

PATRICIA WIKLUND, PH.D.  
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### *Presentations Available:*

**Get More Business On Purpose:** Get strategic and get real about how much marketing and sales you need to do to meet your business goals. Useful tools to assess current marketing activities and efforts, as well as the effectiveness of your sales skills. 1 - 3 hours Great for chapter meetings

**Doing it All Yourself, Without Doing Yourself In** is focused on running a successful one-person business and still having a life. It provides the how to nuts and bolts of running a business through the use of the Five Taking Charge Business Tools. 1 hour to all day. Great for longer chapter programs.

**Getting Started on the Web...In Plain English:** How to start using the web to build your business before you have a web site. Participants quickly see they don't have to know all the technical details to use technology with comfort and ease. The most popular short program, also available for longer sessions.

All presentations include lecture, exercises, skill practice, printed handouts, web based resources, and additional for-fee information products. The length of the presentation determines the mix of lecture and activity.

These presentations can also be modified to fit a shorter time framework typical of a monthly professional meeting. Please ask for details.

**Presenter: Patricia Wiklund Ph.D.** has run her own one-person business for over 30 years. She's made all the mistakes, taken all the wrong turns, and then rebuilt her business from scratch...doubling her income each year for three years, and then quadrupling it. She's been in the trenches and knows from first hand experience what it takes to make it in challenging economic times.

She is now leveraging this experience with 1PersonBusiness, helping professional services business owners to start making real money with their own one-person businesses.

For further information about Pat, and the services she offers to one-person business owners go to <http://www.1PersonBusiness.com>.

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## *Get More Business on Purpose*

The dream of starting and succeeding with your own one-person business is too important to leave to chance or luck.

Get strategic and get real about how much marketing and sales you need to do to meet your business goals. Decide which prospects and markets to target, and to by-pass. Be prepared with what to do first when you realize you're off track.

Overall strategies, practical tools, and specific tips will be included in this fast paced and content rich session. Emphasis is on specific action steps that can be immediately implemented. This is a *how-to-do-it* program, not a *do-you-wanna-do-it* program.

You will learn how to:

- Develop systems so you don't have to remember to remember
- Set priorities to maximize your results
- Determine how much marketing you really need to do
- Work a strategic marketing plan to keep you busy and make more money
- Take quick, corrective action when you get off track
- Stop stopping yourself from delivering your products/services to your perfect clients and customers.

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## *Doing it All Yourself, Without Doing Yourself In*

Having your own business can be one of the most rewarding and fun ways to make a living. It can also be an easy way to go broke on the way to making it big

This program cuts through conflicting advice and overwhelming necessities and essential tasks to focus on choices, strategies and considered action to link daily tasks to achieving long term goals.

Overall strategies, practical tools and specific tips will be included in this fast paced and content rich session. Emphasis is on specific action steps that can be immediately implemented. This is *a how-to-do-it* program, not a *do-you-wanna-do-it* program, focusing on the how-to nuts and bolts of running a business through the use of the Five Taking Charge Business Tools.

You will learn:

- How to develop an overall business perspective
- Practical strategies for getting your business focused
- How to use the five essential one-page tools for running your one person business
- Practical shortcuts and economical tactics to do more with your time and money

**Presenter: Patricia Wiklund Ph.D.** As an Organizational Consultant, Pat Wiklund has run her own business since 1975, and mentored other 1Person Business owners for more than 20 years. She uses the same skills and practices she has used with larger clients including IMB, the Secretary of the US Treasury, Pfizer, McKinsey Consulting, Stanford University, and Gallaudet University.

The author of numerous self published books and ebooks, and two books with trade publishers, Pat has been a popular guest personality on the local and national talk shows, including Phil, Maury, Leeza, and, of course, twice on Oprah.

Now, she is leveraging this experience with 1PersonBusiness, helping professional services business owners to start making real money with their own one-person businesses

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## *Getting Started on the Web...In Plain English*

If you're buffeted by email offers of flash, java scripts, blogs, RSS links, but still aren't sure how the web can help you get more work, more paying clients, or just get the word out about you, then this is your program. You'll quickly see you don't have to know all the technical details to use technology with comfort and ease.

*You will learn:*

- The Single Best Step to Take First
- Two Simple Techniques You Must Use to Market Your Business, Even if You Don't Have a Web Site
- How to Get Started with Your Own Web Site...and What to Add When

*With quick tips:*

- How to get no cost help on the run for software that has you stymied
- How to leverage your marketing message with every email you send
- How to be frugal, yet get the tools you need
- What stops most women, especially those of us of a certain age, from getting the most from the web and what we can do about it.

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An early technology adopter, Pat has four active web sites, routinely uses email to market to potential clients across the world, and watches her web sales increase monthly. Her most recent adventure is with two different blogs...even though she still doesn't know exactly how RSS works.

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