

THE POWER OF ONE



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Executive Summary

This report offers a deep dive into the world of solopreneurs, revealing the motivations, realities, and aspirations that define their entrepreneurial journeys. Based on survey data gathered directly from over 1,000 Simply Business customers, we highlight the critical role these individuals play in the U.S. economy and the challenges they navigate.

70%

plan to grow their revenue within the next year, signaling strong optimism and ambition about the future of their ventures.

41%

their business is their primary source of income, underscoring the serious commitment that powers this segment of the economy.

48%

have gone at least a month without income, revealing the significant financial rollercoaster inherent in being a solopreneur.

60%

underestimated the challenge of juggling every business role, revealing the hidden effort and demands behind the scenes of solo operations.

53%

of solopreneurs started their business driven by passion, showcasing the profound personal connection behind their entrepreneurial pursuits.

Why this matters:

Solopreneurs aren't just a segment of the business world; they're the very backbone of entrepreneurship. In the current climate marked by economic shifts and evolving market demands, solopreneurs are not just navigating a complex environment; they are driving innovation and resilience across the U.S. economy. This report offers insights into their evolving landscape, serving as a resource for understanding and lifting up this dynamic and essential community.

**"MY LONG-STANDING
PASSION FOR HELPING PEOPLE,
COMBINED WITH THE NEED FOR A
FLEXIBLE WORK SCHEDULE FOR MY
TWO YOUNG CHILDREN, TRULY
INSPIRED MY CLEANING BUSINESS.
WORKING FOR MYSELF BECAME A
PRIORITY."**

