

THE NEW CATAPULT COURSE

Cohort 5 timetable*

WELCOME

WELCOME CALL

Optional

Wednesday 29th January 2025

5 - 6pm (GMT)

WEEK 1

MODULE 1

Defining expertise (Focused)
Monetisable skills (Generalist)

Wednesday 5th February 2025

5 - 6pm (GMT)

WEEK 2

MODULE 2

Value propositions and pitching

Wednesday 12th February 2025

5 - 6pm (GMT)

HALF-TERM BREAK (1 WEEK)

WEEK 3

MODULE 3

Branding yourself

Wednesday 26th February 2025

5 - 6pm (GMT)

WEEK 4

MODULE 4

Using LinkedIn to grow your
network

Wednesday 5th March 2025

5 - 6pm (GMT)

WEEK 5

MODULE 5

Crafting a compelling website

Wednesday 12th March 2025

5 - 6pm (GMT)

WEEK 6

MODULE 6

Setting up and strengthening
your marketing

Wednesday 19th March 2025

5 - 6pm (GMT)

WEEK 7

MODULE 7

Building and reinforcing your
business structure

Wednesday 26th March 2025

5 - 6pm (GMT)

WEEK 8

MODULE 8

Building sales processes (Focused)
Landing paid work (Generalist)

Wednesday 2nd April 2024

5 - 6pm (GMT)