

## THE GLA CREATIVE SKILLS ACADEMY PRESENTS

### Kickstart your freelance career with Alison Grade, author, *The Freelance Bible*

Being a great freelancer is more than being great at working ‘in’ the work you want do – you need to be great at working ‘on’ your freelancing. In this one-day workshop you’ll learn from author of *The Freelance Bible*, Alison Grade, how to work ‘on’ you freelancing. and prepare yourself so you are best positioned to find the work you want to do. You’ll learn why freelancing is like dating and how you can use this knowledge to be strategic when winning new clients.

This workshop programme will teach you how to build your successful freelance psyche by maintaining a balance of:

- Mindset – how do I think like a freelancer?
- Skills – what skills and mindset does a freelancer need?
- Finances – what do I really need to live on? How do I value myself?
- Desires – how do I find and date clients to win business?
- Sustainability – keeping it all going

The workshop programme will give you a framework which you can use to work ‘on’ your freelancing and build a successful and sustainable freelance career.

This workshop programme is essential for anyone looking to gain work in the creative industries. A recent [Creative Industries Federation report](#) on freelancing showed that 47% of work in the creative industries is freelance. It’s likely nearly double that in film and TV which means that graduates are highly likely to work as freelancers if not by design then by necessity. This workshop programme will give attendees the knowledge and confidence to be great freelancers.

### OUTLINE

Proposal is a 5-day in-person training programme spread across 3 weeks to deliver 40 hours of freelancing training. Training to be delivered by Alison Grade.

Day	Description	Online / in person
1	Part 1 – The freelance Mindset <ul style="list-style-type: none"> <li>• What is freelancing?</li> <li>• How is it different to employment and entrepreneurship?</li> <li>• The successful freelancer psyche</li> <li>• The freelance mindset</li> </ul>	In person
1	Part 2 – Skills <ul style="list-style-type: none"> <li>• Skills Audit: What skills do I have?</li> <li>• I and T shaped people</li> <li>• What does success mean to me?</li> <li>• This is what I can offer</li> </ul>	In person
2	Part 3 – Finances	In person



	<ul style="list-style-type: none"> <li>• What do I need to live on?</li> <li>• How do I manage my money as a freelancer?</li> <li>• Mechanics of being a sole trader</li> </ul>	
2	Part 4 – What is my value? <ul style="list-style-type: none"> <li>• How do I work out my value?</li> <li>• Should I work for low or no pay?</li> <li>• Over and under-pricing</li> </ul>	In person
3	Part 5 – Building Brand Me <ul style="list-style-type: none"> <li>• Building Brand Me – my freelance brand</li> <li>• What versus why</li> <li>• Why me? Why would a potential client hire me?</li> </ul>	In person
3	Part 6 – Customers and competition <ul style="list-style-type: none"> <li>• Who are my customers?</li> <li>• Who is my competition?</li> </ul>	In person
3	Part 7 - Marketing <ul style="list-style-type: none"> <li>• Who's in my network?</li> <li>• How do I leverage and grow my network?</li> <li>• Writing winning emails</li> <li>• Turning contacts into customers</li> <li>• Why freelancing is like dating</li> <li>• Winning new business</li> </ul>	In person
4	Part 8 – Pitching, presenting and CVs <ul style="list-style-type: none"> <li>• What makes a good pitch</li> <li>• How to create a winning pitch</li> <li>• Pitch and presentation practice and feedback</li> <li>• CV preparation and advice</li> <li>• Cover emails</li> </ul>	In person
5	Part 9 – Practicalities of freelancing <ul style="list-style-type: none"> <li>• Delivering work for clients</li> <li>• What's wrong with overdelivering?</li> <li>• Managing the process of client work</li> <li>• Why feedback is important</li> <li>• Being the CEO of your freelance career</li> </ul>	In person
5	Part 10 - Ask me anything (AMA) – wrap and Q&A	In person



## Short biography

Alison describes her key skill as transforming creative ideas into a business reality.

She accomplishes this with the films she produces, the creative entrepreneurs she mentors, SMEs and freelancers she advises and in her Penguin published book, *The Freelance Bible*. Alison has a unique skillset in that she has formal academic training (INSEAD MBA); has worked at senior level in many media companies; is an entrepreneur who has established several businesses and is a Nesta accredited Creative Enterprise trainer and mentor.



She brings her passion, knowledge and experience with her in all the work she does.

## Social media links

T [@alisongrade](#)

F [freelancebible](#)

I [@freelancebible](#)

LI [@alisongrade](#)

## Testimonials

- Your practical structured advice and positive energy was extremely useful this evening. You have filled a massive void.
- The session was so valuable and informative. It now helps me plan a clearer picture.
- Thanks Alison for another brilliant session.
- I just wanted to take a moment to write and say how brilliant that session was this afternoon.
- Just to say how much I enjoyed your session yesterday. It was probably the best workshop that I've been on so far. Solid information. Can't wait for it to be uploaded so that I can watch it again
- Just a quick note to say thank you for today's session - it was great and very informative. You must be exhausted!

## Client List

