

# THE NEW CATAPULT COURSE

Cohort 3 timetable\*

WELCOME

## WELCOME CALL

Optional

Wednesday 8th May 2024

5 - 6pm (BST)

WEEK 1

## MODULE 1

Defining expertise (Focused)  
Monetisable skills (Generalist)

Wednesday 15th May 2024

5 - 6pm (BST)

WEEK 2

## MODULE 2

Value propositions and pitching

Wednesday 22nd May 2024

5 - 6pm (BST)

HALF-TERM BREAK (1 WEEK)

WEEK 3

## MODULE 3

Branding yourself

Wednesday 5th June 2024

5 - 6pm (BST)

WEEK 4

## MODULE 4

Using LinkedIn to grow your  
network

Wednesday 12th June 2024

5 - 6pm (BST)

WEEK 5

## MODULE 5

Crafting a compelling website

Wednesday 19th June 2024

5 - 6pm (BST)

WEEK 6

## MODULE 6

Setting up and strengthening  
your marketing

Wednesday 26th June 2024

5 - 6pm (BST)

WEEK 7

## MODULE 7

Building and reinforcing your  
business structure

Wednesday 3rd July 2024

5 - 6pm (BST)

WEEK 8

## MODULE 8

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

Wednesday 10th July 2024

5 - 6pm (BST)