



Self employment - benefits and basic strategies

YOUR SKILLS, YOUR PASSION

- ◆ As a creative in an low employment market you have to be as resourceful as possible to promote yourself and continue to acquire skills
- ◆ Eg : lynda.com
- ◆ Coursera
- ◆ Alison Courses
- ◆ Universities provide on line courses
- ◆ Udeny
- ◆ Crehana - multi media editing
- ◆ Domestika



2012 Annual Fiesta, Viana- Spain

VOLUNTEERING

- ◆ Industry exposure
- ◆ Increase portfolio
- ◆ Hands on learning
- ◆ Networking



Young men are invited to 'dare' the bulls

PERSONAL WEBSITE

- ◆ Highly technological generation
- ◆ Create your own website : Wix, Wordrepss etc
- ◆ Create a strong brand - what are you strengths and what can you do differently from what is available out there
- ◆ Display initiative



‘No 1’ volunteers to put on a show

CAN SOCIAL MEDIA WORK FOR ME?

- ◆ On top of the main platforms there are many artistic platforms that would help you rate and promote your work
- ◆ Social media groups that advertise jobs
- ◆ Social media advertising
- ◆ Creating content is the best way of marketing yourself
- ◆ Research available platforms and create as many profiles as possible

AVAILABLE PLATFORMS

- ◆ [linkedIn.com](https://www.linkedin.com)
- ◆ [behance.net](https://www.behance.net)
- ◆ [the-dots.com](https://www.the-dots.com)
- ◆ [peopleperhour.com](https://www.peopleperhour.com)
- ◆ [freelancer.com](https://www.freelancer.com)
- ◆ [upwork.com](https://www.upwork.com)
- ◆ [fiverr.com](https://www.fiverr.com)
- ◆ [twine.fm](https://www.twine.fm)
- ◆ [myopportuniy.com](https://www.myopportuniy.com)

EXPOSURE

- ◆ Industry awards
- ◆ Respond to creative briefs
- ◆ Community actions that need documenting



The house owners put up the bars and the bulls are released on the main street.
Most women remain in the enclosed area.

SELF MOTIVATION

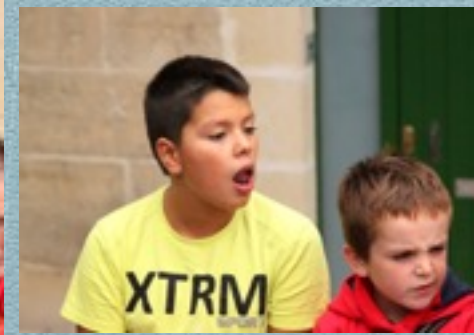
- ◆ Passion is powerful engine BUT...
- ◆ Ensure you have a support network
- ◆ Ensure you have 'check in' friend - someone who can monitor your progress
- ◆ Write down your mission statement and return to it each time reality doesn't reward your actions
- ◆ Eat problems for breakfast
- ◆ Is strong discipline' my thing'?
- ◆ Can I present myself confidently in uncomfortable situations?

CHALLENGES

- ◆ Initial funding
- ◆ Finding your market
- ◆ Setting prices
- ◆ Articulate a business plan
- ◆ Deal with low income for the initial stage
- ◆ Loneliness !!!
- ◆ No boss - double sword

DIFFERENT TYPES OF SELF EMPLOYMENT

- ◆ Sole traders (freelancers)
- ◆ Limited companies/partnership a co-operative / franchise
- ◆ Social enterprises or charities



More about attitudes, habits and behaviour captured through the eye of the camera.

STARTING A CHARITY

- ◆ Register a Charity:
 - ◆ You must by law **register a charity** in England and Wales (with the **Charity Commission**) or in Scotland (with the Office of the Scottish Regulator **OSCR**).
- ◆ There are 4 options and you have to choose one to set up:
 - ◆ a trust
 - ◆ an unincorporated body (association)
 - ◆ a company limited by guarantee
 - ◆ a charitable incorporated association
- ◆ The Charity Commission and OSCR both have very strict regulations concerning what is a charitable activity. The charitable objects must be correctly drafted to suit your activities. There are strict rules regarding payment of trustees as not all trustees can be paid.
- ◆ Once you have completed the application documents which is not an easy process. However it is straightforward It just takes time & patience . You send these to The Charity Commission. However depending on the type of work the Charity will do, ancillary documents may be required.
- ◆ If you wish to register with HMRC (a separate process from registration with Charity Commission or OSCR) in order to claim gift aid relief for donations to your charity. Then you will need to deal with The HMRC directly.

DESIGN YOUR STRATEGY





As the night settles over Viana, a young boy plays with the leaves that glow in the lights.