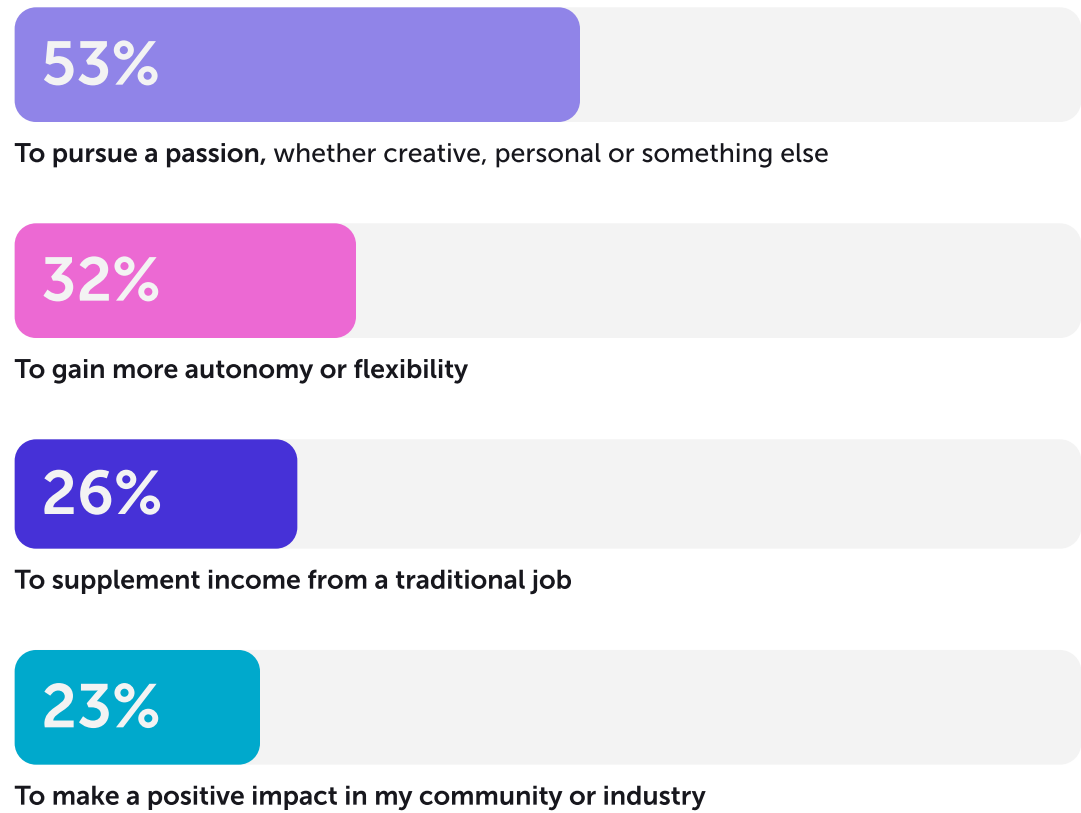
—NICOLE MILLS, OWNER OF GREEN LAVENDER CLEANING CO., MASSACHUSETTS



Why They Start

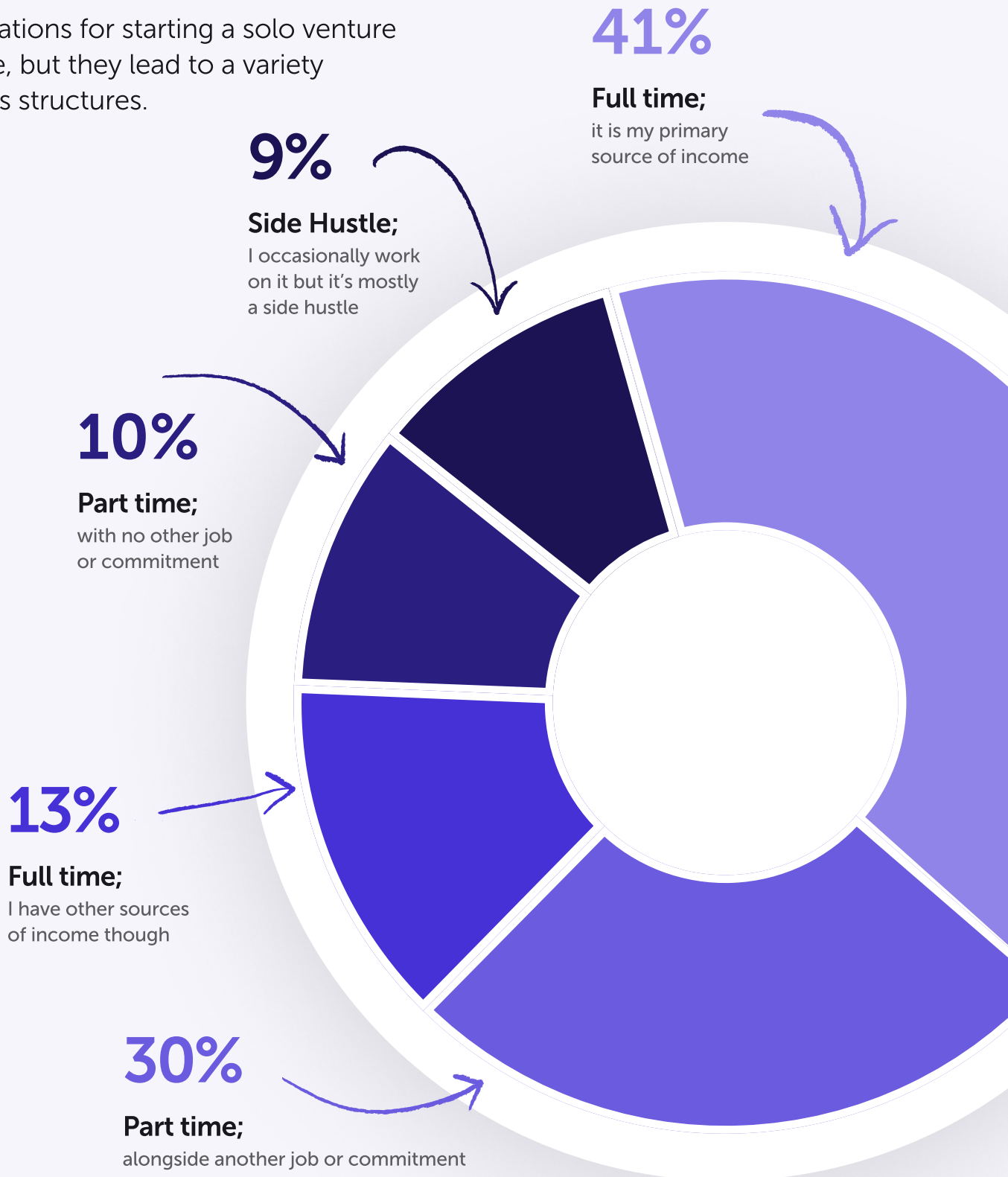
Passion stands out as the primary catalyst for launching a solo venture, while autonomy and supplemental income also play key roles. The varied full-time and part-time setups highlight the adaptable nature of the solopreneur economy.

