

FREELANCE
FORUMPO Box 250024
Atlanta, GA 30325
www.freelanceforum.org

Annual Membership Dues:

Individual - \$85
Couples/Partners - \$150
Student - \$60

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SUBMIT IT!

All members are welcome to submit announcements, news items, articles, artwork and ideas to the *Folio*. ALL material is subject to edit and approval by the *Folio* staff.

All submissions need to be in by April 7, unless pre-arranged.

Please send to BOTH
honeyrubin@tobeablessing.com
AND
soozy@soozy.com.

THURSDAY, APRIL 2 MEETING

Freelancers! Unlock Your Rubber Room!



WITH PERRY BINDER, J.D., professor and author of *Unlocking Your Rubber Room . . . 44 Off-the-Wall Lessons to Lighten and Transform Everyday Life*

RUBBER ROOM (noun): A confining mindset where thoughts and possibilities bounce aimlessly.

Join Perry, who is formerly an attorney and who freelanced full-time for two years, as he reveals new ways to network for business and how to re-energize for your future. The road map to getting there includes laughing, thinking and acting. Are you a "structure" person, or can you self-motivate at any given time? Find out on April 2, and have fun in the process.

Unlocking Your Rubber Room will be available at the discounted price of \$10.00 (checks accepted; no credit cards). Perry will be available to sign your copy.

WHEN: April 2, 6:15-8:30 p.m.

WHERE: The Portfolio Center

ADDRESS: 125 Bennett Street NW, Atlanta, GA 30309

ADMISSION: FREE for Members/Guests \$15 (check or cash only, please)

See page 2 for directions to Portfolio Center
and information on First Thursdays . . . great pre-meeting art exhibits and edibles!

March Meeting Recap

Effective Online Publications Instantly!

BY JULIE ZIER

Through copy and design, an online publication must instantly make the reader comfortable and convey an

understanding of what the reader wants. If either of those two elements fails, *click*—the reader moves on.

At the Freelance Forum's March meeting, publication specialist **Robin Sherman** presented creative techniques for organizing and communicating a company's mission clearly in the noisy digital realm.

Robin, a 25-year veteran of journalism, has advised more than 50 publications on editorial content, layout and design. He is currently

the associate director and newsletter editor for the Atlanta chapter of American Society of Business Publication Editors (ASBPE),

which he helped found. Robin is an independent editorial and design consultant.

Robin is an artesian well of insight and wisdom—he brought hours of material. Some of the highlights:

- Know your target audience. First do detailed, in-depth research. Thoroughly analyze the needs, hopes, challenges, habits and characteristics that are specific to this group. A lack of clarity can be costly in the long run.

See **Recap** on page 2



Jan Stittleburg

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Recap continued from page 1

- When the research is complete, create a mind map of your publication: http://en.wikipedia.org/wiki/Mind_map. A mind map is a diagram used to represent words, ideas, tasks, or other items linked to and arranged radially around a central key word or idea.
- Structuring relevant material into categories and creating a flowing layout that is easy to navigate is called information architecture.
- To keep a visitor engaged on your website or a reader engaged in your publication, content should be compartmentalized and concise, or “chunked.” Design should be functional and uncomplicated.
- With a basic blueprint established, start refining. Your core audience may have sub-groups that follow another angle of the same topic (e.g., for a magazine about organic foods, your readership could include grocery chains, mom-and-pop organic grocery stores, consumers, farmers, environmental groups and botanists). The publication’s information architecture would chunk its stories by demographic and design pages that allow each group to find their section quickly.
- To achieve conceptual flow, conduct cross-disciplinary education (e.g., writers and designers must understand

each other’s purpose). Then the publication’s information architecture will maintain consistency through a system of checks and balances.

- Online or in print, readable content still answers to the basic principles of journalism. Who, what, where, when, why and how are still the questions that should be answered in the first couple of paragraphs. People don’t have the time or inclination to read an entire article, so the headline is critical. Often, readers only scan the headline, losing interest if it is boring or uninformative.

