

## &gt;&gt; Snapshot

**William Gallagher**

Writer

WGGB

**Can you tell us a bit about your career to date?**

I trained in computers and then wrote about them. Then I wrote about media and TV history. Along the way I wrote 16,000 Ceefax pages for the BBC. I've worked for the Radio Times and written episodes of the Dr Who radio dramas. I've written scripts for TV dramas including Casualty, East Enders and Crossroads, and stage plays including Innocence, which won the Swan Playwrights Award in 2008.

In addition to writing books on productivity for creative writers and blogging, I wrote The Beiderbecke Affair, an analysis of the TV series of the same name written by Alan Plater. I currently train on script and book writing, improving productivity, blogging, which includes working as a tutor at FEU Training.

**What do you like most about your work?**

I love the fact that the thing I think up becomes real and is taken up by other people. I love having the power to influence and communicate, whether it's to educate, inform or entertain. I enjoy any chance to reach out and meet other people. I find that the deeper you are able to go inside yourself the more deeply you can reach others.

**What are the biggest challenges of being a creative freelance?**

The biggest challenge has to be money. There are lots of work opportunities but creating consistency of earnings can be problematic. Being a creative freelance is certainly a challenging route. The great thing about FEU Training is that it makes learning about the business side of things accessible.

**Have you added new work/skills to your portfolio over time?**

Yes, radically. I was a writer and now I produce events, edit TV and radio and do public speaking and training. The funny thing is that it all indirectly feeds back into

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the writing, which somehow keeps everything expanding. You use the same muscles for editing as writing, and, in my mind, even if the task is auditory and visual, it feels like a writing task, because you are continuing to craft the finished piece, just as you would a written document.

**What is the biggest challenge of learning the skills that you need?**

Time. When I need to know something, I need to know it right now! Having to understand something related or potentially related to expanding my work portfolio is a great impetus to get me focused to learn.

**What FEU Training courses have you attended?**

I've attended Marketing for Freelancers, How to Drive Traffic to your Website and How to Run a Successful Social Media Campaign.

**What are the most important things that you've learned?**

I've learned so much. The marketing workshop helped me understand how to warm up a cold call, and how to take



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my work out to other people in ways I'd not previously considered.

The social media workshop was a real eye opener and changed my mind completely about how to do things. I was getting a lot right but the way the tutor clarified and explained the importance of making a campaign targeted and time limited really changed how I saw it. I now see myself as a creator instead of just being creative, which means you can work on your business as well as working in your business.

As I've implemented what I learned on the website course, I have seen improved levels of traffic to my website, particularly a quicker reaction to work I've put out on Twitter. I now use the forms and guidelines provided as my standard templates.

**What has encouraged you to attend FEU Training sessions?**

First and foremost it's the content of the courses that has drawn me. An unexpected and huge benefit has been working with other creatives such as musicians and actors and the shared knowledge and support that offers. I am still in touch with many of the people I have met. It's great to know you are not on your own, and can share ideas with like-minded people. I can honestly say it's a joy going to an FEU Training workshop.

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I have to say I am delighted I found the FEU. Investing in yourself is so important and this has been a great use of my time.

**Do you know any other organisation that offers business skills courses for creatives?**

Nothing like it.