Top Motivations for Starting:



Their Current Business Setup

The motivations for starting a solo venture are diverse, but they lead to a variety of business structures.





"I WORK HARD TO FIND SPACE TO SPREAD MYSELF OUT WITHOUT WEARING MYSELF OUT. I'LL DO THIS BY SEGMENTING MY WEEK OR MY DAYS. ONE DAY I'LL FOCUS ON MARKETING, ANOTHER DAY ON MAKING PRODUCTS, AND ANOTHER DEDICATED DAY TO WORKING ON SOCIAL MEDIA PLANS."

—KAREN MCDOUGALD, TANGAZA BATH AND BODY, NORTH CAROLINA

The Financial Reality

Financial uncertainty is a constant companion for many sole-proprietors, demanding incredible resilience. Despite these hurdles, their passion for their work fuels a strong motivation to grow, confident that persistence will pay off. This ongoing dance between passion and practicality deeply defines the solopreneurial financial journey.

58%

of solopreneurs feel financially secure about their business.

64%

agree their business is a reliable source of income.



Utilize accessible accounting software (like those 39% of solopreneurs use) to track income and expenses, providing a clearer picture of financial health.



Setting aside a percentage of every payment into a separate savings account specifically for lean months is crucial.

48%

have gone without income for over a month.

68%

have less than 6 months of savings or no safety net at all.

Challenges, Sacrifices and Mental Health

Solopreneurs often underestimate the demands of managing every function alone. The pursuit of success frequently comes at significant personal cost, underscoring the need for support.

Most Underestimated Aspects of Running a Solo Business

61%

The ability to handle all business functions alone

53%

The amount of time and effort required

41%

The financial commitment and continued investment

💡 **Identify tasks for automation** (e.g., email marketing, scheduling, or AI tools) or explore outsourcing admin work.

Top Sacrifices Made to Stay Afloat

42% time with family/friends

40% a steady paycheck

35% time away from work

34% sleep

💡 **Set Boundaries:** Consciously schedule time for family, friends, and sleep. Protecting personal time prevents burnout and improves long-term productivity.

Giving Up on Business

Over one-third (34%) have considered giving up on their business, with the top reasons including:

72% Financial stress or inconsistent income

53% Burnout or emotional struggles

45% Difficulty securing customers

💡 **Prioritize Well-being:** Recognizing burnout signs (e.g., fatigue) is vital. Actively connect with other entrepreneurs in online communities or local groups to counter loneliness and build a support network.



**"THE MEDIA LANDSCAPE IS
EVOLVING SO RAPIDLY—WITH
CONSTANT CHANGES IN
ALGORITHMS, NEWS CYCLES, AND AI
—THAT WHAT WORKS TODAY MAY
NOT WORK TOMORROW. FOR MY
AGENCY, STAYING RELEVANT MEANS
BEING AGILE, CONTINUOUSLY
INVESTING IN INNOVATION AND
TECH TOOLS TO ANTICIPATE
CHANGES AND PIVOT EFFECTIVELY."**

—GIANNI N. SPRADLEY, FIFTEEN EAST MEDIA GROUP, NEW JERSEY

Tools and Technology

Despite AI's growth, most independent business owners aren't using it, indicating untapped potential. While many seek external advice, a notable minority prefer independent problem-solving.