Attracting readers to your publication and keeping them engaged is a critical challenge. Grab your reader quickly or lose him forever.



Robin warms up the crowd with a Balinese energy chant.

Jan Stittsburg

First Thursdays on Bennett Street: 5:30–7:30 pm

As the weather warms up, most of the galleries on Bennett Street are staying open on the first Thursday and will have light hors d'oeuvres, wine and other delights, 5:30–7:30 pm. Score a good parking spot and enjoy feeding your own creative side—a great way to unwind. Many galleries change their shows every month or two, so come often.



DIRECTIONS TO PORTFOLIO CENTER

The Portfolio Center is in Buckhead.

Going south on Peachtree, two miles south of where Roswell Rd. joins Peachtree Rd., pass Office Depot and Willie's Burrito; in two blocks see Vita Restaurant on the right and turn right onto Bennett.

If going north on Peachtree, two blocks past Piedmont Hospital see the Fresh Market and then see Vita Restaurant on the left.

Turn left onto Bennett. Go straight, just past TULA.

See <http://www.portfoliocenter.com/about/contact/directions/> for other directions.

GO TO THE SOURCE

Just click on **Find a Freelancer** at freelanceforum.org to instantly connect with Atlanta's best creative talent.

www.freelanceforum.org

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Who Pays the Piper?

BY DAVID KNOPE

I am thankful that Freelance Forum has a program about taxes every year. Tax time always brings mixed feelings for me as a freelancer. For 19 years in the corporate world, my pay was steady and predictable and came neatly summarized on a W-2 at tax time. Back then seems so simple compared with doing my own taxes now as an entrepreneur.

These days I do the accounting, far from my favorite subject. It can get quite interesting depending on the client and in what capacity I worked with them. It takes a while to figure out the rules when you freelance. I get a few 1099s, a couple of W-2s, and the

rest don't have to report what they paid me at all.

I used to think this was all very complicated. Then my son started applying for college money. Once again, a good CPA is as indispensable to me as my writing is to an engineer; we both break down complicated language into easily read material.

Freelance Forum will have at least one program on finances and tax accounting for freelancers before the year is over. We always do because we always need it.



M E M B E R N E W S

▶ A 9-week Law of Attraction series at Atlanta Unity in Norcross begins April 19. For information on this series go to www.tinyurl.com/LOA-with-Honey. For dates and locations of other metaphysical classes taught by **Honey Judith Rubin**, email honeyrubin@mindspring.com.

▶ **So Who Needs a Writer Anymore?** That provocative question was the title of an article by the six writers of Copyopolis (www.copyopolis.com) for the January/February 2009 issue of *Oz Magazine*. The issue also served as the official program for this year's Atlanta Addys Awards.

Peter Bowerman, Kathy Couch, Georgia Dzurica, Paul Glickstein, Steve Knapp and **Barbara Wilkes** submitted the article under the Copyopolis brand—their collaborative marketing

venture launched in 2004. The four-page feature addressed six key components of commercial writing. And all six writers agreed on the answer: Plenty of clients still need writers!

Read the soon-to-be-posted full article on www.ozonline.tv.

▶ *Folio* proofreader, **Susan Drake**, has been asked to edit a collection of short stories tentatively titled *Undeserved*. Author Steven A. Patton chronicles the African-American experience in both urban and rural settings.

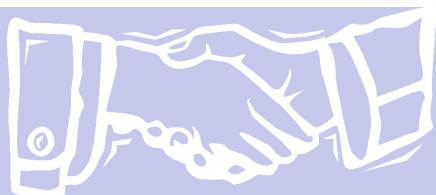
In 2008, author Rubilyn Wells engaged Susan to edit her inspiring story of healing from cancer, *Love in a Dark Corner*.

Court Hears Appeal in Freelancers Case

The Supreme Court will consider reviving the \$18 million settlement of a dispute involving payment to freelance writers for online use of their work.

