

We are delighted to share our first
Creative Entrepreneurs Online (CEO) e-newsletter



Benefit from & Contribute to CEO

Momentum invite you to be part of forming a Creative Entrepreneurship Alliance in the North West of Ireland. Creative entrepreneurs, craft producers, educators, enterprise agencies and policy makers are all invited! We can make exciting things happen by creating Ireland's first creative entrepreneurship Alliance. To get involved please email Orla Casey on orla@momentumconsulting.ie



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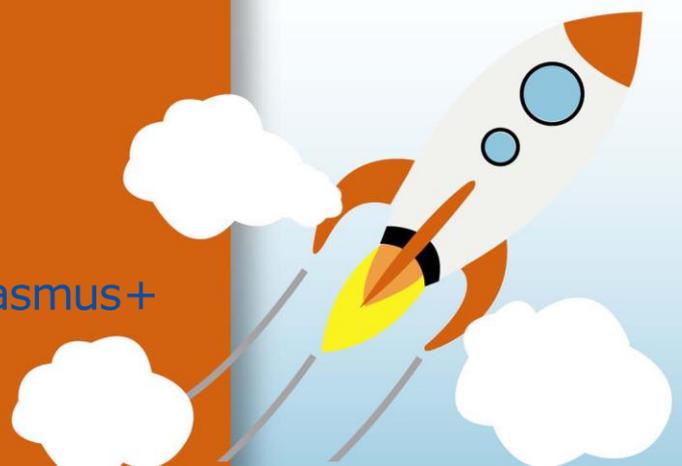
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Keep in touch

Visit our website for more project news and info
www.ceo-project.eu
Follow us on **Facebook**
or join our **CEO LinkedIn Group**



This programme has been funded with support from the European Commission



What is CEO?



CEO is an Erasmus+ funded project to support the establishment of sustainable, cross-sector collaborative relationships between VET providers, HEIs, and wider stakeholders via the creation of 3 Regional Alliances in Ireland, Poland and Northern Ireland.

Education

Our **FREE** course “Be a CEO” will offer an intensive blended learning experience to help creative entrepreneurs to set up online and sell in 30 days. This course will be available on our website in April 2017.

Partnership

Contribute to the establishment and participation in a Creative Entrepreneurship Alliance. We will develop a toolkit to assist and train regional stakeholders to re-create this Creative Entrepreneurship Regional Alliance in their own regions. This toolkit will comprise a programme of learning actions and guidance.

Who is involved?

Creative Entrepreneurs Online is delivered by five organisations from Poland, UK and Ireland. They include Poland’s largest chamber of commerce, a statutory enterprise centre, a non-profit entrepreneurship association and two specialist curricula and training content providers, who all share a commitment to excellence in teaching and training for creative sector entrepreneurs.



The Irish partners Momentum www.momentumconsulting.ie are based in Co. Leitrim

THE BENEFITS FOR YOU AS A CREATIVE

By participating in the **CEO course** you will be able to set up online and actively selling your products and services within 30 days. You will benefit from:

- ✓ Accessible, practical professional training and support available on an on-demand basis (online, mobile, tablet) or via a classroom course.
- ✓ Increased understanding of new emerging business models centred on digital communication technologies.
- ✓ Practical knowledge of how to engage in social media and live-time marketing
- ✓ Learning how to commercialise products and services in online marketplaces and outsourcing communities
- ✓ The ability to raise funding through crowd sourcing; how to engage in virtual networking and much more
- ✓ Improved awareness of your role as part of a growing community of creative entrepreneurs and understanding the potential for collective action.

Want to be a CEO?

Creative Entrepreneur Online



What is Creative Entrepreneurship?

Creative entrepreneurship is the practice of setting up a business - or setting yourself up as self-employed - in one of the creative industries.

THE CREATIVE INDUSTRIES

Advertising	Digital Design	Performing Arts
Apps for Arts	Industrial Design	Photography
Craft	Product Design	Publishing
Creative Sector R&D	Fashion	Toys and Games
Culinary	Film	TV & Radio
Education Tech	Music	Video Games
3d Printing (of creative products)		

How to be a creative entrepreneur ?

We've all had those light bulb moments when inspiration strikes – the seed of an idea takes root, and you begin to entertain a very different lifestyle, one where you, and not your boss are in the driving seat.

