



TRAINING SESSION

COURSE: The Entrepreneurial Freelance
DURATION: 2 sessions of 120 minutes
TUTORS: Francis Shennan

OUTLINE:

The Entrepreneurial Freelance is aimed at providing the knowledge to understand the dramatically changed business and technological environments in which we must work.

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