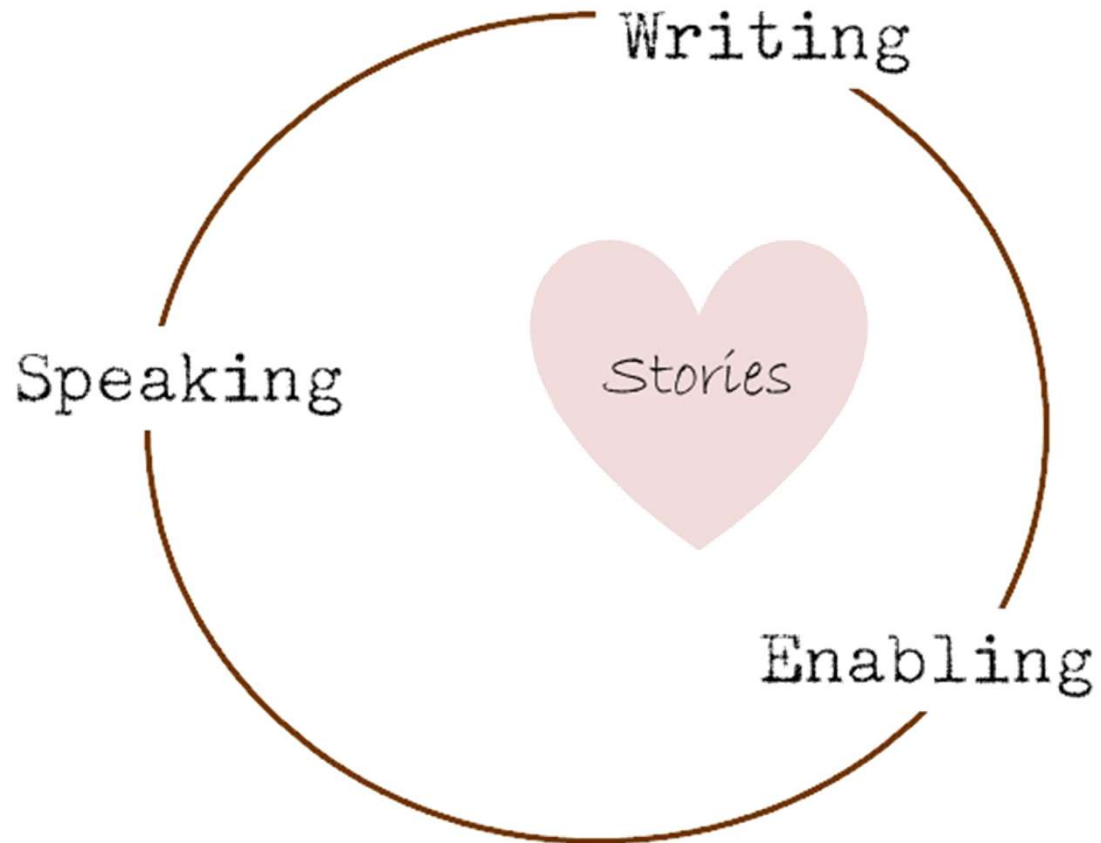




Business Skills For Creatives

# Amy's Story – Finding 'My Thing'

There's 3 things I'm good at:

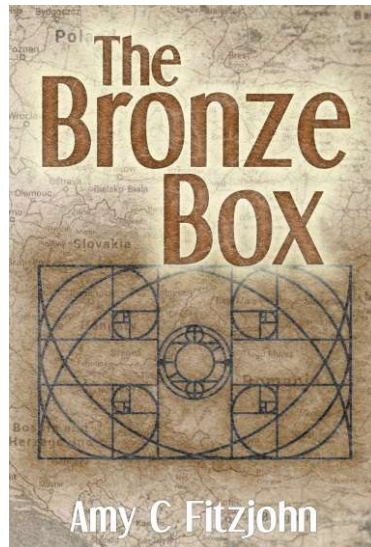


# Amy's Story – A Love for Stories

- I've always loved stories: Especially movies and books
- Writing since childhood
- Always been entrepreneurial
- Worked with start up businesses for the past 4 years

