

# Creative Mums Next Steps Week 1 - Storytelling - Chat

## What's your industry / area of interest

- 10:44:24 From Arc Activities : Art - Christmas
- 10:44:52 From Deborah : Ex magazine editor looking to upskill
- 10:44:55 From Jo Flint : Beer!
- 10:45:09 From Clare Graham : Upholstery
- 10:45:10 From Toubie Jack : Visual art, murals/painting & children's workshops
- 10:45:10 From Hayley : Hi, I'm a speech and language therapist, interested in autism. I do art for relaxation, recycling materials to make cards
- 10:45:13 From rebecca : Art/printer & Stockport PANDAS - Hallowe'en
- 10:45:13 From Sue : E Commerce
- 10:45:13 From Louise Barson Art & Creativity : Artist
- 10:45:35 From Angie Pollard : Social media for a wide range of small businesses
- 10:45:48 From Emma Collett : museum and gallery education :)
- 10:45:48 From Louise Barson Art & Creativity : Artist - exploring landscape and also helping Chelwood Foodbank
- 10:45:54 From Nicola Henderson : ex it relationship manager, amateur photography
- 10:45:56 From Ashleigh : baby and mum groups
- 10:49:30 From Arc Activities : Hi Louise! Nice to see you!
- 10:59:18 From Arc Activities : We will have chance to develop this in week 3
- 11:01:12 From Arc Activities : Worksheets to look at developing your brand style on the resources page which I will link in here
- 11:06:33 From Arc Activities : There will be templates for this online
- 11:08:46 From Arc Activities : This is one way to conduct competitor research. You could keep a Doc of notes about them.
- 11:14:57 From Louise Barson Art & Creativity : Finding hashtags that aren't too overused but still relevant needs work
- 11:19:12 From Toubie Jack : freedom
- 11:19:13 From Jo Flint : Relaxed
- 11:19:16 From Hayley : it makes me want to sigh contentedly

11:19:18 From Clare Graham : Chilled

11:19:22 From Angie Pollard : blue sky

11:19:26 From Nicola Henderson : sexy

11:19:29 From Deborah : dream life

11:19:30 From Jo Flint : Wish I was there!

11:19:49 From Louise Barson Art & Creativity : I can see how that photography suits certain products

11:20:01 From Emma Collett : aspirational

11:21:13 From Louise Barson Art & Creativity : I can't see how to apply that approach to artwork

11:22:32 From Arc Activities : Follow Arc or me on Instagram @ArcCentre and @LucieitzCreate if you want to chat or have further Qs after the sessions end.

Creative Mums - <https://arc-centre.org/creative-programmes-for-adults>

Link to resources page - <https://arc-centre.org/cpd-digital-and-marketing-skills-week-1-storytelling>

11:24:30 From Arc Activities : Find it on the resources page above - open the link now and save before the meeting ends!

11:25:28 From Toubie Jack : Thanks for that!

11:26:25 From Arc Activities : This can still all apply to services, though can be less tangible

11:28:03 From Arc Activities : Could you get feedback from past / existing clients or customers too to help with this?

11:29:05 From Louise Barson Art & Creativity : Thank you for the links Lucie

11:34:54 From Toubie Jack : Thanks Lucie

11:35:19 From Hayley : Thank you, that's a lot to take in, a great start

11:35:27 From Emma Collett : thank you Lucy. sorry I forgot to turn my video on lol x

11:35:39 From Deborah : many thanks