

Growth School®

with Erica Wolfe-Murray



Introduction to Growth School with Erica Wolfe-Murray

This resource is for more established artists who have some years of their practice behind them, and are looking to build on this to take their venture forwards - a sort of creative and business fillip!

The Growth School® on this platform has 6 sections which run as follows:

Section 1 : Your Story, Your Superpower

This helps you to consider where you want to go, then to review your unique background, clients and skills to understand more clearly your potential strengths.

Section 2 : How IP (Intellectual Property) can aid your venture's growth

Understanding what IP is, and what assets and IP you already own is critical to the evolution of your business. This section covers this and encourages you to do an audit.

Section 3 : What are you selling now and what could you be selling?

Recognising the 5 different areas that people spend money on can help you investigate new offers to generate additional revenues and audiences in ways you may not have considered.

Section 4 : What are your markets, and what are the 5 areas of opportunity you have?

Everyone operates in differing markets... so it's crucial to think about the ones that apply to you. In this section, you will be guided through the process with a view to seeing what key opportunities are open to you.

Section 5 : The Intelligent Creativity® model - a quick intro to accompany existing 30-page pdf

Creative self-limitation is one of the main factors impinging on creatives' ability to grow their ventures. The Intelligent Creativity approach will help you overcome this.

Section 6 : Money, money, money - ways of earning revenues

Different pricing structures and ways of earning revenues you may not have considered.



Growth School® exercises

In each section, you will find orange panels which include practical exercises to help you understand yourself, your background, your practice and the opportunities open to you.

One or two are quite quick, whereas others may take you some time.

Rather than doing these exercises using computer software, I really encourage you to get a large pad of paper with lots of coloured pens, and to draw these large on the wall or a big table. If you hang them on the wall, you can stand back to really look at them with fresh eyes. And do consider asking a friend, family member or colleague to help you question your practice. It can pay amazing dividends to have a fresh set of eyes on issues. They will see opportunities in places you may not.

Simple Tips, Smart Ideas : Building a Bigger, Better Business by Erica Wolfe-Murray

Most of the exercises covered in Growth School® are featured at greater length in my book, **a pdf of which is available for you to download to accompany the above sections.**

There is also a wide range of other elements to the book which the Growth School® sections on this platform are unable to cover but which any creative freelancer or business owner will find useful.

I purposefully wrote the book for small creative businesses who may not have found other business books useful. For example it covers 50+ ways of earning money - something most business books don't touch.

It is also in full colour with lots of very easy to follow steps and diagrams. You can dip in and out as you need, reading a paragraph at a time and implementing the thinking quickly and easily. And 95% of all the advice costs little or nothing to do.

Much to my delight, Simple Tips, Smart Ideas was a finalist in the 2020 Business Book Awards.



About me...

My career has covered a wide range of creative sectors - advertising, product and graphic design (including running my own design studio), launching my own home furnishing and garden accessory range and running an award-winning television production company. Since 2012 I have run Lola Media, an innovation studio focusing on helping creative, cultural and tech sector clients innovate with their *existing* assets and IP.

I understand the ups and downs, the difficulties and opportunities that a creative practice involves. Both creatively and financially. I gained this knowledge I whilst having been, unusually, both a creative head of a design studio and also the financial director of a independent production company with an seven figure turnover. So I recognise how both aspects of a creative venture have to work together.

Since Lola Media was founded I have worked with close to 600 founders, boards and teams in myriad ways. Either working with them directly or through funded programmes such as Growth Accelerator, CoSTAR, CreateGrowth, Arts Council, Clore Foundation or taking the lead on programmes such as the BFI/National Lottery funded Female Founders Scale-Up programme run by CreativeUK and, of course, Salford's amazing Artists' Development Programme.

My work has brought me into contact with many artists, theatre and screen producers, music and dance creators, as well as design, games, architecture, advertising and app studios. I've worked with a wide range of charities, CICs, museums, galleries, as well as countless private companies. The range is wide and exciting, from handmade artists to the cutting edge of createch practitioners.

In 2019 I published my book *Simple Tips, Smart Ideas: Build a Bigger Better Business* prompted by a small PR company owner. She asked me to crystallise my working process so that she and others like her could benefit. It was a finalist in the 2020 Business Book Awards, and whilst, seven years on, it has limitations as it doesn't cover recent developments such as AI, it is still a handbook for many small business owners.

I continue to work closely with many clients, mostly who find me through word of mouth recommendations or on LinkedIn. And I'm still building my own artistic practice alongside my Lola work for clients.

Good luck with your business. I hope you find Growth School® informative and useful.

Please do get in touch if you would like via info@lola-media.co.uk

