillar operational with one practical action

Deep Specialization
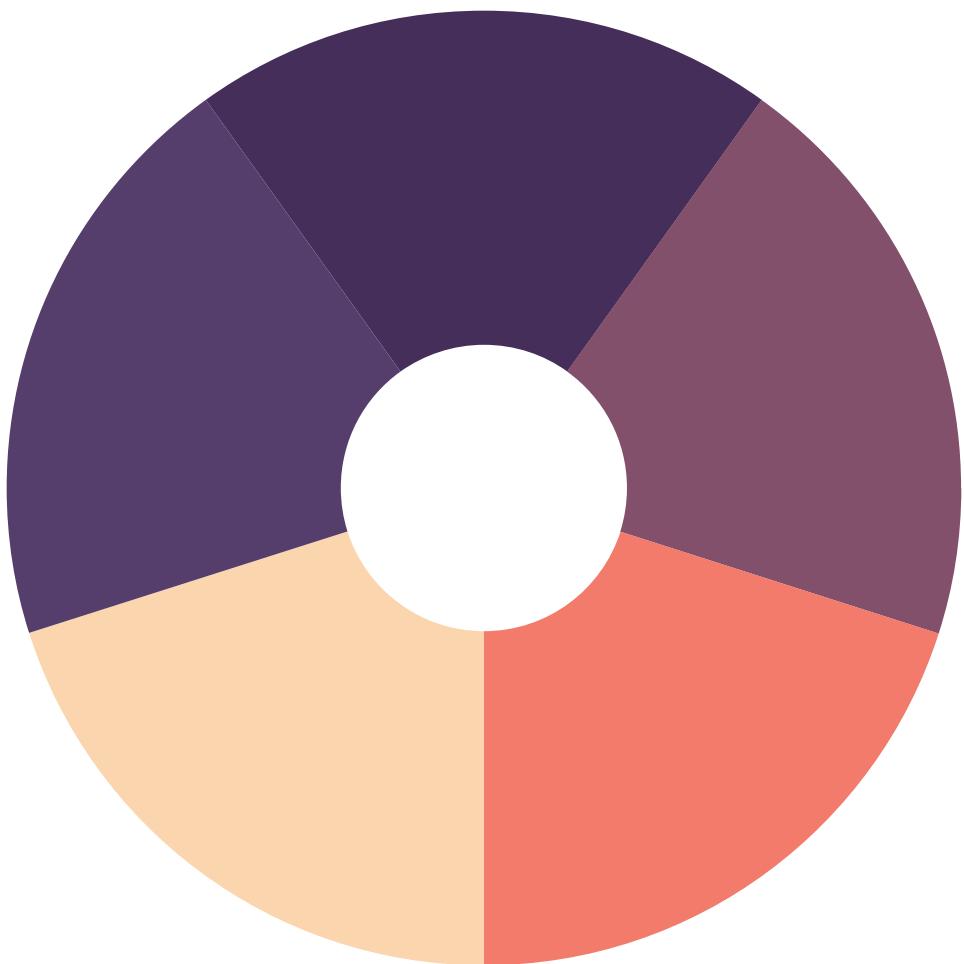
Master a narrow niche to become the go-to expert.

Sustainable Lifestyle

Protect wellbeing so the business lasts long term.

Strategic Leverage

Use tools or IP to multiply impact without hiring.

Premium Positioning

Command higher prices with clear premium value.

Systemized Delivery

Standardize client work to ensure consistency and scale.

Common Pitfalls and Early Milestones to **$4K/Month**

Checkpoints to validate demand, build revenue, and sustain momentum

Starting without validation — validate demand before building

Run interviews, landing pages, or pre-sales to confirm market

Underpricing — price for value not cost

Set offers that reflect outcomes and test higher tiers

Doing everything yourself — delegate or automate time drains

Outsource routine tasks and use automation to scale hours

Neglecting self-care — prioritize wellbeing to sustain work

Block recovery time and guard productivity hours

Lack of community — build peer support for learning and referrals

Join cohorts, masterminds, or accountability groups

Milestones: $4K to $10K per month with 30 to 40 hours weekly
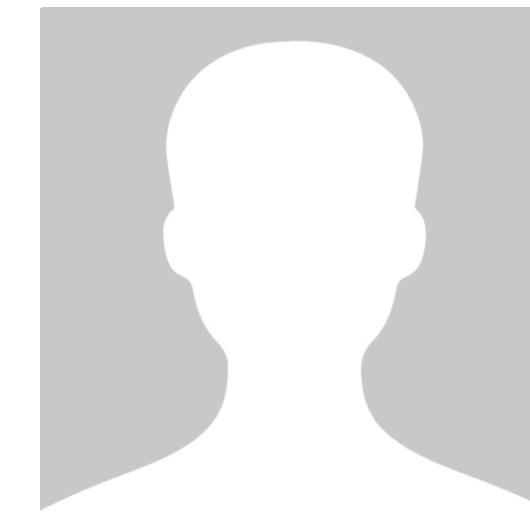
Treat these as realistic milestones linked to AIM/CREATE/EVOLVE

Beacon Launch: Program Overview, Results & Call to Action

Inside Beacon Momentum using the Lighthouse Framework
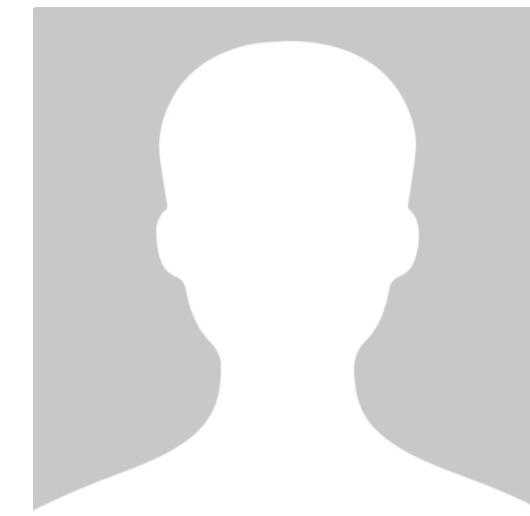
Acknowledge

Orient

Chart

Move

Lighthouse Framework: Acknowledge, Orient, Chart, Move

Structured four-step process to diagnose and act

Video training

On-demand lessons to learn at your pace

Workbooks and templates

Practical tools to implement each module

Community and expert guidance

Peer support plus mentor feedback

Lifetime access

Return anytime to refresh skills

Member action: plan 90-day milestones

Apply learnings to systems, pricing, marketing gaps