



CREATIVE CATAPULT

What is covered?

Business Planning

- Craft a clear and actionable business roadmap
- Set realistic goals and measure progress effectively
- Identify revenue streams and growth opportunities

Contracts & Invoicing

- Understand essential contract terms and how to protect your work
- Learn how to draft and negotiate fair agreements
- Create professional invoices and manage client payments

Bookkeeping

- Master basic financial record-keeping and cash flow management
- Learn how to track expenses and prepare for tax season
- Explore accounting tools and software for creatives

Confidence Building

- Overcome self-doubt and imposter syndrome
- Develop a strong personal and professional presence
- Learn techniques to handle rejection and setbacks

Marketing

- Build a compelling brand story and message
- Identify and engage your target audience effectively
- Explore digital marketing strategies, including social media and email campaigns

Branding

- Define your brand identity and unique selling points
- Learn how to create a cohesive visual and verbal brand
- Develop a brand strategy that attracts the right clients

Selling Overseas

- Navigate international markets and regulations
- Understand shipping, pricing, and currency considerations
- Build relationships with global clients and distributors

Intellectual Property

- Learn how to protect your work with copyrights, trademarks, and patents
- Understand licensing, royalties, and contracts for IP use
- Avoid common legal pitfalls in the creative industry

Pricing & Negotiation

- Set competitive prices that reflect your value and expertise
- Master negotiation techniques to secure better deals
- Understand when and how to raise your rates

Strategy Planning

- Develop a long-term vision for your creative business
- Identify key opportunities and potential challenges
- Learn how to pivot and adapt in a changing market

Design Thinking

- Use creative problem-solving to drive innovation
- Learn how to generate, test, and refine new ideas
- Apply human-centered design to enhance your work

Writing Funding Applications

- Identify grants and funding opportunities for creatives
- Learn how to write compelling proposals and applications
- Understand what funders look for and how to stand out

Key Information

Qualification: Mapped to a Level 3 Ifate Occupational Standards.

Cost: Fully funded for eligible residents.

Funding requirements: York/North Yorkshire or Tees Valley creative businesses. 19 years old and over.

Upcoming Course Dates

- Starts 4th September in **Malton, North Yorkshire**