

**Have you got a creative business idea and need help in getting it off the ground?**

**Are setting up your creative business and need more support in making it a success?**

**Or are you approaching 1 year of trading but feel you need a business MOT to review where you're going so that you can go from strength to strength?**

Creative Launchpad, in association with West Midlands Business Link, are able to support entrepreneurs in the creative sector to develop their business idea and turn it into a reality. They'll also support you throughout your first year, giving you the advice you need to help your business continue to succeed.

They're doing this by providing expert 1-2-1 business advice and training. As the specialist creative sector business support provider, they understand the local industry and can give you the know-how to help your business thrive. The service is free of charge and is open to all creative entrepreneurs in the West Midlands Region.

**What do their clients think?**

*"The support helped me build a very strong business plan which in turn helped raise finance to fund the project. The introduction to Creative Launchpad has been very inspiring and also helped gain the full BSCI grant which has added valuable funds to the business to help get it off the ground. Continual support and encouragement from Creative Launchpad has been very useful with their advice and direction. Just knowing there is someone there to help and give impartial, non biased advice on many different aspects of running a business is comforting."*

**Daniel McMullen Carbon Studios  
Music rehearsal studios**

*"Creative Launchpad have been a real help to me, they have guided me in one-one advice sessions, regular contact and inviting me to networking events. I think they bridge the gap between getting your business off ground and putting you in touch with the resources you need to move your business forward. They keep an outlook for opportunities that may help your business and give you a realistic point of view, which is what you need to especially at the beginning. They are a no-nonsense organisation with real people who give real help"*

**Pamela Liburd: Artist Arena  
Creative Industries Community Website**

If you said yes to any of the questions above then Creative Launchpad can support you. Check out details of their training below and call to find out what's happening close to you soon on 0121 224 7375. Call this number to make a 1-2-1 appointment too!

Full information about the seminars below can be found at  
[www.creativelaunchpad.co.uk/enterprisesupport](http://www.creativelaunchpad.co.uk/enterprisesupport)

**Seminar A: Introduction to Your Creative Enterprise**

Finding it difficult to work out what to do next with your business idea? Well, attend this Introduction to your Creative Enterprise session and you will learn about what you need to do

to develop your business, identify some key areas of support required, plan what support you need and find out what support is available. You will also get a chance to get to know other course participants and expand your contact base.

### **Seminar B: Business Building Blocks**

Sometimes the most challenging questions are the simplest to answer with the right explanation and support. With this seminar we present frameworks to help you identify your goals, values and future plans, using your strengths and creating opportunities for you to set up in business. We will then move onto identifying exactly the right type of business that you need to register, so that you can build a successful business on solid foundations.

### **Seminar C**

#### **Part 1: Show me the money, and I'll manage it ... promise!**

With increasing pressure on small businesses to comply with financial management and reporting to Inland Revenue and Companies House, this seminar will take you through the basics of managing your money. The result will be that when you do start invoicing clients, or receiving grants/bursaries/funding to set up, you can be confident that you will be able to manage your money properly. We will also spend time in the seminar identifying different types of funding available to you, and what funding is most relevant to your business.

#### **Part 2: Keep it Legal!**

This seminar will also look at the legal requirements that exist when you set up in business, whether it is the legal requirement to register your Business, sort out tax and National Insurance contributions, protecting your Intellectual Property, Data Protection or sub-contracting to freelance workers.

### **Seminar D: Successful Selling and Target Marketing**

This seminar will help you to identify and generate your own business leads, build a Contact Management System and manage your contacts so they lead to greater sales. It will also help you to improve your networking skills and widen your circle of contacts.

This seminar is also designed to give you knowledge about the best ways to identify your market and sell to them.

### **Seminar E: Looking after Number 1!**

Understanding and appreciating the impact of your own personal delivery style can often be overlooked. Whether this is applied to your internal or external contacts, building effective working relationships in the workplace based on trust and confidentiality is vitally important in creating a successful business. This seminar will provide the toolkit to enable candidates to evaluate their own skills requirements in relation to their proposed enterprise or employment. The session will look in particular at confidence, rating your skills, learning styles, entrepreneurial skills and multiple intelligence types.

**For information on other training courses, venues and dates please visit:**

<http://www.creativelaunchpad.co.uk/projects/enterprise.asp?route=enterprise>