The SoloOps Framework

Structure, systems, and rhythm for running a one-person company.

REFLECT

Strategy Layer: Vision. Clarity. Direction.

Purpose

Define what matters before you execute. Turn reflection into a recurring system for clarity and better decisions.

Ask yourself:

- What kind of work gives me energy?
- Who do I want to work with?
- What problems am I best at solving?
- What does success look like this quarter?
- What does "enough" look like for me?

Micro-systems to try:

→ 30-minute weekly review

→ Quarterly goal + KPI reset

→ Time audit of one week's work

→ Reflection journal (3 wins, 1 lesson)

Key Idea:

Reflection gives clarity. It's the foundation for building systems.

ALIGN

Operations Layer: Focus. Energy. Efficiency.

Purpose

Design days and tools around energy, not hours. Build repeatable systems that make focus the default.

Build your alignment system:

- Time-block deep work in peak hours
- Use the 80/20 rule: double down on what compounds
- Follow the Eliminate → Automate → Delegate sequence
- Run a weekly priority reset before Monday
- Simplify tech: use only what amplifies your results

Example routine:

→ 5:30–8 a.m. Deep work / strategy

→ 10–12 p.m. Client calls

→ 1–3 p.m. Creative or content blocks

→ 4 p.m.+ Light admin + outreach

Key Idea:

Alignment creates the scaffolding for sustained success.

CONNECT

Growth Layer: Relationships. Referrals. Community.

Purpose

Growth comes from consistent connection. Build systems for outreach, collaboration, and reciprocity.

Connection rhythm:

- Schedule 2–3 outreach sessions per week for business development
- Use conversations to create collaborations
- Track client and partner touchpoints
- Create or be part of one community hub (Slack, Circle, or newsletter)

Prompts:

→ Who can I reconnect with this week?

→ What conversation can I turn into a partnership?

→ How do I make referrals part of my routine?

Key Idea:

Connection compounds. Consistency is the multiplier.

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