

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

## Annual Membership Dues:

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

## 2009 EXECUTIVE BOARD

## PRESIDENT

David Knope  
404-435-8475  
knope@mindspring.com

## VICE PRESIDENT

David Batley  
404-314-6359  
dbphotodesign@comcast.net

## SECRETARY

Kellie Frissell  
770-474-1953  
Kellie@kfdp.com

## TREASURER

Stan Schnitzer  
404-851-1804  
stan@theschnitz.com

## MEMBER-AT-LARGE

Jan Stittleburg  
770-931-8170  
jan@jsphotofx.com

## PAST PRESIDENT

Jerry Silvestrini  
678-380-1012  
kingcool@bellsouth.net

## 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 May 12, unless pre-arranged.**

Please send to BOTH  
[honeyrubin@tobeablessing.com](mailto:honeyrubin@tobeablessing.com)  
AND  
[soozy@soozy.com](mailto:soozy@soozy.com).

## THURSDAY, MAY 7 MEETING

Social Media:  
You Can Do It!

MITCH LEFF, LEFF &amp; ASSOCIATES

**Mitch Leff**, president of Leff & Associates, an Atlanta-based public relations agency, will provide an overview of social media. What is social media, why is it important, and how can you make it work for your business? We'll discuss the latest applications and trends in social media, with an overview of the top applications and a detailed discussion of selected services.

**WHEN:** May 7, 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 4 for directions to Portfolio Center and information on First Thursdays on Bennett Street—great pre-meeting art exhibits and edibles!**

## April Meeting Recap

Unlocking Your Rubber Room  
with Perry Binder

*Perry Binder is the author of* *Unlocking Your Rubber Room: 44 Off-the-Wall Lessons to Lighten and Transform Everyday Life.*

*Compiled from the notes of Maggie Buerger and Betsy Rhame-Minor*

**Perry Binder** started his career as a litigation attorney. After a few years, he took on freelance jobs and then became a teacher of business law at Georgia State University. He is also a motivational keynote speaker who frequently appears in the media, including *USA Today*, the *Associated Press*, *The New York Times*, *The Atlanta Journal-Constitution*, and *ESPN Classics*.

Essentially, your rubber room describes a "confining mindset," according to Perry. His book's 44 lessons take a light-hearted approach to help the reader solve personal and professional problems. The book inspires the reader to be adventurous, take risks, and learn new things about him/herself.

Perry's talk was divided into five topics: fun, creative thought, work style, motivation and



Jan Stittleburg

Perry's presentation took a light-hearted approach.

action, and the 21st century freelancer.

- Use LinkedIn for professional connections and Facebook for personal stuff. Google's crawlers love LinkedIn. On our LinkedIn group, The Freelance Forum, post questions to the group and reply to other people's queries.

See **Recap** on page 2

# folio

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## COMMITTEE CONTACTS

### COMMUNICATIONS

Soozy G. Miller  
770-693-7059  
soozy@soozy.com  
Honey Judith Rubin  
770-951-0304  
honeyrubin@tobeablessing.com

### MEMBERSHIP

Claudia Arkush  
678-366-1857  
CAgraphicdesign@comcast.net

### NEWSLETTER

Soozy G. Miller  
770-693-7059  
soozy@soozy.com  
Honey Judith Rubin  
770-951-0304  
honeyrubin@tobeablessing.com

### PROGRAMS

Ray Pelosi  
404-373-1956  
raypelosi@yahoo.com

### REFRESHMENTS

Lois Graham  
770-939-8948  
lois@grahamgraphics.com

### SOURCEBOOK

Laura Heck  
770-814-8984  
Laura@heckdesigngroup.com

### SPONSORSHIP

Bill Burns  
404-210-6070  
burnsll@aol.com

### WEB

Steve Knapp  
770-434-2352  
steve@knappcommunications.com  
Jack Massa  
770-621-0526  
jack@guideance.com

## Recap continued from page 1



Jan Stittleburg

- Put your key words in the heading and buzz words on the homepage of your website. Google doesn't pick up words in your jpeg banner.
- Buy Pay Per Click (PPC) ads at two cents per click. For Google ads and brand



## MEMBER NEWS

▶ The March/April issue of Oz magazine features three of our members! **Bobby**

**Hickman** wrote the main article, "Making More out of Less," which deals with how the creative industry is adjusting to economic bad times. **Steve Marshall** contributed "Lessons from Detroit and Do." And **Jon Lee Andersen**, a regular Oz columnist, wrote "Characters, Agencies and \$\$\$\$."

▶ **Jan Stittleburg** will be teaching Tai Chi and Qi Gong at Aerobics, Yoga and More (AYM) in Lilburn starting in May. There will be introduction classes on Saturday, May 2, at 10:40 am and Tuesday, May 5, at 6:30 pm. For more details, contact Jan at 770-931-8170, AYM at 678-749-7777, or visit [www.aymfitness.com](http://www.aymfitness.com).

