

Jamie Panton - Transcript

Cool OK, so my name is Jamie. I graduated University in 2014 and I make videos for a living. Yeah, I set up my business while I was in University and started freelancing. Then when I graduated full time.

OK, yes, I've been on quite a journey since I started this business. I kind of started it working, mainly doing corporate videos and working for tech companies and then also teaching and running filmmaking workshops and then a couple of years ago I started moving more into music so covering festival shooting music videos. And choosing documentaries on up and coming artists. And that's kind of more where I've kind of segue'd my business now, is it mostly music, but I've kept some corporate work and then teaching work on the side.

Yeah, I mean, the kind of like journey that I've been on is that I started freelancing when I was a student, so that when I graduated I had a small cluster of clients and I could then just go and go straight into doing this full time and that that wasn't easy. The first year was really tough, it was.

Yeah, hand to mouth. Is that the right expression? It was, you know, just making just enough to survive, but it was, you know, just working on it and hustling and working at it and hustling some more. I eventually got, like I eventually got a job working in house for a company for 12 months. So that was a tech start-up. And what I did then was I kept freelancing on top of that evenings weekends I just kept it up and then, yeah, I was lucky enough to kind of build that then. So it was sustainable. And it worked. And when there wasn't enough work from one client, I get more from another client or I meet this person through this client.

OK, so if I was going to give some top tips for students who want to kind of set up a business or become entrepreneurial or you know, follow through with their degree and actually yeah, turn that into a career. The first thing I would say is while you're still a student, get as much work experience as you can, possibly.

Even if it means losing a lot of sleep, it's you've got this time in University, which is absolutely invaluable. And you do have a lot on. Obviously you've got your dissertation. You've got your major projects. The last thing you want to do is add to that load, but the people that are successful at this, the people start hustling when they're in University. If you don't, you're going to come out with new clients, and you're going to get the hard way and maybe get a part time job or full-time job and then try and build your business on top of that. That's a lot harder than trying to build it on top of studying for your degree.

Also you wanna be diverse but you also want to be niche in what you're offering? So when I say you want to be diverse, give you an example. So when I started out, I never envisioned myself running filmmaking workshops or or teaching and it's funny to think now looking back that I thought was that something I can do and I was a little bit nervous about it.

Yeah, that's me meet each really, but you know that was that became a big source of income for me and my business alongside do my music videos on my corporate work was teaching and running filmmaking workshops. I actually found quite a passion for is a lot of fun, but at the time it wasn't something that I thought. That would be a fit for me, but I realized you know that if I was going to take this business forward, having as much clients and having as much kind of different types of work was really important. So don't think I just wanted to do this one specific thing with whatever it is that you're offering, whether that's if you're a painter, graphic designer. Try and think outside the

box and even do stuff like teaching as well. You learn stuff through teaching that you might not have learned otherwise.

What I say is all it is. It is important to be niche as well as diverse. You need to develop something and offer something that other people don't. That's why people are going to buy into your services or buy into business or your ideas is because there's something unique that you offer developed a style or several styles that are yours. There's there's really important because you want to get to the point where people aren't just hiring you because.

I know it sounds somewhat big headed, but now you know people aren't hiring me because they just want a music video. A lot of the commissions I get now are because they want a Jamie Panton music video as big headed and ego as that sounds. So you want to create a strong brand identity and strong kind of element or what your work is and that work is yours is something that only you can offer. So developing that style is also incredibly important.