



JANN TIMMS

I'm an artist and yoga teacher. I'd been unemployed on and off for the last 3 years. I took an online business course in 2015 which promised me a 6 figure income, the course was all about websites so I set up two online stores and made just one sale. What had I done?

I felt confused and brainwashed by the clever marketing that paid lip service to my real business problems and emotional needs.

Before I attended PopUp Business School, I was painting, printing and continually doing courses and workshops, searching for that one bit of magical information that was going to bring me into success, or at least allow the penny to drop. It felt like I was waiting to start, like I needed more info, more money, more people around me, more support before I could start and everything would be okay.

I was busy wasting yet another day at a different course when someone there told me about PopUp and told me to check it out. I had my reservations; however the PopUp message is clear from the start - what you need to do to be successful in business is to "Sell something to someone." It really is that simple.

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My lightbulb moment was learning that it can take up to 7 attempts of engagement with a potential client to get a result. I'd contact someone once or twice then detracted, not wanting to be too pushy or rejected.

Since attending PopUp, I have been thinking clearer and acting on it. I have a new product line taking my artwork in the realms of saleable stationery. I met a woman at PopUp from Westminster Council and enquired about having a stall, two weeks later I was invited by Westminster Council to apply for a sponsored stall to trade during the Christmas period. I promptly applied with my new product line and got awarded the stall!

Now I have decided on my new brand name, I've updated my website and have been regularly updating all of my social media accounts. I'm more confident all round, having the encouragement from PopUp is priceless. I'm loving it.

Find Jann Online at:

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