The proposed settlement covers freelancers who registered copyrights to their work and those who didn't. The case largely applied to articles, photographs and illustrations that were produced 15 or more years ago, before freelance contracts provided for the material's electronic use.

See tinyurl.com/appeal-18m.



WELCOME, NEW MEMBERS!

Paul Adams, public relations
John Grapek, strategic marketing

THE FOLIO WANTS YOU!

Folio editors Soozy & Honey can REALLY use some help with producing the *Folio* when workload or family emergencies have captured our time. Please let us know if you can help, even periodically.

PUT THE SOURCEBOOK TO WORK FOR YOU!

The 2008–2009 edition of the Freelance Forum Sourcebook makes an excellent leave-behind for clients and prospects—just highlight your listing (or ad). If you need a few extra copies, contact **Jan Stittleburg** at 770-931-8170 or photofx@bellsouth.net.



We cannot control the economic winds, but we can ...

ADJUST OUR SAILS

Do you find yourself in economically choppy waters, trying to reach calmer seas? How do you keep a good flow of business, a positive mental attitude, and attract great clients? We will share workable ideas in the *Folio*.

WELCOME TO THE WORLD OF SOCIAL MARKETING!

BY GUY KAWASAKI
(taken from ATL Seekers listserv email)

LinkedIn now covers over 12 million users in 147 industries and the Freelance Forum of Atlanta has joined as a group. If you are currently a member of Freelance Forum (and listed on www.freelanceforum.org), you are welcome to join our LinkedIn group. To help everyone get involved, here is a list of things to consider while using LinkedIn:

1. Increase your visibility.

By adding connections, you increase the likelihood that people will see your profile first when they're searching for someone to hire or do business with. In addition to appearing at the top of search results, people would much rather work with people who their friends know and trust.

2. Improve your connectability.

You should fill out your profile like it's an executive bio, so include past companies, education, affiliations, and activities.

You can also include a link to your profile as part of an email signature. The added benefit is that the link enables people to see all your credentials, which would be awkward if not downright strange, as an attachment.

3. Improve your Google PageRank.

LinkedIn allows you to make your profile information available for search engines to index. Since LinkedIn profiles receive a fairly high PageRank in Google, this is a good way to influence what people see when they search for you.

To do this, create a public profile and select "Full View." Also, instead of using the default URL, customize your public profile's URL to be your actual name. To strengthen the visibility of this page in search engines, use this link in various places on the web. For example, when you comment in a blog, include a link to your profile in your signature.

4. Enhance your search engine results.

In addition to your name, you can also promote your blog or website to search

engines like Google and Yahoo! Your LinkedIn profile allows you to publicize websites. There are a few pre-selected categories like "My Website," "My Company," etc.

If you select "Other" you can modify the name of the link. If you're linking to your personal blog, include your name or descriptive terms in the link, and, voila— instant search-engine optimization for your site. To make this work, be sure your public profile setting is set to "Full View."

There's more! Read the full article on <http://tinyurl.com/kawasaki-blog>.

FREELANCE FORUM BOARD MEETING MINUTES FEBRUARY 11, 2009

Sponsorship packages: The board discussed sponsorship rates and materials. **Jerry Silvestrini** will get the current package for the next meeting to see what needs to be updated.

Treasury: Our financial status is still solid with a good number of guests and renewing members.

Membership: Discussed the membership application process and how information is and should be shared among all who need to know including the treasurer, membership chair, web group, LinkedIn coordinator, etc. Automation or some electronic means was discussed.

Programs: We will offer our speakers a link on our website for one year after their presentation to the group. **David Knope** proposed we consider running a judged contest for work produced by freelancers. He will ask for volunteers at the next meeting and in the *Folio*.

Next board meeting: Wednesday, April 8 at 11:30 am at Olde Mill Steakhouse on Savoy Road, the access road by the Chamblee Dunwoody–285 exit. All members are welcome to attend.