# Amy's Story – A Love for Stories

- In 2013 I pursued my dream and published my first novel

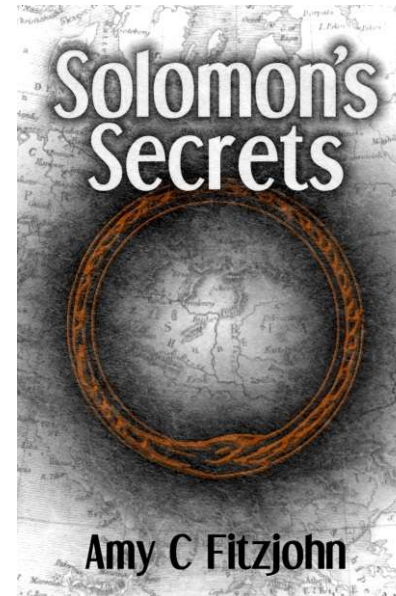


An archaeologist is recruited by a covert organisation to locate a missing artefact, a 'Bronze Box'

# Amy's Story – A Love for Stories

- Since then I've published my second novel

Archaeologist Sasha Blake is offered sponsorship by a silk trader, Jon Solomon to find an ancient manuscript. But Solomon is hiding terrible secrets



- Working on business books and novel number three, 'Gabriel's Game'

# My Mistake

## The twisted tale of Tom Cat Designs



When I resurrected the brand for an art trail, I discovered Twitter

Hence my handle: @TomCatDesigns



# My Mistake

- My first 'business' failed...

 Tom Cat Designs

Why?

- I didn't invest the time it deserved
- I didn't think of my hobby as a business

# Business Is...

Essentially, I didn't take  seriously as a business!

Business is serious, but it doesn't  
have to be scary...



# Business Is...

Business is not just for middle aged men in suits - it's everyone with the courage to be proud and passionate about what they do and recognise that it has value.

# Business Is...

- There is no:  $A + B = \text{Successful Business}$ 
  - So relax
  - Take your time
  - Trial and error is OK...

