



Making Money Meaningful

Our online course is designed as a full programme of work delivered over 40 weekly sessions via Teachable and includes:

- 44 Lessons across 9 Modules
- 14 downloadable resources
- 2 sets of Business Modelling Cards

The core content is text and image based with some supporting video to help explain key concepts. Think e-book, broken down into digestible chunks. Each lesson includes examples, practical and reflective tasks to help you apply the learning to your own creative practice and business as you go.

Edition1: for visual artists, designer makers, crafts people and photographers

Module & Lesson Topics

Module A – You and Your Creative Business

To start your journey, you'll explore the fundamentals of business, what drives and motivates you, and how your creative business fits into your life. Using the metaphor of a tree, you'll see how everything connects and finish with clear calculations for what you need to earn.

Module B – Money Basics

You'll explore your money mindset, understand how money flows in and out of your business, and learn why cash flow is critical. You'll also learn the language of profit and loss, building confidence in financial decision-making.

Module C – Your Business Now

You'll carry out a structured review of your current business activities, focusing on what you do, who you do it for, why you do it, and how you get paid. You'll assess profitability, cash flow, distribution, and key assets to build a clear picture of how your business works today.

Module D – Building Your Own Unique Business Model

This module brings everything together as you design business models that reflect what makes your work unique. You'll explore what a business model really is and use the Making Money Meaningful Kit to build, test, and evaluate your model.

Module E – Costing: Deep Dive

You'll learn how to account for all inputs, value your time correctly, cover overheads, and build robust costing models. This ensures you fully understand what your work truly costs to make or deliver.

Module F – Pricing: Deep Dive

Building on accurate costings, this module helps you set sustainable and profitable prices. You'll identify minimum pricing, explore how distribution affects profit, and examine market, value, reputational, and IP-based pricing strategies.

Module G – Cash Forecasting & Financial Management Best Practice

A practical guide to staying in control of your finances. You'll build operating and financial models, create cash flow forecasts, take a structured approach to risk, and apply best practice, including Making Tax Digital requirements.

Module H – Designing Your Future

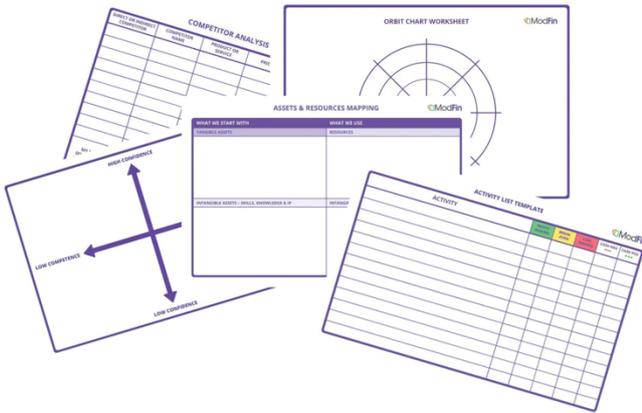
This forward-looking module focuses on what comes next. You'll create a clear vision for your life and business, set high-level SMART goals, generate and prioritise ideas, and build future business models using the Making Money Meaningful cards.

Module I – Dynamic Business Planning

The final step in turning insight into action. You'll document your plans using a flexible, modular approach, create targets and forecasts, recognise the interconnectedness of your activities, and develop clear action plans to achieve your vision.

Downloadable Resources

Editable PDF Worksheets



Six worksheets to help you reflect and apply key lessons:

- Confidence and Competence Matrix
- Assets & Resource Mapping
- Activity Mapping
- Competitor Analysis
- Assumption Mapping
- Orbit Chart – Business Plan on a Page

Excel Spreadsheets (with examples)

Pre-designed spreadsheets for you to use as they are or adapt to your needs, with examples to show how best to use them:

- Personal budget calculator
- Cost of sale calculator
- Overheads and expenses calculator
- Commission, markup, net profit calculator
- Cash Flow forecaster
- Sales forecaster

Reference Materials

You'll also receive a **Glossary of Terms**, to help demystify key terms and ideas, and reference material on **Business Structures** and **Business Insurance**.

Business Modelling Card Pack