▶ **Robert Roth** just published *The Writer's Guide to Annual Reports* that provides a step-by-step approach to the annual report process—from discovery through final approved copy. The 155-page book is available on [Amazon.com](http://Amazon.com) and [www.annualreportsolutions.com](http://www.annualreportsolutions.com).

▶ The "Money, and the Law of Attraction" spring series Meet-up continues at Atlanta Unity until June 14. For more information, contact **Honey Judith Rubin** at [honeyrubin@mindspring.com](mailto:honeyrubin@mindspring.com) or see [tinyurl.com/LOA-with-Honey](http://tinyurl.com/LOA-with-Honey).

protection, Perry buys both correct and incorrect spellings of words. This ensures visitors to his pages.

- For more about SEO (search engine optimization), see Danny Sullivan, the guru of SEO. Blog: [SearchEngineLand.com](http://SearchEngineLand.com), website: [SearchEngineWatch.com](http://SearchEngineWatch.com).
- Having trouble meeting deadlines? Perry recommends making lists. Since the easy things get clicked off first, use the spinner from a Twister game and assign a corresponding color to each difficult task on your list. Then spin to see which difficult task you have to complete each day.
- Focus on what gets you excited about your job.
- Use education, preparation, and motivation to face your weaknesses. Revel in your strengths.
- In deal-making, make the other side feel like a hero.

## OTHER NEWS:

▶ Atlanta Press Club cross-promotions: The APC is announcing Freelance Forum events to their mailing list and vice versa.

▶ **Kellie Frissell** and **David Knope** will speak at the Art Institute of Atlanta this month about freelancing as a career option.

▶ The Freelancer's Union allows freelancers to get benefits such as health insurance at group rates. In NY State, they have started their own insurance company to insure members. See [www.freelancersunion.org](http://www.freelancersunion.org).

▶ The LinkedIn group for The Freelance Forum has 36 members already. Are you listed?

▶ Using Twitter, LinkedIn or Facebook to grow your business? Social media is changing the rules of marketing for freelancers. Learn how to reap the benefits while avoiding the pitfalls at [www.socialmediasummit09.com/pb](http://www.socialmediasummit09.com/pb). Register by May 14 for a 40% discount.

## GO TO THE SOURCE

Just click on **Find a Freelancer** at [freelanceforum.org](http://freelanceforum.org) to instantly connect with Atlanta's best creative talent.

[www.freelanceforum.org](http://www.freelanceforum.org)

**WELCOME, NEW MEMBERS!**  
**Judy Bozarth**, writer/editor  
**Christy Dennis**, consulting  
**Jenifer Shockley**, editor/proofreader

## FOLIO VOLUNTEERS

### CO-EDITORS

Honey Judith Rubin  
Soozy G. Miller

### DESIGN

Janie Morgan

### PHOTOGRAPHY

Jan Stittleburg

### CONTRIBUTORS

Claudia Arkush  
Maggie Buerger  
Susan Drake  
David Knope  
Soozy G. Miller  
Betsy Rhame-Minor  
Honey Judith Rubin

## DIGITAL DISTRIBUTION

Steven Knapp  
Jack Massa

## FREELANCE FORUM LOGO DESIGN

Charissa Schultz

## SUPPORT OUR SPONSOR

**ZENITH**  
DESIGN GROUP

# PRESIDENT'S CORNER

## Learning How to Freelance

BY DAVID KNOPE

**W**ho introduced you to freelancing? For me, it was my uncle. During my teenage years, he hired me for small summer construction projects. If he didn't know how to do something, he'd get a book from the library and figure it out. I didn't realize it at the time, but watching him taught me a lot about freelancing—both the good parts and the frustrating parts.

The financial aspect of his work was interesting. His bookkeeping was mostly in his head or on scraps of wood or paper. He only billed customers when he had bills to pay. Handling money seemed a nuisance.

Insurance was something he figured he didn't need. Later in life, when he had serious medical issues, the family rallied around and discovered that he had done so much unbilled work on his doctor's house,

both sides just called it even. So I learned about taking big risks in life and the importance of protecting your assets.

The line between work and life was blurry for him. His work was his life and vice versa. On days when there was no paying work, we'd work on an old bulldozer, trying to get it to run.

We are a nation built on free enterprise; yet it seems sometimes that today's independent contractors must also deal with the issues of insurance and medical care, the complexity of tax codes, and feeling that every waking moment must be billable. I'd love to hear where you got your first impression of this crazy lifestyle.



## FREELANCE FORUM BOARD MEETING MINUTES, 3/11/09

All members were present. February minutes and treasurer's report were approved.