...as long as the risks you take are well informed and considered

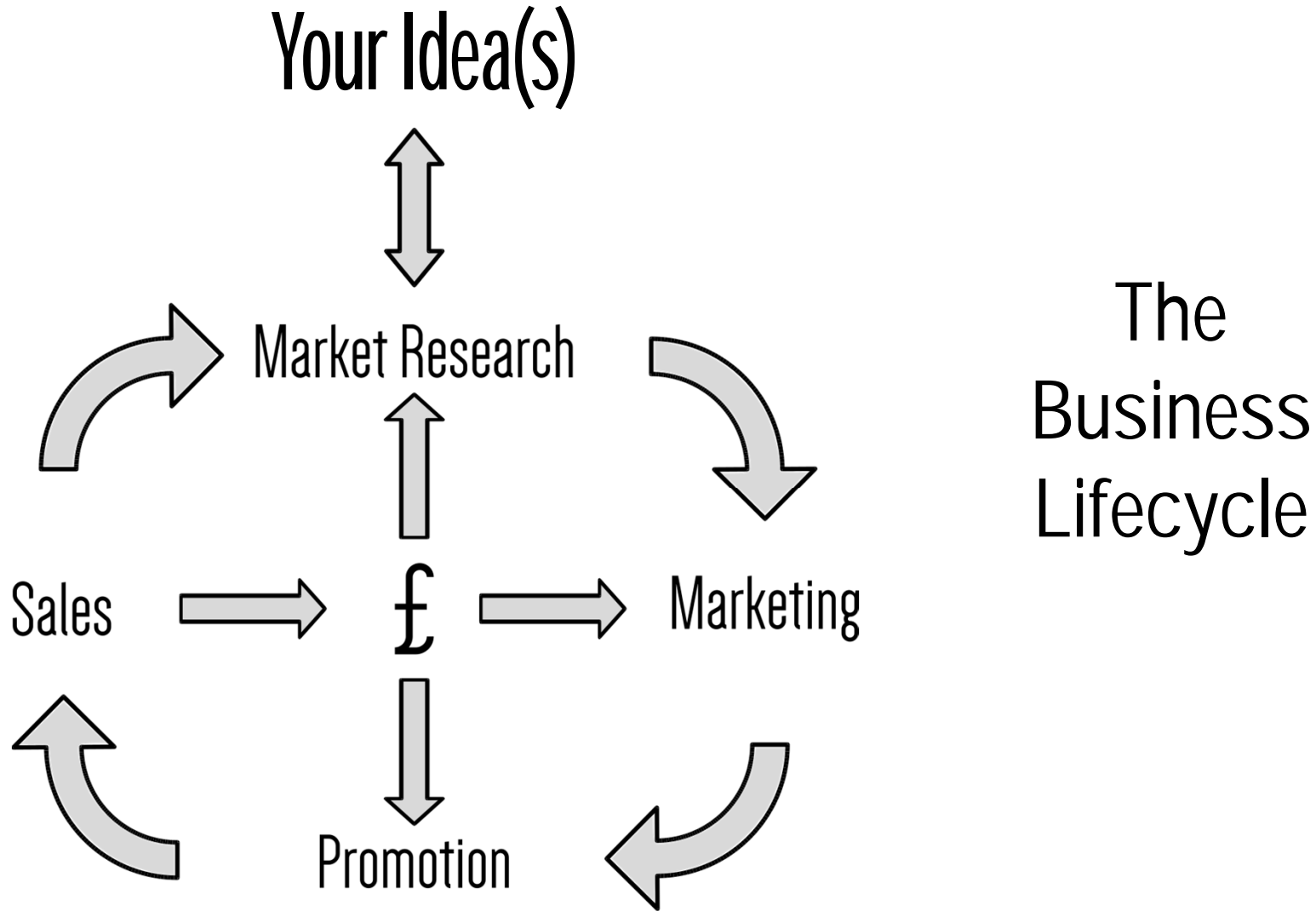
# First Mistake

- Being too precious about it. If you created it to sell it you need to be prepared to give it up.
  - Moving on means releasing it into the wild, where it can be picked up and appreciated, preferably in exchange for money.
  - The moment you release something to sell – you are a business. If you want to earn some money from your creative projects you need to treat it like a business.

# Second Mistake

- Aiming for perfection:
  - Perfection is a fallacy. Your work can only ever be good enough
  - It will improve over time, but it will only improve if you get feedback and continue to work at it
  - It won't be perfect, *perfection is impossible*- but that's OK. Accept it. Move on

# So What's the Anatomy of a 'Business'



# What now?

**If you know your enemies and know yourself, you can win a hundred battles without a single loss. If you only know yourself, but not your opponent, you may win or may lose. If you know neither yourself nor your enemy, you will always endanger yourself.**

The Art of War by Sun Tzu

# What now?

- What are your Strengths, Weaknesses, Opportunities and Threats?
- Take a strategic view of what you're trying to do

STRENGTHS	WEAKNESSES	
		INTERNAL
OPPORTUNITIES	THREATS	
		EXTERNAL

# Top Tips

## 1. Have a plan

- It doesn't have to be formal or flashy, just know where you are, where you want to be and map out the steps to get there

## 2. Challenge and test your assumptions

- Who are *really* your customers?
- Who are *really* your competitors?
- *Realistically*, what can you do on your own and what do you need help with?



# Top Tips

3. Recognise your limitations, don't do it all yourself
  - Accept that you need to pay for some things – you need to spend money to make money
  
4. Be organised
  - Keep track of your spending
  - Have admin processes in place
  - Track your progress

# Top Tips

5. Keep it legal and reputable
6. Customer first
  - All customers really want to know is 'What's in it for me?'
  - You are solving their problems not the other way around
7. The secret to successful marketing is...

Little and often

# Top Tips

Fear is good, it means you care, but don't let it cripple you...





# Any Questions?



# Future Events

- Confidence Building talk for Big Green Week:
  - Beat The Boulder: The Confidence to Follow Your Dreams - Knowle West Media Centre, 18<sup>th</sup> June 11am to 12 noon

## Next book:

- Operation Author: So You've Published a Book Now What?
- Launch and networking event in July

# Thank You!

Buy signed copies of Amy's books today:

- £8 each or £15 for 2
- Be the first to find out about future events by leaving your email address on the list
- I'm a professional speaker and trainer. Ask me about a free consultation

Stay in touch with Amy:

 @TomCatDesigns

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