

Patricia  
Wilson

Founder

Frozen Ps



*TESTIMONIAL- Miranda Waugh AskAuk.com*

*Once I attended, "Selling your Services With Confidence", I was inspired to sign up for the rest of Patricia's courses, to extract every piece of business knowledge I could from her extraordinary brain. Patricia took time to understand all her delegates needs and tailored the content of the day to suit their individual needs. Patricia is intuitive, intelligent and inspirational, getting straight to the heart of a business, identifying salient points and helping to develop a clear, achievable action plan. I recommend Patricia to any business owner."*

*July 27, 2010*

#### Workshop Dates 2011

##### **Starting a Business (£127pp)**

Friday 15<sup>th</sup> July 10am-4pm

Sunday 17<sup>th</sup> July 10am-4pm

##### **Selling Your Services with Confidence (£127pp)**

Thursday 18<sup>th</sup> August 10am-4pm

##### **Business Planning (£127pp)**

Friday 9<sup>th</sup> September 10am-4pm

##### **Wally Workshop (£49pp)**

Friday 8<sup>th</sup> July 9am-1.30pm

Friday 26<sup>th</sup> August 9am-1.30pm

Venue: Luton TBC

#### **Contact Details:**

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## **FROZEN PS** RELEASE THE POWER OF YOUR PS

Exceptional Business  
Workshops for Business  
Owners, Managers and  
Your Teams.



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• planning • process • people • profit

## Starting Your Own Business

This workshop will introduce you to the key elements of setting up and running a successful business from start up. You will learn the basics of best practice for small business and learn how to avoid expensive mistakes early in self employment. The sessions will be interactive, focused on the practicalities and realities of small business life.

### Who should attend?

Anyone considering self employment or freelancing as an alternative to traditional employment or as a decision for career changes or redundancy. It will provide delegates with sufficient knowledge and understanding to consider self employment as a viable option, whilst at the same time providing insight into the potential pitfalls of entrepreneurship.

### Course Detail

The day will cover:

- Developing Your Business Idea
- Basics - Company Set up, Support Structure
- Basic Marketing and Sales Ideas
- One Page Planning Guide
- Highs and Lows
- Case Studies
- Q & A Session

Full Day only £127pp and all materials, lunch and refreshments included

Venue: Luton TBC

Bookings can be made via:

Phone: 01582 733327

Email: [patricia@frozenps.co.uk](mailto:patricia@frozenps.co.uk)

Payment by PayPal/Credit Card

Website:

# WORKSHOP TOPICS

## Selling Your Services with Confidence

This one day course will introduce you to the basic skills of selling effectively. Having to sell yourself and your services can be daunting. Generally business owners can be reluctant salespeople and this reticence has to be overcome to ensure business success.

### Who should attend?

This course is designed for anyone running a business or thinking about setting up a business from scratch. The day will be designed to provide delegates with sufficient knowledge and understanding to be more confident in their ability to sell their services and promote their business in the market place.

### Course Detail

The day will cover:

- What is selling
- Mastering your fears
- Developing the sales process
- Keeping the pipeline full
- Pitching for work
- Negotiation practice
- Closing the sale
- Q & A Session

## COME AND MEET WALLY!

Great Ideas To Generate ACTION in Your Business.

You've never met anyone like Wally! He is a business owner who recorded this interview in which he shares his experiences- a great wealth of practical ideas, easy to implement which will work wonders for you and your business.

Half Day only £49pp

All Materials and refreshments included

## Business Planning

This workshop will introduce you to the basics of business planning. Developing a workable plan for your business is a task that can seem daunting. When prepared effectively it provides you with an effective tool for managing your business decisions and helps prevent you from being knocked off course by the inevitable distractions that you will face.

### Who should attend?

This course is designed for anyone running a business or thinking about setting up a business from scratch who has not yet written down their ideas for developing the business.

### Course Detail

The day will cover:

- Explore best practice in planning
- Learn the key ingredients of an effective plan
- Identify strengths and weaknesses in your own ideas
- Create a one page plan for your own business
- Develop an action plan for you to take away, highlighting the areas you need to develop and research
- Q & A Session

Full Day only £127pp and all materials, lunch and refreshments included

Venue: Luton TBC

