

# The Entrepreneurial Freelance



## Course outline

### Course Tutor:

**FRANK SHENNAN**

### Course Content:

The Entrepreneurial Freelance is aimed at providing the knowledge to understand the dramatically-changed business and technological environments in which we must work. This course is based on 20 years' experience of freelancing, of covering the business, financial and technology worlds, and meeting many of the exponents of the new freelancing. The objective is to enable freelancers to become entrepreneurial, able to target new markets and manage their marketing, to take control of production and distribution, including using websites, blogging, online publication and print-on-demand. *"Journalists must become entrepreneurs,"* said New York City University Professor Jeff Jarvis. *"They need to make smart business decisions when they decide where to put their effort. They need to sense and serve the market. They need to work with innovators.... The future of news is entrepreneurial."*

### Programme

#### PART ONE – THE MEDIA

- WEBSITES: *The US experience, including Huffington Post and city-based HuffPo sites, Slate.com, Tina Brown's Daily Beast; The UK experience, including TheBusinessDesk.com, Theartsdesk.com, Indusdelta, Manchester / Liverpool Confidential, 101holidays.co.uk, Traverati.com, The First Post' Digital Spy*
- BLOGS: *Gawker Media, including Jezebel and Gizmodo, Guido Fawkes, The Media Blog*
- LOCAL MEDIA: *Camden New Journal, EastLondonLines.co.uk*
- ONLINE AND OFFLINE: *Film magazine Little White Lies, Bad Idea magazine*

#### PART TWO – THE BUSINESS

- BUSINESS MODELS: *Sole traders, Limited companies, eg TheBusinessDesk.com, Collectives, eg Theartsdesk.com*
- FUNDING: *Savings, loans, Money investors, Resource investors, eg web companies*
- BUSINESS SKILLS: *Market research and marketing, Business plans, Pitching to lenders and investors*
- COSTS AND BUDGETING: *Advertising, Web/print design, Open-source software, Print on demand*
- REVENUE STREAMS: *Advertising, sponsorship, Subscriptions, sales, Affiliate fees, Merchandising, Corporate or charity funding, Reader funding*
- GROWING THE MARKET: *User analytics, user feedback, Acquisition, Syndication*
- BUSINESS LAW: *Companies Acts, directors' responsibilities, Employment law, competition law, Filing accounts and company returns*