Whether you're a recent graduate or with many years' industry experience under your belt, at some time in another, the thought of starting your own business may have crossed your mind.

Yet very few of us have the conviction to take the next step, unsure if our ideas are a pipe dream or one with real business potential that we should act on.

As we're about to discover, the path of the creative entrepreneur does not always run smooth. There are challenges to overcome and learning experiences can be tough. But it can be one of the most fulfilling, rewarding and life affirming decisions you can make.

Armed with a little start-up funding and a will to get started and succeed is all you need. We speak to several Creative Entrepreneurs who are successfully selling online.

Do you have what it takes?

The main characteristics required to be successful are exactly what you think - creativity and entrepreneurship!

1. Creativity - to generate new ideas, evaluate them effectively and turn them into new products and services.

2. Entrepreneurship - identifying opportunities in the marketplace and using business skills to turn ideas into products into profits.



CEO Spotlight from Ireland

Meet Franziska Lienberger *Irish Felt Fairy*



From Switzerland originally and now living in Ireland, Franziska is a true creative with her skills spanning clay modelling, pottery, glass work, jewellery and weaving. Her love of felting wool was born from spending the last 20 years in the West of Ireland.

Franziska, is a very savvy business owner who has been seeling online for four years both on her own [website](#) and on Etsy. She shares some of her experiences and tips with us here:

Which platform brings in the most sales for you?
Etsy

What are your 3 top tips for people who want to start selling online?

- Tip 1: Good variety of products
- Tip 2: Good pricing
- Tip 3: Clear understanding of website

Find out more about her work and her enchanted characters on www.irishfeltfairy.com

Give Franziska's Facebook Page a like - www.facebook.com/Irishfeltfairy

Meet Lynn Naughton *Seams Sew Simple*



Lynn is a textile artist and has been sewing since childhood. Lynn loves to expand her craft and sewing skills by trying out new techniques and products and loves sharing her knowledge with others regularly running workshops and classes.

Lynn has been selling online for 3 years both on her [website](#) and also on Etsy. She quickly realised that online marketing goes hand in hand with selling online which is reflected in her top tips!

Which platform brings in the most sales for you?
Etsy

Did you encounter any problems in setting up your online shop? (legal, shipping etc.)

Please outline
Shipping is still a problem

What are your 3 top tips for people who want to start selling online?

- Tip 1: Set up a blog
- Tip 2: Set up a face book page
- Tip 3: Newsletters

See more of Lynn's stunning work on her website www.seamsewsimple.ie and also here on Facebook on her page [Seams Sew Simple](#).

Other CEO Stories we love and useful links!

1. Read about [Kate Broughton](#) who gave up an unfulfilling job to sell on social media sites Etsy, Twitter and Facebook Her shop cost £1 and now makes £20,000

2. Are you a Creative entrepreneurs that doesn't necessarily follow the traditional entrepreneurial path? Here are [10 Essential Blogs for Creative Entrepreneurs](#) for you to follow!

3. New €2m Creative Momentum project! [Creative Momentum](#) will support and connect creative enterprises across the West of Ireland, Northern Ireland, Sweden, Finland and Iceland. The €2m in funding has been secured from the EU's Northern Periphery & Arctic (NPA) Interreg programme. Creative Momentum will support individuals and enterprises working in the creative and cultural industries. The activities covered are Advertising & Publishing, Architecture, Arts, Crafts, Design, Digital Media, Fashion & Jewellery, Film & Video, Music & Theatre, Photography, Software & Games and TV & Radio. It covers regions in Ireland, Northern Ireland, Iceland, Sweden and Finland.

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More About Etsy

[Etsy](#) is probably the best-known marketplace for artisans and craft people of all types to sell handmade crafts online. You can sell handmade and vintage goods, along with craft supplies. Accounts are free, but users pay small listing fees and a percentage of each sale made on the platform. But it comes with an active community of sellers and shoppers alike. And there are categories for almost any type of product you can think of.

Another project of interest!



CCIC

creative communities
igniting change

Interested in a shared workspace hub in our region? [Creative Communities Igniting Change](#) is a European project which seeks to create a new and effective model for creative industries training and support within a community environment; one that provides access to vocational education for key target groups but also leads to broader economic innovation and revitalisation. Want to find out more? please email Orla Casey on orla@momentumconsulting.ie
