



**THE
PORTFOLIO
COLLECTIVE**

The Catapult Course

Course Curriculum

Delivering to a global audience

8

group coaching
sessions

3

hours of live
learning sessions

9

hours of recorded
learning sessions

30+

new peers



“



The focus applied to each module helps give my business a solid foundation. All the start-up bases are covered as best as I can manage.

As I test and grow my business I am using what I've learnt on the modules every hour of every day.

Duncan Dalzel-Job



This is such a refreshing, enlightening and supportive group and I love being on the course. As a freelancer, it can often be quite a lonely place but I feel like by joining the Portfolio Collective, I'm part of something that not only educates and supports me but also provides me with a community I didn't know I could have!

Nicola Twiston Davies



The Curriculum

Course Goal

Provide you with the knowledge, tools, inspiration and accountability to successfully launch your portfolio career

Course Outline

Week 1

Module 1
Define your
Monetisable Skills

Module 2
Propose and Offer
Your Value

Week 2

Module 3
Brand Yourself

Module 4
Optimise your
LinkedIn and
Connections

Week 3

Module 5
Create your Website

Module 6
Set up your
marketing

Week 4

Module 7
Lay the Foundations
to Win Work

Module 8
Land Paid Projects

Module 1:

Define your monetisable skills



The first step to a successful portfolio career is working out which skills you can monetise and what your overall ideal income mix will look like.

We'll guide you through the process of looking widely at what you can do, before helping you narrow down to the options that are most successful and sustainable.

This module will help you quickly and decisively move through these fundamental steps to work out who your clients will be and what you'll be offering them.

Module 1:

Define your monetisable skills

What you'll achieve:

- An audit and evaluation of your skills and capabilities
- Prioritisation of your most monetisable knowledge and skills
- A differentiation strategy to help you stand out from the competition
- Aligning your choices with your personal values

Questions answered:

Which of my skills can I use in my portfolio career?

How do I choose and focus on the right thing?

What services can I offer?

How do I find fulfillment and earn my target salary?

Module 2:

Propose and offer your value



Now you've defined your value from your self-reflection and values, it's time to go out and match it with the market.

This module will help you formulate the elements of your portfolio career into value propositions and test them with a clear method and conversations with real customers.

We'll help you identify any assumptions in your thinking and once you have collected up your market research, we'll help you refine and pivot your offering so it hits the sweet spot of value.

Module 2:

Propose and offer your value

What you'll achieve:

- A clearly defined set of value propositions for your work
- Real market research and conversations with potential customers
- Evidence that provides confidence in what you're doing
- Market feedback that allows you to tweak and differentiate yourself

Questions answered:

What is a value proposition and how do I know what my assumptions are?

How do I know people will buy this?

Have I priced this correctly?

How do I do market research and find people?

Module 3:

Brand yourself



Branding isn't just about a fancy logo or font, it's about who you are, what you stand for and how you want to communicate what you do. It's in the way you talk, every social media post you share, and the experience people have when they visit your website.

To brand yourself, you need to first dig a bit deeper to understand your underlying mission and then set about crafting a visual identity to match. This module will help you brand yourself quickly and cost-effectively, so that you can feel confident that everything will be consistent and visually appealing.

Module 3:

Brand yourself

What you'll achieve:

- A documented vision, mission, values and voice
- A logo and brand identity
- A clear professional style guide (fonts, colours, imagery)

Questions answered:

What makes a strong personal brand?

How do I want people to view my offering?

What fonts, colours, logo and images should I use?

How do I document and start using my brand identity?

Module 4:

Optimise your LinkedIn and connections

As you set out on the journey of learning about your customers and finding them, your existing network and LinkedIn profile will help you build trust and credibility. Making sure your profile is perfectly optimised and well positioned is worth the time invested upfront.

Alongside this, online networking is key to a sustainable portfolio career and can benefit from a systemised but still human approach. This module will help you polish up your LinkedIn profile to the highest standard and help you establish your networking system so that you continue to build your wider network beyond the duration of the course.



Module 4:

Optimise your LinkedIn and connections

What you'll achieve:

- An optimised and differentiated LinkedIn profile
- Positive recommendations on your profile
- New connections with potential customers
- A networking system and process

Questions answered:

How can I use LinkedIn to connect with potential customers?

Are my skills and experience represented in the best way?