Here's the tools that solopreneurs are tapping into:

 **53%**

Marketing / social media: Instagram, TikTok, Facebook, LinkedIn, email marketing tools, social media schedulers, etc.

 **39%**

Accounting / finance: cloud accounting tools, business banking apps, invoicing tools, etc.

 **30%**


Content creation / design: Canva, photo/video editors, podcasting tools, etc.

 **23%**

E-commerce / website hosting Shopify, Etsy, etc.

 **23%**

AI / automation generative AI tools, AI-powered decision tools, etc.

 Experiment with generative AI for content creation, research, or administrative tasks to boost efficiency.



Preferred Ways of Learning:

While the majority of solopreneurs actively seek advice and support through peers (54%) and online communities (36%), a significant minority, nearly 1 in 5 (19%), choose to navigate their business challenges independently without relying on external advice sources.



Learn continuously: Engage with online communities and peer networks to learn from others' experiences and get practical solutions and new perspectives.

Social Media

Nearly half of solopreneurs aren't using social media tools, representing a significant missed opportunity for growth. Short-form video is a powerful, preferred format for advice.

40%

**prefer short-form video
when seeking advice or tips**

(TikTok, Reels, YouTube Shorts).

47%

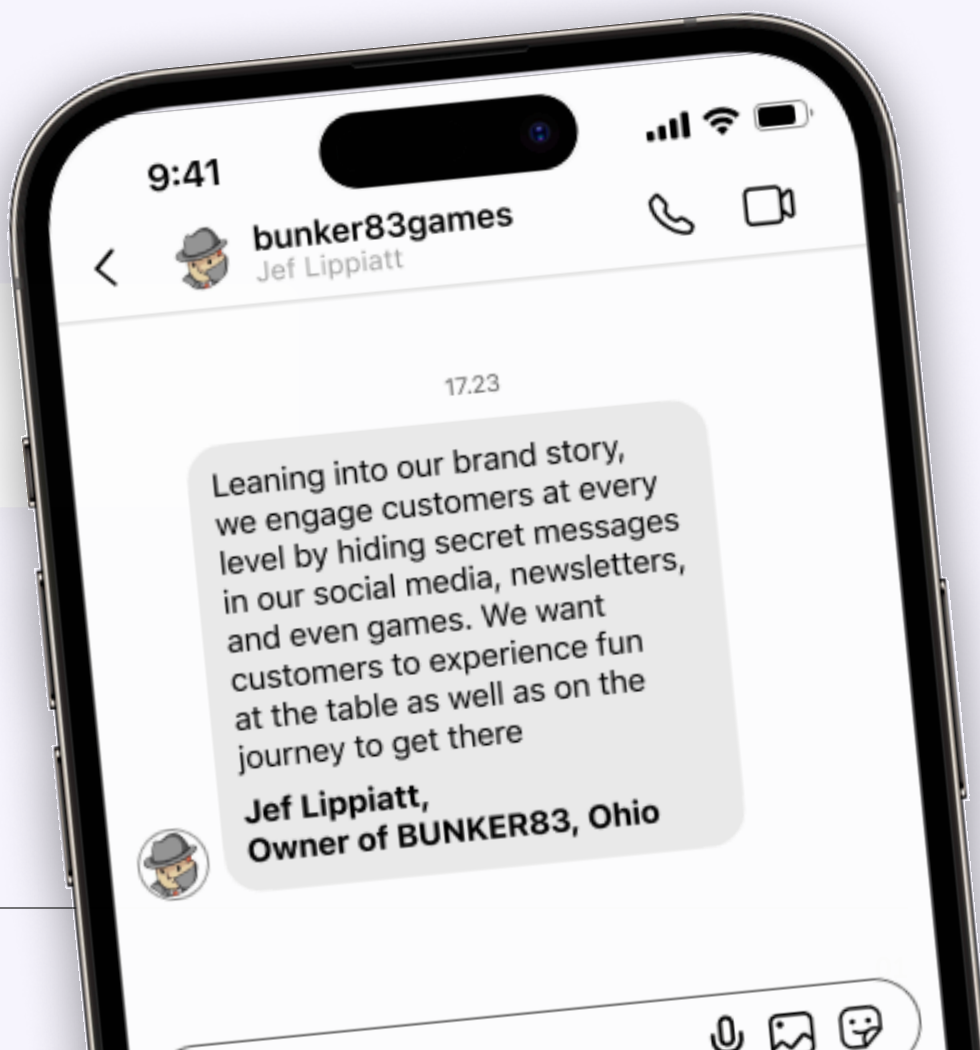
**of solopreneurs aren't
using social media tools
to run their business.**

