

find YOUR DREAM JOB!

"It's essential to really know your subject before starting to offer workshops, and to have the ability to organise the classes well"

Teach & demonstrate



Designer and tutor **Sue Heaser** first discovered polymer clay in the 1980s and began using it to make jewellery. Soon people were asking for the occasional workshop and these requests increased

in the 90s when she started submitting articles to craft magazines. "I also did a lot of demonstrations at shows for manufacturers such as Fimo and Sculpey, and began writing books which led to me becoming well-known in the field," she explains. "I now teach regular workshops in polymer clay, glass fusing and silver clay, plus craft teacher training courses in polymer clay."

She continues, "If you'd like to teach jewellery techniques, it's essential to really know your subject before starting to offer workshops, and to have the ability to organise the classes well. Secondly, be prepared for various challenges, such as nervous or difficult students and the odd catastrophe that can occur during a class!"

"You also need to share everything you know without holding back. If you make your own jewellery and want to keep some of your techniques secret to avoid copying, it will be much more difficult to teach. I always advise people to start out humbly like I did - just teach a few friends at a time and only beginners at first to build your confidence."

Just knowing your subject is not enough - you need to be able to actually teach and get the information across. There is a very good City & Guilds teacher training qualification called PTLLS (Preparing to Teach in the Lifelong Learning Sector) that is offered by many colleges around the country. The courses are only about 30 hours long, so if you are serious about teaching, it is a qualification to consider. I'd also advise taking out insurance; Ian Wallace Insurance (www.craftinsurance.co.uk) offers a package for craft teachers." To see Sue's work, or for more details on her various workshops, visit www.sueheaser.com or call **01379 898479**.

CONTACTS BOOK

For more details of the PTLLS and other relevant City & Guilds courses near you, visit www.cityandguilds.com.



Go freelance!



Jill Alblas has been working as a freelance designer for over 20 years, with her first major commission being to design a children's art and craft kit for the toy industry, something that still remains a significant part of her business today.

She advises: "When thinking of becoming a freelance designer, the most important thing is to be realistic. Make an accurate list of what you need to earn each month. Next, plan how and if this can be achieved. Where will the work come from, will it be regular and how will you cope with quiet spells? Take into account that some of your working time won't be productive, it takes time to visit clients and keep on top of administration. Accurate records are essential as you'll be paid in gross and will have to allow for tax. Also keep in mind that you'll not have any paid holidays or sick pay. Launching yourself as a freelance designer isn't easy. It sounds exciting but actually demands a great deal of organisation and commitment."

"Building a strong client base takes a long time but it's very rewarding. Each client will work differently and require designs created specifically for their needs so flexibility and a broad range of skills are essential!"

MJ ADVICE

Be pro-active! Start by approaching companies offering your services and skills. A background in design helps, but is not essential.

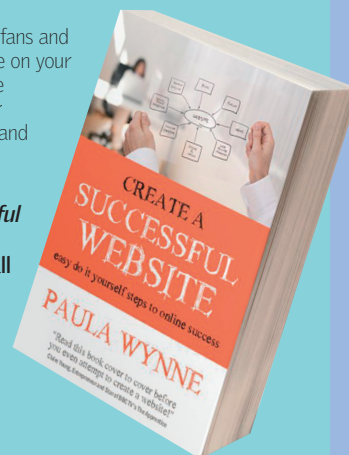


TIPS from the TOP

BESTSELLING AUTHOR OF *CREATE A SUCCESSFUL WEBSITE*, **PAULA WYNNE**, SHARES HER 'GOLDEN RULES' FOR CREATING A SUCCESSFUL JEWELLERY WEBSITE

- 1** Decide if you are going to start with a simple blog or possibly check out free websites and pay monthly sites as there are some fantastic resources available.
- 2** Research, brainstorm and plan your site to build your 'brand'. Keep it stylish and consistent across all pages, avoiding cheap clip art and flashy animation.
- 3** Map your navigation menu with relevant tabs, aiming to have all your jewellery featured as well as any other tips and hints your audience may find interesting.
- 4** Don't throw up a few pages and then forget about it. Good content adds value, so consider uploading articles, snippets and images of your work. Keep it new and fresh with constant updates, which Google loves.
- 5** Start building your platform of fans and followers with keywords. Decide on your primary keywords to use in On Page Optimisation and make sure all your pages have these words in the title and the page description.

Paula's book, *Create a Successful Website* (£15, Bookshaker), is available from Amazon and all good bookshops. To find out more about creating a website or using SEO, you may want to attend one of her workshops; visit www.pimpmysiteclub.com for more details.



Become an MJ DESIGNER!



IF YOU WOULD LIKE TO SEE YOUR DESIGNS IN YOUR FAVOURITE MAGAZINE, MAKE JEWELLERY'S DEPUTY EDITOR MELISSA HYLAND HAS SOME ESSENTIAL ADVICE...

- When first approaching MJ, send an email or letter addressed to the editor, outlining your skills, experience and how you see yourself fitting into the magazine.
- Always include good-quality and well-lit photographs of your work.
- Make sure any ideas are targeted and in keeping with the style of the magazine, although new and innovative designs are always welcome!
- Remember, a well thought out and well illustrated pitch will make you stand out!