



If you employ a solo worker...

- Pay them. Fairly. And on time.
- Pay them.
- Oh my god. Just pay them.
- Don't ignore them when they contact you. Thank them for their

work. Give them feedback. Reply to their questions or pitches.

Acknowledge their existence.

- Know that they are almost certainly juggling a number of projects, desperate to do each one brilliantly.
- Don't ask if they're enjoying the sunshine.
- Assume they are working very long hours; never assume that because they are freelance, they are slacking off.
- Reply to their emails. If you possibly can, set fair deadlines. Let them have a couple more days if they ask, and you can.
- If you have regular soloists, take them for lunch now and then. Especially at Christmas. If you can't, then buy them a beer. Send them a card. Send them flowers when they complete a big project, or on their birthday. Anything to show that you know there's a human on the other end of their email account, not a piece of AI software.
- Just so we are clear: pay them. On time.

Extracted from SOLO: How to Work Alone (And Not Lose Your Mind) by Rebecca Seal, published by Profile Books/Souvenir Press

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