

Hard-earned lessons for anyone thinking about going independent in data.

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**WAYS TO
DESTROY YOUR
DATA ANALYTICS
SOLOPRENEURSHIP**

Taking Excessively Small Contracts

Onboarding a client carries significant overhead: invoices, tax forms, discovery calls, account setup. When you replicate that for a project worth \$1,000, the economics rarely work. Set a minimum contract threshold and hold to it.

01

Not Vetting Clients Enough

Some clients will consume hours of your time before revealing they have almost no budget. Ask about budget early. If they are evasive, treat that as a signal. Your time is finite and so is your patience.

02

Going Above and Beyond on Scope

In employment, going beyond the job description is expected. When self-employed, anything outside the contract scope deserves careful consideration. Think about how an attorney bills for their time. Then do that.

03

Depending on One Client Alone

A single lucrative client feels like security. It isn't. If that contract ends, so does your income. Diversifying your client base takes work, but it's what separates a real business from a dependent relationship.

04

Chasing Shiny New Technology

It is tempting to chase whatever is trending on LinkedIn. But real businesses lag behind the cutting edge. Building a practice around established tools that clients actually use is often the more sustainable path.

05

Ignoring Your Authority Building

When a good contract is in front of you, content marketing can feel like an unnecessary distraction. It isn't. Letting your blog, newsletter, or social presence go dark is how you end up in a feast-or-famine cycle.

06

Underestimating Project Scope

As an employee, a delayed project still produces a paycheck. As a solopreneur, missed milestones mean missed payments. Keep detailed timesheets. Build a realistic sense of how long things actually take.

07

Assuming You Have to Go Viral

Viral reach is probabilistic and largely outside your control. A smaller, engaged audience that trusts your expertise is worth more than a large audience that clicked through once and kept scrolling.

08

Thinking Success Has to Look a Certain Way

You may have entered this with a specific vision of what success looks like. The market may have other ideas. Staying rigid about how the work should look is a good way to miss work that is actually available.

09

Thinking the Next Achievement Solves Everything

"Once I publish the book, everything will change." It won't. Fixating on a single milestone as the answer to all problems is a setup for sustained dissatisfaction. The work is the work, and it continues either way.

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Thinking about going independent in data?

I offer a one-off, 75-minute diagnostic session for people at exactly this crossroads. We map your current skills and constraints, identify what is actually holding you back, and clarify two or three realistic next paths. You get a written summary afterward with honest recommendations.

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