**Steve Knapp** is setting us up with a new hosting company. We paid our 1Q fees for our current host.

**Membership:** Lapsed memberships that have a hardship reason will now be handled on a case-by-case basis: Discussed options such as deferring payment or changing pricing structures.

**Marketing:** Discussed social networking/media sites: Having a presence on every major social networking site seems to be too much to keep up but social networking on our own site may be possible. **David Knope** will check with Steve Knapp.

**Programs:** We would like to stay booked at least two meetings ahead so we can keep the membership and public better informed and engaged.

**Contest:** Need to make sure running a contest for a fee would not affect our non-profit status. David will check with **Jon Anderson** and continue to pursue the idea.

**Sponsor packages:** **Jerry Silvestrini** will update the sponsor package materials with an easily-updateable sheet showing photos and numbers of board members.

**Next board meeting:** Wednesday, May 13,

6:30 pm at Olde Mill Steakhouse on Savoy Road, the access road by the Chamblee Dunwoody-285 exit. All members are welcome to attend and we each pay for our own dinner.

## VOLUNTEER OPPORTUNITIES:

**CONTEST:** A good way to show off work by our members, but we need volunteers to make it happen—particularly members who've worked on or organized awards competitions in the past. Contact **David Knope** at [knope@mindspring.com](mailto:knope@mindspring.com) or 404-435-8475.

**NEW SOURCEBOOK:** **Laura Heck** is planning the next edition of our print-based member directory and welcomes all help. Contact her at [Laura@heckdesigngroup.com](mailto:Laura@heckdesigngroup.com) or 770-814-8984.

## FYI from the IRS

Want to know how the IRS decides if you're an employee or an independent contractor? See [tinyurl.com/contractor-test](http://tinyurl.com/contractor-test).

**Estimated taxes:** If no one is withholding taxes from the money you earn, the IRS expects you to make quarterly estimated payments, which can also make April 15 less painful. Check it out at [www.irs.gov](http://www.irs.gov).

## 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](mailto: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*.

## WARM UP TO COLD CALLING

Information was taken from Graphic Designers Professional Group's LinkedIn discussion.

**Claudia Arkush** posted the question.

**M**any of us dread making cold calls. We try to pitch our services to potential clients, only to leave a voice mail or be asked to send information. Then we never hear from the prospect.

Freelancers weighed in on the question of cold calling, its effectiveness, and what (if anything) works better. Overall, respondents agreed that it's all a numbers game: There's a correlation between the number of calls you make, the response, and projects you get asked to do.

One respondent wrote, "For designers, 100 cold calls will result in roughly five invitations for a presentation. Of those, one to two will result in a gig."

**Peter Bowerman** (See *The Well-Fed Writer: Financial Self-Sufficiency as a Freelance Writer in Six Months or Less*) recommends making 50 calls a day while you're trying to bring in new clients. "With that much momentum," he says, "progress is inevitable."

Here are some tips to make cold calling work more efficiently for you:

- **Brush up on your sales skills.** Read books. Attend workshops. Then start your cold calling campaign. One respondent said after fine-tuning her sales skills, nearly all of her new business resulted from the cold calls she made.
- **Get organized.** Divide the task into a five-step process: a) Organize your list of contacts in a spreadsheet; b) Send a postcard to each contact; c) Call each prospect the week after they receive your postcard; d) Send a follow up email; and e) Update your spreadsheet with the result of each contact.
- **Warm up the calls.** Call someone who already knows about you or your company. Or do the reverse: Mail your contact something first and then follow-up with a phone call.
- **Do your research.** Read through a company's web site and publications for

areas that might need improvement. Find the person in charge, call them, and share your ideas for making their material better. By showing them you already have solutions, they'll know you're serious and that you want their business. One designer wrote, "If you do a good job of selecting qualified prospects and do your homework, you'll be in much better shape."

- **Seek referrals.** If the person you called doesn't have work for you, does she know someone who might? Seek out potential clients that appear well connected. They may know others who could use your services.
- **Use a variety of techniques.** Still, some say referrals and networking can produce better results. A combination of all three plus other innovative marketing ideas may work for your business.

All of this, promised one respondent, will get you "an understanding of your market and the data to back it up" and the new clients you've been seeking.

## DIRECTIONS TO PORTFOLIO CENTER

The Portfolio Center is on Bennett Street 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 St.

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 St. Go straight, just past TULA.

Go up 75N to the Northside Dr. exit, go east, turn right onto Collier Rd., take it to Peachtree, turn left, go down the hill and to the left on Bennett St.

See [www.portfoliocenter.com/about/contact/directions/](http://www.portfoliocenter.com/about/contact/directions/) for other directions.

## FIRST THURSDAYS: 5:30-7:30 PM

Most of the Bennett Street galleries are staying open late on the first Thursday of the month, 5:30-7:30 pm. Arrive early for the meeting, score a good parking spot, and enjoy light hors d'oeuvres, wine and other delights!