35%

**turn to social media
for business advice.**



Embrace social media: Platforms like Instagram, Facebook, LinkedIn, and TikTok offer ways to market services and connect with customers.



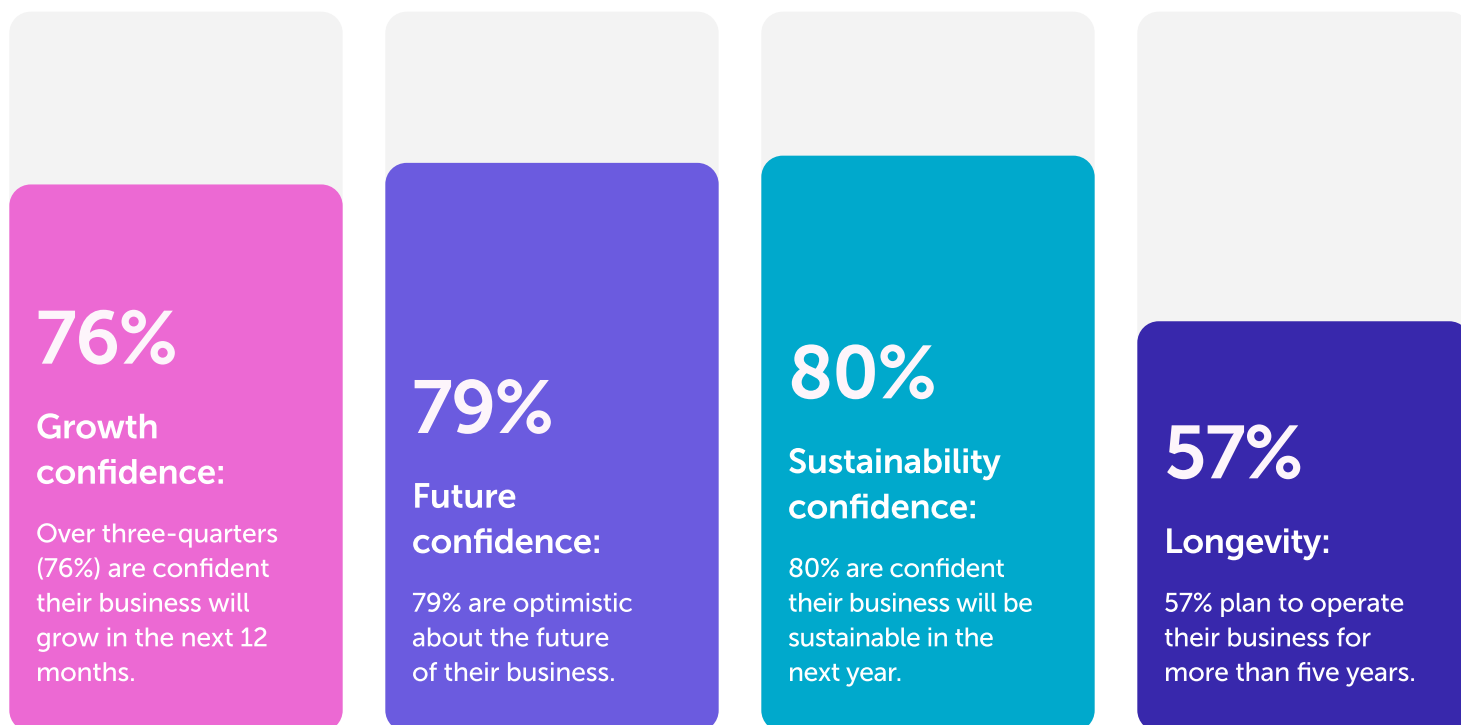
**OVER THREE QUARTERS OF
SOLOPRENEURS ARE CONFIDENT
THEIR BUSINESS WILL GROW IN
THE NEXT 12 MONTHS.**