How many times do I need to post and what content?

What should I exclude from my profile?

“



The workbook enabled me to get a really clear overview of all of my skills, values and achievements etc and get straight into thinking like a portfolio careerist. Cut out the faff of thinking about it on my own time.

Lara Hayward



Finances broken down and made simple enabling anyone to plan for success! :)

Max Muller

The LinkedIn was brilliant - the pre-work, live session and follow-up assignment served as a one-stop 'get your LinkedIn sorted' session. Super practical.

Anonymous



Module 5:

Create your website



Having a professional online presence is the shop window for your portfolio career. It helps communicate your value and allows people to get to know you 24/7. These days with the power of social media and search, your potential clients are able to find you and, through your website, decide if they could benefit from your product or service.

This module will help you get your first simple website up and running with all the key elements it needs. In addition, this module will also help you craft powerful website copy and guide you to write compelling stories that attract your clients to work with you. Within a short space of time you'll have your first website live along with your own company email address.

Module 5:

Create your website

What you'll achieve:

- A live and completed first website iteration
- A professional company email address
- A Customer Relationship Management system and email opt-in set up

Questions answered:

How do I create a professional looking website for a minimal budget?

What are the pros and cons of different platforms?

How do I plan the layout and content of the website?

How do I ensure that my website is found by Google?

Module 6:

Set up your marketing

Once you've got a great website, you want people to see it. Marketing is the way in which you'll attract, create interest, and encourage people to act in a way that moves them towards being a future customer. Digital marketing is doing this online with digital tools such as search engines, ads and social media.

This module will help reduce the complexity of digital marketing and help you get set up with a relevant strategy for your portfolio career. Rather than just teach you one method or channel, we give you a quick contextual overview of them all, and then get you to pick and choose the most appropriate option to test for your business. The module will see you complete your first mini-campaign along with teaching you how to measure and track your ongoing marketing activity.



Module 6:

Set up your marketing

What you'll achieve:

- Documented marketing plan and strategy
- Confirm which marketing channels to focus on
- Your first established paid advertising or search campaign
- A plan for how to continue to measure and monitor your marketing

Questions answered:

How do I define and write my marketing strategy?

Which social media platforms should I be on?

What should I spend on marketing?

How do I know my marketing is working?

Module 7

Lay the Foundations to Win Work

Embarking on a portfolio career requires a business owner mentality and the need for you to wear many hats. You also need to decide on your sales process and the systems you will have in place to make you successful. Financial planning, forecasting and budgeting are essential areas you'll need to think about to make sure your portfolio career is profitable and sustainable.

Simultaneously, it's important to cover off a few basics like company name, business registration, insurance and a separate bank account. This module will help you get your business foundations in place and set you up with everything you need to win work.



Module 7:

Lay the Foundations to Win Work

What you'll achieve:

- Defined portfolio career capacity and financial goals
- Clear personal and professional budgets
- A sales process and system ready for your clients
- Clarity around how you will charge, agree and contract with clients

Questions answered:

How will I process leads when I have them?

What are realistic financial goals and do I need a budget?

What tools or technology should I use?

How do I officially set up my business and cover the basics?

Module 8:

Land paid projects



Once you have people interested in what you do and willing to buy, it's time to close the deal and get to work. Your professionalism at this stage is critical and it's important to know how to navigate things like proposal writing, negotiation, and finalising the sale with agreements if required.

This module will systematically take you through each of the key stages in landing a sale with your first customer. You will get the chance to make a sales plan and be encouraged to get out there and win the business and then report back on your successes!

Module 8:

Land paid projects

What you'll achieve:

- Learn how to proactively pitch for work, and systematically outreach
- Engage in real sales conversations
- Close your first sale with a client or customer
- Start delivering great work

Questions answered:

- How do I craft a message to approach a new prospect?
- How can I prepare a persuasive pitch?
- How do I close the deal?
- What legal things do I need to have in place?

“



This course has given me the confidence to narrow down my most valuable skills and position myself for success.

Paul Mather



Excellent course packed full of great information.

Stephen Fleming

1:1 feedback and challenges from peers and coaches were most valuable.

Anonymous





Are you ready to catapult
yourself into a new exciting
world of work?

Register your interest in the Catapult
Course and find out about the next
cohort starting date at

www.portfolio-collective.com/catapult/