

SCOTT WESTBY - EXECUTIVE PRODUCER
FULL SWING PRODUCTIONS

STARTING A COMPANY

MY STORY



WHY IS THIS COMPANY?

**WHAT IS YOUR
USP?**



FIRST THINGS FIRST

MAKE A PLAN!

DEFINE YOUR COMPANY

- ▶ What is your “Why”?
- ▶ What is your Vision?
- ▶ What is your Mission?
- ▶ What are your Values?
- ▶ What are your long term Goals & Objectives
- ▶ What are your short term Goals & Objectives

MARKET RESEARCH

- ▶ What is the demand for your product/service?
- ▶ What is the state of the industry?
- ▶ What are the challenges in your market?
- ▶ What are the opportunities?
- ▶ Who are your potential clients?

COMPETITIVE RESEARCH

- ▶ How competitive is your industry?
- ▶ Who's the competition?
- ▶ What are they doing well?
- ▶ What are they doing poorly?
- ▶ What are their prices?
- ▶ What makes you better?

DEFINE YOUR BUSINESS

- ▶ Who are YOU?
- ▶ What does your business do?
- ▶ How will you measure success?
- ▶ How's your business structured?
- ▶ How do you operate?

DEFINE YOUR BIG STRATEGIES

- ▶ What are your business' challenges?
- ▶ How will you overcome them?
- ▶ What is your industry strategy?
- ▶ What is your strategy for a changing market?
- ▶ What is your competitive strategy?

DEFINE YOUR SALES AND MARKETING STRATEGY

- ▶ 4 P's
- ▶ Product
- ▶ Price
- ▶ Place
- ▶ Promotion
- ▶ Brand

GET CRACKIN'

- ▶ Logo
- ▶ Business Cards
- ▶ Website (Squarespace, Wordpress, Wix)
- ▶ Social Profiles (Facebook, Twitter, Instagram)
- ▶ Hustle



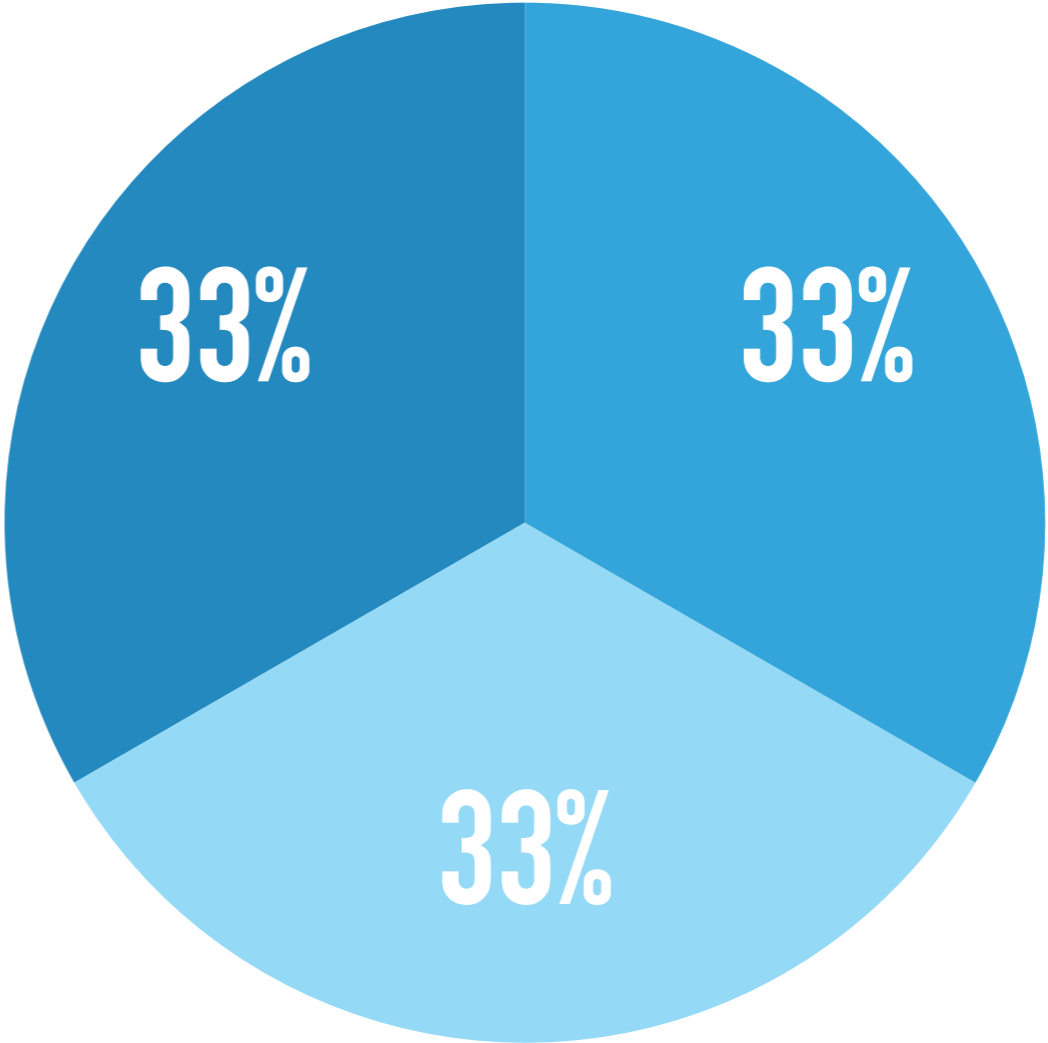
BUT SCOTT...