Where are Solopreneurs Heading?

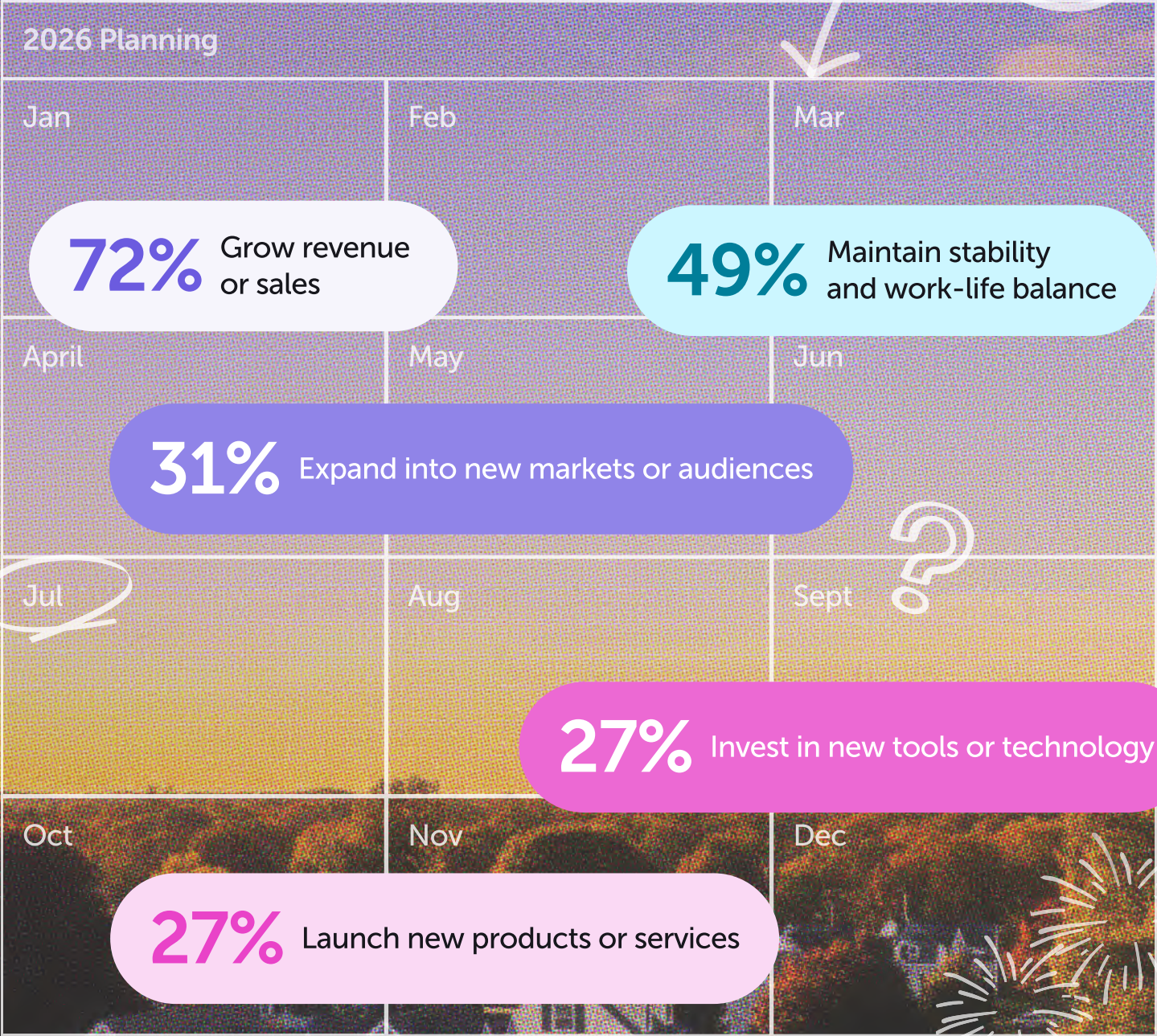
Solopreneurs are looking ahead with remarkable optimism, ready to grow their businesses and embrace innovation. Notably, maintaining work-life balance remains a core priority alongside business expansion, demonstrating a holistic approach to success.

