



Top Tips from Ian Kennedy, Freelance Artist

1. One of the things that you have to remember when freelancing in any part of the industry is managing your time and making sure that you get your priorities right. You need to be able to not only work out which is work is going to be paid, and which work is going to be an investment and work out your priorities according to that information.
2. In order to do this you need to be motivated and you have to be able to adapt to different things. The idea is that you are working on as many different things as possible to maximise your earnings.
3. An important thing to remember if you want to get into script writing for radio or TV is that you need to have patience. All of the time, submitted work will be given back to you to improve because they need to meet the needs of the producers, they need to be in response to cultural trends and sometimes specific real-life circumstances.
4. One thing that also comes with the previous point is making sure that you do not take criticism personally, and be able to work with feedback.
5. One thing that you might want to think of is getting some technical experience behind you. By doing this, you will be more useful in the production of the show that you are working on and it will also make you appreciate the work that is involved from someone else's side like an editor or a producer.
6. As is so often the case with the creative industry, you need experience. The best people in this industry spent time with others when they were younger and their experience is one of the main reasons why they are where they are today.
7. One of the main reasons why talented writers don't get anywhere is because they are afraid to let go of their work. When you submit work and it's agreed to be used, it will get changed to fit the programme or series. If you want your work to be used, you have to remember that it will be modified in some way.
8. Another important thing to remember is that you will have people that will have the authority to tell you what to do. Don't be demanding. As well as being a good writer, you need humility.

9. As well as being a good writer, you need to be able to communicate your ideas behind your writing. You have to have ability to let understand what it is you are saying with your work so that it can be passed on in the actual production, otherwise your main motivation for writing something could be lost.

10. Sometimes in the creative industries you can be forgiven for thinking that experience is what will get you into that dream job that you are after and that the quality of your work will increase as you go on. However, script writing is the exception in some ways because from the start, you really have to be brilliant. Also, in this branch of the industry, knowing people is not as effective.



INSPIRE: Through real career stories - experience, advice, challenges & triumphs

INFORM: Industry's needs, demands, expectations and job requirements

GUIDE: Those who are lost, providing practical tips to reach the next step.

EXPOSE: The realities of the business, as well as new industries, careers and growing opportunities.

MOTIVATE: Next generation of creative professionals to act on their talents and pursue their dreams with pride reinforcing their passion.

