

A PUBLICATION OF ARISE VIRTUAL  
SOLUTIONS

THE RISE OF THE  
**SOLOPRENEUR**

THE STEP-BY-STEP GUIDE TO SOLOPRENEURSHIP AND HOW YOU CAN DO IT

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**You are encouraged to consult with your own professional legal and tax advisors concerning your specific circumstances.**

# CHAPTER ONE

## WHAT IS A SOLOPRENEUR?

# Chapter 1

## What is a Solopreneur?

You've probably heard the term "solopreneur" being thrown around in recent years. A solopreneur is an emerging term that means "an individual entrepreneur who works alone and runs their business single-handedly." What sets the solopreneur apart from the entrepreneur, is that while the entrepreneur may be fully responsible for the day-to-day operations of their business, they have workers, versus the solopreneur, who does not.

This book will cover the advantages of being a solopreneur and how you can become a successful one in the Arise network. Reasons why being a solopreneur is currently trending:

- 1. Selectivity**
- 2. Flexibility**
- 3. Speed**
- 4. Control**
- 5. Creativity**



## CHAPTER TWO

# WHY NOW IS THE TIME TO BE A SOLOPRENEUR

# Chapter 2

## Why Now is the Time to Be a Solopreneur

Many may have been inspired to get their solo starts following a layoff, or somewhat similar event that leaves someone looking for an income quickly. In these cases, individuals may be looking for something other than just another job. They are seeking something secure and where they are in control. More simply put, they want to be their own boss.

In other cases, individuals may have made the move for personal, career, or family goals. Being a solopreneur can significantly open up time to be spent with family, given that small businesses often get their start being run from home. Business opportunities also appear more attainable with shifts in the way we share media, especially with the rising popularity of the modern American dream: **the start-up**.

On Twitter, the term solopreneur can be seen in user bios more oftentimes than not.

## CHAPTER THREE

# LEADING ADVANTAGES OF BEING A SOLOPRENEUR

# Chapter 3

## Leading Advantages of Being a Solopreneur

There are a solid five reasons as to why being a solopreneur is on the rise:

1. **Selectivity:** You can work on what you like, with who you'd like, and when you'd like. If you're running a B2B operation, you don't have to continue with that a particular client or customer again if you don't choose to.

2. **Flexibility:** A great factor of being a solopreneur is that you can choose where and when you work. This advantage serves different personas across the board. For example, it's convenient for stay-at-home moms that have time during the school day, individuals looking to earn extra money, or even employees in corporate America, looking to generate a side income and just to get their feet wet in running their own business.

3. **Speed:** In conjunction with flexibility, is speed. When you make a decision, it's done and implementation can begin as early as the same day. You are the boss. This advantage gives you a significant lead time when determining your company's goals, and the strategies needed to meet those goals. When you are a solopreneur, efficiency is dependent upon you. Last-minute opportunities can be seized quickly, which is great.

4. **Control:** There are no internal politics or egos that are usually associated with companies that have workers, or that are being run by multiple large personalities. In a solopreneurship, there is no internal selling, swaying, or persuasion required for your idea to be implemented.

5. **Creativity:** This is the fifth, last, and probably most coveted advantage. Creativity is endless and unrestricted—whether it be marketing pushes for your company's exposure or which projects you choose take on. Your decision is what counts in a solopreneurship.





## CHAPTER FOUR

# BECOMING A SOLOPRENEUR IN THE ARISE NETWORK

# Chapter 4

## Becoming a Solopreneur in the Arise Network

While the advantages are not a definitive list, you can bet the concept of the solopreneur will become increasingly more prominent in years to come. So now you're probably wondering, how do I become a solopreneur?

Using the Arise infrastructure and participating in the Arise network is a great option, because it provides many opportunities to solopreneurs. Arise doesn't discriminate based on company size. It offers an abundance of opportunities for people to shape their companies and how they want them run. The phrase "be your own boss" is significantly stressed in this sense.

Arise is the leading provider of crowdsourcing solutions, as well as infrastructure, for call center needs. It provides thousands of work-from-home opportunities to small businesses run by: stay-at-home moms, veterans, students, retirees, and other entrepreneurial-minded individuals. These work-from-home opportunities are most common in the customer support sector for Fortune 500 clients.

# Becoming a Solopreneur in the Arise Network

Arise gives you the flexibility to work with who you'd like, and the control of working when you'd like. The selectivity factor is also present in the Arise network, due to the fact that you can service clients or industries that you have an affinity for, and choose the increments of time in which you want to service. Arise has so many different selections- from travel to telecom, there is an industry niche covered with each customer support, tech support, or sales opportunity. As a solopreneur, the choice is yours!

Growing your business is also 100% up to you. If you want to continue on the solopreneur kick, or ultimately go the entrepreneurial route by hiring additional workers to work at your company, the rate at which you grow is your call.

If you are the type of solopreneur that likes to get creative regarding your small business, you have the opportunity to name your business what you'd like and design your own website. You can also get creative with your company by specializing in an industry niche. Your Independent Business is what you make it to be. If you choose to be an entrepreneur and hire workers for your company, creativity can go a long way to market your business.

All in all, there is a huge advantage to what Arise is bringing to the table in terms of call center infrastructure and crowdsourcing solutions. It also doesn't hurt that it has a unique business model in which all can benefit.



## CHAPTER FIVE

# GETTING STARTED IN THE ARISE NETWORK

# Chapter 5

## Getting Started in the Arise Network

To get your path as a solopreneur in the Arise network started, the Admissions process must first be completed. This process can be done in as little as three to five days.

The Partner process begins with:

- Registering yourself and your company on the Partner setup page
  - Located at [partner.arise.com](https://partner.arise.com)
  - Select the orange “Be Your Own Boss. Start Now!” button to register
- Taking the Voice Assessment
  - 10-minute assessment
  - Assesses voice clarity and grammar
- Completing the background check
  - Ensures security

Once the above steps are complete, you’ll have the opportunity to enroll in the self-paced Arise basic certification course, Client Support Professional 101 (CSP 101).

# Getting Started in the Arise Network

CSP 101 is a 90-minute long assessment that provides you with information about Arise's systems and support options. One great aspect of CSP 101 is that it doesn't have to be taken all in one sitting!

By the end of CSP 101, you'll be able to better understand the following:

- how to navigate Arise's systems and infrastructure;
- the Arise network; and
- the various support resources available to companies.

Once you complete CSP 101, you're officially a CSP in the Arise network! From there, you can then choose the client program you want to service. Whether it be Carnival, Orkin, AAA, or other Fortune 500 companies, you'll be able to complete a certification course where you'll learn in detail about the client program, client systems, and client requirements.

Once you successfully certify, you'll sign an agreement with Arise and you're officially able to begin servicing the chosen program. This means generating revenue for your company and for yourself! Congratulations on your solopreneurship!

On behalf of Arise, we hope you found this eBook informational and we hope to hear your solopreneur success stories soon!



Solopreneur in the Arise network.



**Whatever the mind can conceive and believe, the mind can achieve.**

**– Dr. Napoleon Hill, author of Think and Grow Rich**





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Always feel free to browse testimonials of other business owners in the Arise network. If you should have any questions once you've created a profile, we're always happy to help via our Live Chat, available from 10am-4pm EST, or by sending an email to [admissions@admissions.arise.com](mailto:admissions@admissions.arise.com).

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