

Persona Detail

PS160 - *Business*

2. When I offer my creative work:

- ✓ I charge much more than the cost of the materials and labour e.g. I cover my costs and make a profit

3. My creative work is:

- ✓ sold to the public e.g. at markets, online, retail, wholesale

4. My creative work is advertised or promoted:

- ✓ to establish and sell in the marketplace

5. I offer my creative things under:

- ✓ my name e.g. Simon Smith
- ✓ a registered trade mark or registered business name

6. The time I devote to my creative work is:

- ✓ more than my spare time and I've changed my job and family routine so that I can make my creative work
- ✓ a lot - I'm spending every possible moment making it successful

7. As part of my creative work, I keep records to:

- ✓ have them on hand if I need them one day
 - ✓ manage my finances and keep track of sales and expenses
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PS300 - *Unsure*

2. When I offer my creative work:

- ✓ I don't charge
- ✓ I never ask for money, but if someone offered a gift, I wouldn't say no
- ✓ I only charge for the cost of the materials
- ✓ I charge for the cost of the materials, plus a little extra to cover additional costs e.g. cover costs for petrol, electricity, tools etc.

3. My creative work is:

- ✓ sold to the public e.g. at markets, online, retail, wholesale

4. My creative work is advertised or promoted:

- ✓ not at all
- ✗ to share my talent with others

✗ to establish and sell in the marketplace

5. I offer my creative things under:

- ✓ I don't use a name for my work
- ✓ my name e.g. Simon Smith

6. The time I devote to my creative work is:

- ✓ occasionally - only when I have spare time
- ✓ when I can find time outside my full-time employment or responsibilities

7. As part of my creative work, I keep records to:

- ✓ I don't keep records
 - ✓ have them on hand if I need them one day
 - ✓ understand how much my activity costs me
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PS500 - *Hobby*

2. When I offer my creative work:

- ✓ I don't charge
- ✓ I never ask for money, but if someone offered a gift, I wouldn't say no
- ✓ I only charge for the cost of the materials
- ✓ I charge for the cost of the materials, plus a little extra to cover additional costs e.g. cover costs for petrol, electricity, tools etc.

3. My creative work is:

- ✓ not for sale yet
- ✓ sold to people I know personally e.g. friends, family
- ✗ sold to the public e.g. at markets, online, retail, wholesale

4. My creative work is advertised or promoted:

- ✓ not at all
- ✗ to share my talent with others
- ✗ to establish and sell in the marketplace

5. I offer my creative things under:

- ✓ I don't use a name for my work
- ✓ my name e.g. Simon Smith

6. The time I devote to my creative work is:

- ✓ occasionally - only when I have spare time
- ✓ when I can find time outside my full-time employment or responsibilities

7. As part of my creative work, I keep records to:

- ✓ I don't keep records
- ✓ have them on hand if I need them one day

✓ understand how much my activity costs me
