**" Ready to Sell "**

**12-week online course for creatives**

**Course overview:**

The aim of this course is to provide a structured program to support creatives in producing a body of work with the intention to sell. The course will lead participants through a series of structured activities that will help them to establish clarity, focus, goals and a strong personal foundation that will provide the sense of safety, support and strength necessary to increase their levels of productivity as creatives.

At the end of the course participants will have a body of completed work ready to sell to their identified niche and market. The types of work the participants produce will be entirely bespoke and dependent on their own ideas, preferences and skills but examples could include: the completion of material and content for a book; the creation of a series of prints, photographs or paintings for an exhibition or with the intention of marketing and selling the work online; the completion of tracks for an album; the creation of a professional portfolio for agencies; an anthology of poems; a set of illustrations for cards, prints, wedding invites or other commercial avenues.

\* Please note that the focus of the course will be on processes that support the creation and production of work rather than processes involved in selling the work itself. Although participants can of course support and advise others on the selling of work throughout the course in the online community forums during webinars, coaching sessions and in the private Facebook group.

**Weeks 1 & 2 – Clarity and Purpose**

In these two weeks you will be establishing a sense of clarity and purpose around the body of work you will be creating during the three months. You will complete exercises in Workbooks 1 & 2 that will guide you towards reaching a decision. The group will meet for the first time in a webinar in week 2 and will have the opportunity to discuss any issues that are arising around making the final decision on what you will be creating. Introductions will be made in the private Facebook group and you will declare your project title to the group.

**Weeks 3 & 4 – Routine and Time Management**

Having established clarity on exactly what you will be creating, why you are creating it and who it is for, weeks 3 and 4 will focus on establishing a routine to ensure you have the time you need in your day and week in order to create the body of work. You will be gathering the materials you’ll need, creating a daily and weekly routine and developing techniques that help you to manage and prioritise your time. You will complete exercises in Workbooks 3 & 4. To help you with this process, you will have your first 1:1 coaching session. There will be an opportunity to connect as a group to share successes, advice and issues in the second webinar and daily via the private Facebook group.

**Weeks 5 & 6** - **Overcoming Barriers**

During these two weeks you will be noticing “*what gets in the way*”. You will be testing your routine and noticing the obstacles that prevent you from achieving the goals you have set for yourself. These two weeks are about revisiting your goals and developing techniques to help you overcome the barriers created by distractions, habits and your inner critic. You will complete exercises in Workbooks 5 & 6 and respond to email check-in 1 as a follow up for the first coaching session. There will be an opportunity to connect as a group to share successes, advice and issues in the third webinar and daily via the private Facebook group.

**Weeks 7 & 8 – Self-Care**

By this point you will be over half way through the course and be working towards your established goals. You will be aware of your personal pitfalls and barriers and be working hard to overcome them in order to achieve your goals. These two weeks will be focused around nurturing your artist and establishing kindness, compassion and a self-care toolkit that works to support yourself. You will complete exercises in Workbooks 7 & 8 and have your second 1:1 coaching session. There will be an opportunity to connect as a group in the fourth webinar and daily via the private Facebook group.

**Weeks 9 & 10 – Support Network**

These two weeks will focus on establishing a strong support network. We will be looking at the people in our lives that we already know and deciding which ones we need to bring closer and which we need to have stronger boundaries with. We will also be exploring the difficulties that arise personally when we need to call on others for help or establish clearer boundaries. You will complete exercises in Workbooks 9 & 10 and respond to your second email check-in. There will be an opportunity to connect as a group in the fifth webinar and daily via the private Facebook group.

**Weeks 11 & 12 – Completion and Next Steps**

The last two weeks will be focusing on completing the body of work to sell and gaining clarity on the next steps you will need to take in order to sell the work. You will be celebrating the work you have achieved and recognising the foundations you need in order to reach your personal goals. You will complete exercises in Workbooks 11 & 12 and respond to email check-in 3. There will be an afterparty celebration in the sixth and final webinar and a closing ceremony in the private Facebook group.

**Start date:** 3rd September 2018

**Finish date:** 19th November 2018