



BUSINESS SKILLS FOR CREATIVES

SOLENT EDITION

A 10-Bootcamp Programme for Creative Practitioners,
Freelancers & Small Creative Businesses

FULLY
FUNDED
COURSES*



Business Skills for Creatives (Solent Edition) is a practical, hands-on programme designed to help creative practitioners build sustainable, profitable businesses. Across 10 bootcamps, participants will develop the confidence, systems, pricing strategies, marketing skills and growth plans needed to thrive in today's creative economy.

From artists and designers to makers, musicians and photographers, this programme supports creatives at every stage of their business journey with practical tools, peer support and real-world learning.

*SME contribution may apply - more details available on request.

Programme Highlights



10 Workshops



5 Hours per Session



Hands-on Delivery



Real Business Outputs



Networking & Peer Support



Designed for the
Solent Creative Economy

Delivery & Learning Support



Zoom delivery /
blended learning



Additional practical top-up
learning modules



Templates and
downloadable resources



Peer networking



Optional guest speakers



Practical activities
in every session

SKILLS BOOTAMPS SESSIONS

1. Business Foundations for Creatives

- Business models, pricing, cashflow, value proposition, financial projections.
- *Key output: Completed Business Model Canvas + pricing structure*

2. Audience & Market Research

- Customer personas, market positioning, audience analysis, USP development.
- *Key output: 2-3 customer personas + USP statement*

3. Income Streams & Business Growth

- Diversified income, passive revenue, grants, growth planning.
- *Key output: Documented income streams + 6-12-month growth plan*

4. Finding Opportunities & Building Networks

- Networking, outreach, partnerships, prospecting systems.
- *Key output: Prospecting pipeline (10+ leads) + outreach plan*

5. Pitching & Presenting Your Work

- Pitching skills, presentation confidence, pitch decks, storytelling.
- *Key output: Recorded pitch + refined pitch deck*

6. Pricing & Negotiation

- Value-based pricing, negotiation confidence, objection handling.
- *Key output: Pricing framework + negotiation scenarios*

7. Business Systems & Tools

- CRM systems, workflows, invoicing, project management.
- *Key output: CRM system set up + end-to-end workflow*

8. Marketing Your Creative Business

- Content marketing, portfolio development, social media strategy.
- *Key output: Marketing strategy + 90-day content calendar*

9. Client Relationships & Repeat Business

- Onboarding, referrals, testimonials, client retention.
- *Key output: Client on boarding checklist + referral strategy*

10. Scaling & Sustaining Your Creative Business

- Growth planning, resilience, sustainability, future-proofing.
- *Key output: 90-day action plan + growth milestones*





If you have any immediate questions, please email:
skillsbootcamps@ytko.com
and the team will be very happy to help.

Funded by



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Solent Growth Partnership has successfully secured funding from the Department for Work and Pensions to support the running of Skills Bootcamps in the Solent region. This funding will boost the Solent's workforce, ensuring employers have access to new talent, and individuals acquire the skills to get the type of jobs that they aspire to.