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## IT'S ALL ABOUT THE LIFESTYLE FOR THIS SOLOIST

Sam Leader describes herself as being evangelical about the benefits of going it alone in business.

As the co-author of *Flying Solo - How to go it alone in business* and part of the team behind Australia's online magazine for the soloist community, Flying Solo ([www.flyingsolo.com.au](http://www.flyingsolo.com.au)), Sam has helped encourage, motivate and reassure thousands of solo business owners.

"Flying Solo is all about helping soloists create a business, and a life, that they are proud to call their own, Working for yourself, by yourself is as much a lifestyle choice as a business decision.

"My weekdays (and weekends) are a joyous mix of family, friends and office time," she said.

As an early riser she enjoys a coffee while looking out over the northern beaches where she lives with photographer partner John-Paul. Then she'll get stuck into work and saves the afternoon for activities like going to the gym, the beach, gardening, having a nap or baking.

"Working from home means that I can be very flexible with my time and when necessary I will work in the evenings and on weekends so that I can have the days free. Also, I get my best ideas outside of conventional office hours. I love to work late at night and on weekends, I get my kicks from zigging whilst others zag.

"It's my belief work needs to take its rightful place alongside life's other priorities. That's why a lot of solo business owners are doing what they're doing, so that they can have that flexibility and the life/work balance we hear so much about. One of my favourite sections of our online magazine is Solo Psyche because it reminds all of us who work from home of the dangers of emulating corporate culture – if we wanted that lifestyle we wouldn't be working from home in the first place," she said.

Working for yourself also means having some control over the work that you do. Sam said that it's really important to her that she enjoys her work and that wherever possible, she will outsource tasks she doesn't enjoy.

The book *Flying Solo - How to go it alone in business* is in its second reprint and Sam said she regularly receives incredible feedback from readers who have cited it as a catalyst for going it alone.

For further information

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