**HOW I GET
CLIENTS?**

THE BORING STUFF

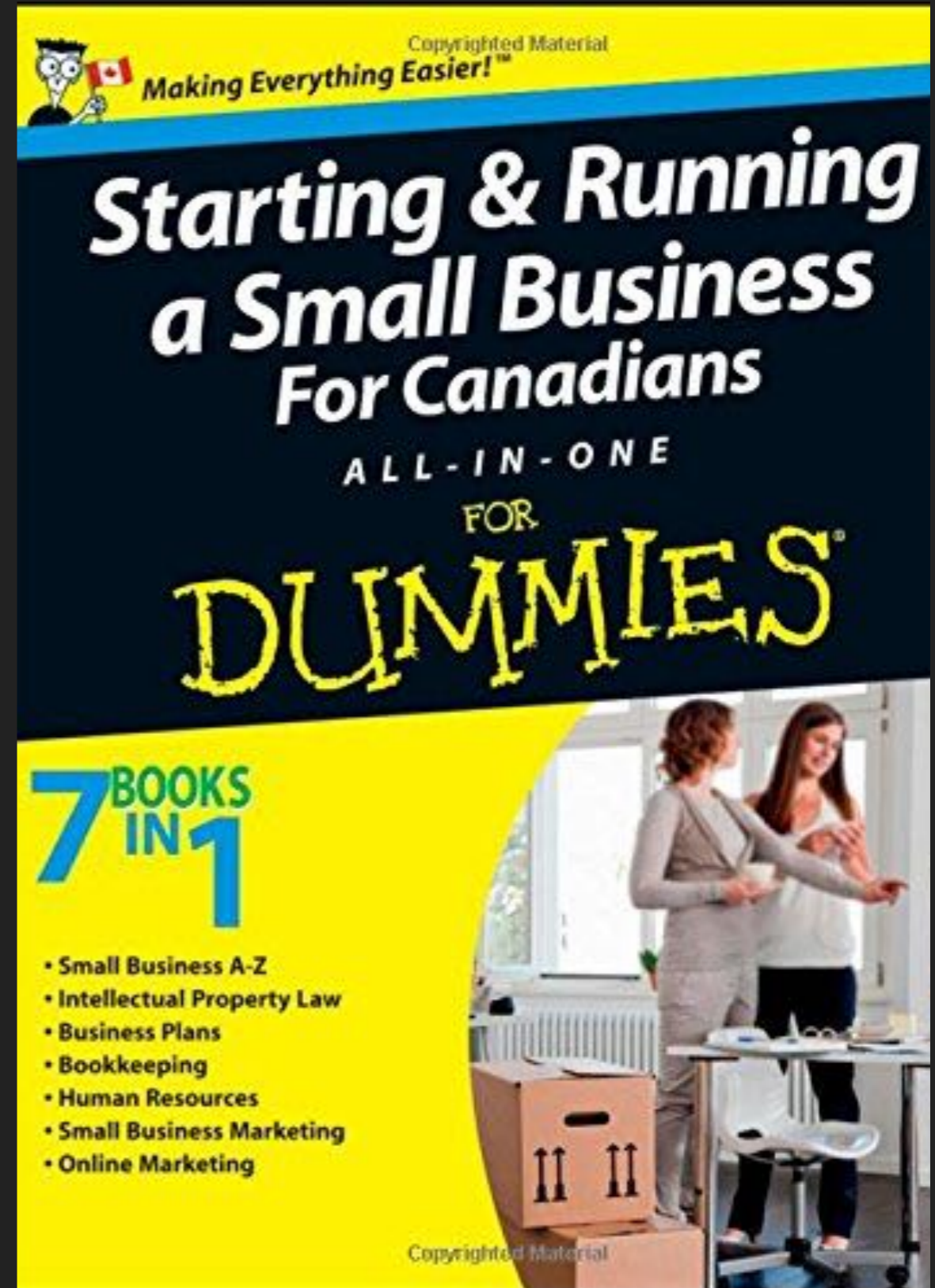
TYPES OF COMPANIES

- SOLE PROPRIETOR
- PARTNERSHIP
- CORPORATION



NOT BORING BOOKS

- ▶ Starting & Running a Small Business for Canadians - For Dummies
- ▶ Simon Sinek - Start with Why
- ▶ The Harry Potter Series
- ▶ D&D: The Player's Handbook



TOOLS FOR YOU

- ▶ Service Websites: Fiverr, Voices.com, Upwork
- ▶ Stock Websites: Envato, PremiumBeat, iStock
- ▶ Operations Websites: Freshbooks, Active Collab, Slack
- ▶ Tools: Vimeo Pro, Dropbox, Adobe Creative Cloud
- ▶ Finding Work: Kijiji, Craigslist, Facebook, Twitter
- ▶ Local Resources: CSIF, EMMEDIA, FAVA, Vistek, Camera Store
- ▶ GOOGLE!

**NO, THAT ISN'T A STUPID
QUESTION.**

Scott Westby, probably



YOU CAN DO IT!

**BELIEVE IN
YOUR DREAMS!**