This group is also eager to invest in new technologies and innovations to stay competitive, signaling a forward-thinking mindset essential for long-term viability. Their confidence and clear goals paint a picture of a resilient and adaptable force poised for continued impact.



Where are Solopreneurs Heading?

Goals for the Next Year:



About Simply Business and Methodology

About Simply Business

Simply Business is dedicated to making small business insurance simple and accessible. The company's robust digital marketplace allows small business owners to find and buy the insurance they need online, matching them with coverage from multiple top carriers to offer transparency, choice, and value. Simply Business's product offering includes general liability, professional liability, business owner's policy, workers' compensation, cyber insurance, and more.

An insurtech pioneer, Simply Business has 20 years of experience supporting the needs of small businesses, with over one million active customers. Founded in the UK in 2005, Simply Business launched its U.S. operations in 2017 and today employs over 1,000 people across offices in London and Northampton in the UK and Boston in the U.S.

Learn more about Simply Business and how we support solopreneurs at simplybusiness.com/solopreneur-report

Survey Methodology

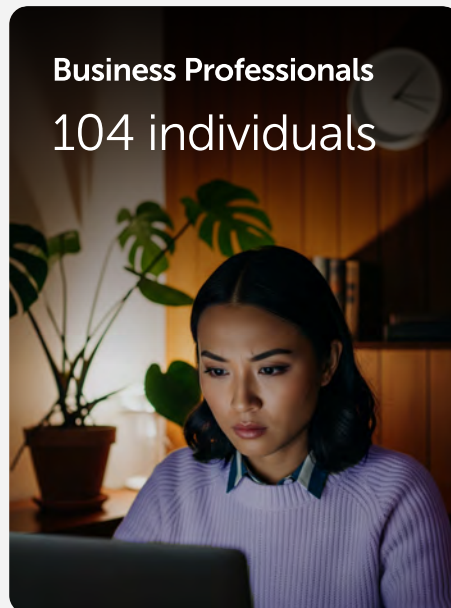
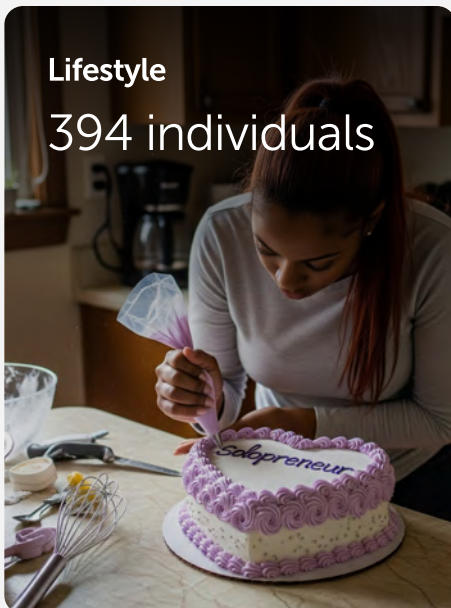
This report is based on a survey conducted by Simply Business from June 16 - 30, 2025. The survey gathered insights from 1,023 Simply Business solopreneur customers across various industries and geographic locations within the United States. Respondents were carefully selected to ensure a representative sample of the diverse solopreneur community. The data collected was analyzed to identify key trends, challenges, motivations, and outlooks, providing a robust overview of the current 2025 solopreneur landscape.

