



We can't have coffee with everyone - but here's most likely what we would say.

[Creative Shift](#) have a long history of working with a range of businesses, start-ups and clients in the creative and cultural industries. And Helga proclaims on a variety of [social media profiles](#) that she loves “spotting and developing creative talent” – and that’s very true. So we are very pleased when people call or email wanting to “pick our brains over a coffee” about their developing business. And we do get asked. A lot.

So the upshot is that Helga could meet for coffee about four times a day – and not do any work. While this might be a service to society, we’d quickly go out of business.

And now that we primarily work with companies and Universities – the only way people can access our services freely is to be part of the Coventry University Creative Enterprise scheme (see below).

So, for those that we're unable to 'grab a coffee' with, we’ve drawn together a number of resources, schemes and initiatives that might get you started if you are thinking about earning your living as a creative, and for those who are a little bit further down the line of developing their business.

And for those who can’t access those services, there is also a wealth of information, resource and tuition available online. In this document we pick out some of the ones we think are worthwhile.

#### **Organisations to go and talk to:**

As part of the [Creative Enterprise](#) project which is co-funded by [Coventry University](#) and [ERDF](#), Creative Shift (in partnership with Lara Ratnaraja and Creative Alliance) are delivering a programme of mentoring, business advice and creative seminars for the cultural and creative industries in the West Midlands. This service is for established creative businesses – there are a few places left (but hurry!) Contact Pete McCluskie quickly if you want business advice or mentoring on this scheme, details are [here](#) .

There is also a range of really useful, free, 2-day courses for start ups – details [here](#), and a free course about testing your business idea [here](#).

For the latest dates (courses run to January 2013) please check [here](#).

#### **Apart from that specialist resource for creative entrepreneurs, we can also recommend:**

[Enterprise Nation](#) - Turning good ideas into great businesses, offering free online start up courses for new business ventures.

[The Prince’s Trust](#) - have a variety of ways in which they support young people, including their Enterprise programme which supports unemployed young people aged 18-30 to work out if their business ideas are viable and whether self-employment is right for them.

#### **Online support – there is a wealth of information out there:**

[T-shirts and Suits](#) - An online blog which contains new information, ideas and examples for creative people who want to make their businesses and organisations even more successful. [David’s free e-book](#) of the same name is also well worth a look.



**NESTA Creative Enterprise toolkit** – Great design, useful information. You can buy the printed version or download the PDFs for free from [this link](#).

**Bit clueless about finance?** Learn online from Bill Gates' favourite teacher!

For advice on **financial aspects** of business we recommend Khan Academy there are [great tutorials on Turnover/Profit and Loss, Balance Sheets and Cash Flow](#).

### **Legal Structures**

**BEWARE ONLINE SOURCES OFFERING LEGAL ADVICE** – check that the website deals with English law – US and Australian law have very similar concepts that might not be exactly the same (particularly in the field of Intellectual Property).

**Basics:** [Setting up](#) & [Social enterprise](#)

**Intellectual Property** - This is the one a lot of people don't understand – but you need to get your head around copyright, trademarks, design right and patents to know how to protect your work. Note, I didn't say protect your ideas. You can't protect them – [you can only protect the tangible results of your ideas](#) (in other words, your work).

To get your head around it check out [The Intellectual Property Office Online](#) for some useful and basic information.

When you need support and industry specific advice take a look at [UAL London's Own-It](#) for factsheets and guides

**Tax** - Going freelance? Setting up as a sole trader? You used to be able to go on a course – now it looks like you're [self guided e-learning](#). Either way, do it. It will save you heartache later on.

**Employment links re contracting and structures** - As a start up you may not be employing people straight away. But if you are, or when you want to – there's some useful help at hand:

[5 steps to employing staff for the first time](#)

[Help for small firms](#)

[Recruitment and induction](#)

[Basic terms of employment form](#)

**Have budget and still want to work with us? Walk this way...**

However, if you are keen to develop a programme of work for your staff, 1-2-1 mentoring and coaching options, or core business development there are a number of ways in which we do this. Coaching and mentoring starts at £150 + VAT per hour with Helga Henry or £75 + VAT per hour with Dean Melbourne. This coaching will target the things that you want to work on and develop.

You can also hire Creative Shift to work with you and your team. To put together the right package for you and give you an idea of cost we would need to determine the areas in which you would like to cover, including networking, business growth, presentation skills to name but a few, etc.. Please call us on 0121 689 1051 to get that conversation started.