



**THE
PORTFOLIO
COLLECTIVE**

The Catapult Course

Course Curriculum

Delivering to a global audience

1

module per week

8

recorded lessons

8

hours of live
discussion

30

peers per average
on each cohort



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The focus applied to each module helps give my business a solid foundation. All the startup 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



Tailored learning for portfolio professionals at all levels

We offer two distinct learning tracks for you to choose from: our Focused Track and our Generalist Track.

Focused Track



For experienced professionals who want to position themselves as experts and build a more defined brand.

Generalist Track



For those in need of a broader overview who want to learn to monetise their skills in the best way possible.

During the first and last week of the course, you'll be split into separate modules based on the track you have chosen. Weeks 2-7 will be run as a wider cohort.

The Curriculum

WEEK 1



Focused Track:

Define your area of expertise



Generalist track:

Define your monetisable skills

WEEK 2



Both Tracks:

Value propositions and pitching

WEEK 3



Both Tracks:

Brand yourself

WEEK 4



Both Tracks:

Optimise your LinkedIn and grow your network

WEEK 5



Both Tracks:

Craft a compelling website

WEEK 6



Both Tracks:

Set up/strengthen your marketing

WEEK 7



Both Tracks:

Build/reinforce your business structure

WEEK 8



Focused Track:

Build a robust sales process



Generalist track:

Land paid work

Module 1: Define your area of expertise

As a more experienced portfolio professional, you already know what you're good at and how to charge for that work. Now it's time to establish yourself as a definitive expert.

Focused experts earn more because their skillset is highly specialised.

In this module, we'll help you form your focused area of expertise, plan your monetisation options, and increase your overall value.



Module 1:

Define your area of expertise

What you'll achieve:

- An audit and evaluation of your skills and capabilities
- An understanding of the true value of your expertise
- A differentiation strategy to help you stand out from the competition
- Insights around intellectual property and building thought leadership

Questions answered:

- How do I establish myself as a focused expert?
- How do I know what my expertise is worth and what to charge for my services?
- What different monetisation routes should I consider?

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:

Value propositions and pitching

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 grow your network



As you set out to learn more about your customers and find the right leads, 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 strengthen your networking system so that you continue to build your wider network beyond the duration of the course.

Module 4:

Optimise your LinkedIn and grow your network

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?

Module 5: Craft a compelling 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 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:

Craft a compelling website

What you'll achieve:

- A live and effective website for your portfolio business
- 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/strengthen 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/strengthen 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: Build/reinforce your business structure

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:

Build/reinforce your business structure

What you'll achieve:

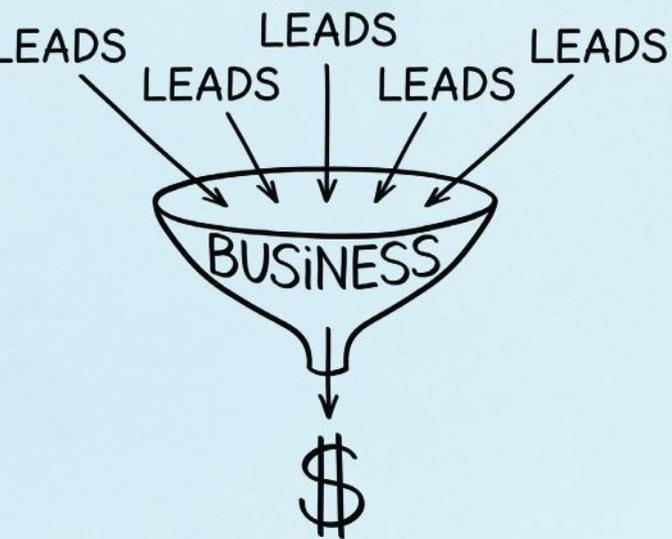
- Defined portfolio career capacity and financial goals
- Clear personal and professional budgets
- Streamlined processes with the right tools and software
- Clarity around how you will charge, agree and contract with clients

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:

Build a robust sales process



If you want to grow your business, you need to have the right sales processes and structures in place.

In this final module, we'll give you the tools and insights you need to effectively prospect and qualify leads and create a solid sales pipeline. We'll also cover pricing and proposals, strategic partnerships, and knowing how to handle objections - that way, you're finding and landing the right clients and earning the money you deserve.

Module 8:

Build a robust sales process

What you'll achieve:

- Clearer sales processes and lead scoring
- Insights around strategic partnerships and growth
- Stronger pitching skills and better objection handling

Questions answered:

- How do I nurture current and potential clients and grow my prospect list?
- What factors do I need to consider when quoting fees and setting rates?
- How do I push back or object to client demands?

Module 8: Land paid work



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 work

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?

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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



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





**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/