Appendix: Solopreneur Segments Deep Dive

This appendix provides a more detailed look into the distinct characteristics, challenges, and motivations of specific solopreneur segments, as well as an overview of who they are.

Who they are:

These independent business owners encompass a wide array of professions and services, each contributing uniquely to the entrepreneurial landscape. We've categorized them into three key groups:



Lifestyle

These solopreneurs typically operate businesses driven by creativity, or a desire for flexible work, often including artists, photographers, coaches, and wellness instructors.

Key Data Points:

Passion and growth ambition:

- 66% launched their venture to pursue a passion.
- 79% list “grow revenue & sales” as their top goal for the next 12 months – the highest of all segments.
- 34% still run the business part-time alongside another job.
- 78% work fewer than 40 hours per week.

Financial positioning and potential risks:

- 55% have gone more than a month with no income.
- 61% have less than six months of savings or no financial safety net.
- 25% do not feel financially secure and 29% say income is unreliable.

Social media toolkit:

- 66% use marketing / social media tools – the highest across sectors.
- 40% turn to social media for business advice – also the highest.



Insights

These passion-driven self-employed business owners have high growth ambitions but often face financial fragility. They're the only key group that leverages social media well, making it a strength despite income challenges.

Business Professionals

Typically highly skilled, these individual entrepreneurs offer specialized knowledge-based services, such as consultants, accountants, marketing strategists, IT specialists, and legal advisors.

Key Data Points:

Motivation and impact:

- 35% started their business to make a positive impact on their industry.
- 17% say making a positive impact is the most rewarding part of their business.

Business management and sacrifices:

- 60% underestimated how hard it would be to manage all parts of the business alone.
- 46% have sacrificed time with family and friends, yet nearly half (49%) state that a goal for the next year is to maintain stability and work-life balance.
- 45% have sacrificed a steady paycheck – the highest across segments.

Financial positioning and support:

- 40% have more than six months of savings – the highest across segments.
- 39% utilize professional mentors or coaches.
- 58% use accounting/financial tools to run their business.



Insights

Independent Business Professionals are impact-driven and financially prepared but make personal sacrifices. They strategically use mentors and financial tools to manage challenges while prioritizing work-life balance.

Tradespeople

These skilled professionals provide manual or technical services, such as electricians, plumbers, carpenters, landscapers, and general contractors.

Key Data Points:

Strong confidence / commitment:

- 51% say their business is full-time and their primary source of income – the highest of all sectors.
- 74% feel their business is a stable income source – also the highest.
- 79% say they are confident their business will grow in the next year.
- 49% say flexibility and control of their time is the most rewarding aspect.

Pushing through, at a cost:

- Over 40% of tradespeople solopreneurs work more than 40-hour work weeks.
- Yet 42% have gone without income for a month or longer.
- Nearly 3 in 4 have less than 6 months savings or no savings at all.
- 1 in 3 tradespeople have sacrificed mental health to keep their business running – more than any other group.

Underusing tech is a potential gap:

- 21% do not use any external tools to run their business.
- Just 14% of trades solopreneurs are using AI tools, the lowest of any segment.
- Only 10% use online marketplaces (e.g., Upwork, Fiverr, Bark, Thumbtack) for customer acquisition.



Insights

Sole-proprietor tradespeople show remarkable commitment and confidence but face weighty personal costs, including long hours, income volatility, and mental health sacrifices. Their low tech adoption could potentially limit growth.



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