



FREELANCE FORUM

PO Box 250024
Atlanta, GA 30325
www.freelanceforum.org

Annual Membership Dues:

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

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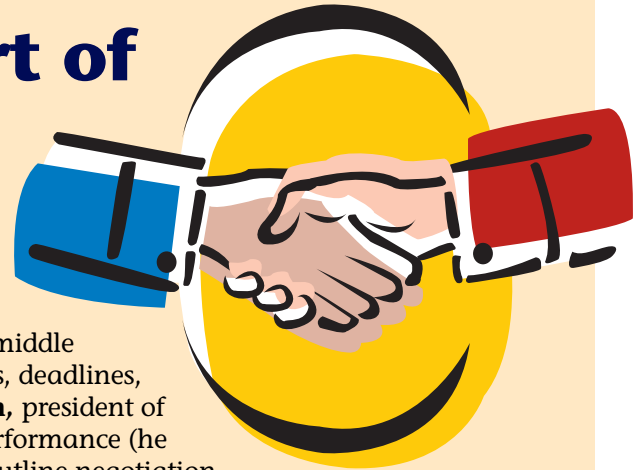
E-NEWS FOR
MEMBERS & FRIENDS of
THE FREELANCE FORUM
APRIL 2007

THURSDAY, APRIL 5TH MEETING

Acquire the Art of Negotiation

BY POLLY WADE

Schools seldom offer a class in negotiation. Yet every day, freelancers face situations requiring that skill—with clients, prospects and vendors. Learn how to move two opposing sides to agreeable middle ground on such critical topics as estimates, deadlines, payment issues and more. **Bill Hickman**, president of The Gyst Group, joins us for an encore performance (he spoke on this topic in 2002), where he'll outline negotiation strategies and tips to help you build relationships while reconciling differing business viewpoints. If resolving conflict is your stumbling block, this program is for you.



WHEN: April 5, 6:15–8:30 pm

WHERE: The Creative Circus

ADDRESS: 812 Lambert Drive (near the I-85 Monroe Drive exit)

ADMISSION: FREE for Members/Guests \$15

SEE LAST PAGE FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS

March Meeting Recap

BY CHRISTIN WHITTINGTON

At the March 1 Freelance Forum meeting, member and long-time copywriter **Robert Roth** led the audience through a concept in brand strategy he calls “Branding from the Outside In.” It’s essentially building the brand from the customer’s perspective, not the company’s. And any freelancer who can help the client get in touch with that customer perspective is helping to build a strong brand.

Roth’s PowerPoint presentation was loaded with examples of companies that don’t get it (HeadOn®—apply directly to forehead—don’t ask why). And companies that do—that understand it’s not about bombarding the customer with one-way messages, but about creating a dialogue.

“That’s what ‘outside-in’ branding is all about—recognizing and understanding that the customer experience is what shapes a brand the most,” Roth said. “Consumers are talking about their brand experiences—on feedback sites, blogs, message boards, viral

emails, water-cooler chat, and other peer-to-peer conversations. These networked conversations are powerful.”

As a freelancer, what can you do to help enlighten your client? Roth suggested some ways to become a reflection of the people who use your client’s products or services:

- Do some Web research and look at search engine rankings
- Become a “Mystery Shopper” and take notes at store outlets
- Write a white paper synopsis of what bloggers are saying
- Create an online survey [Survey Monkey is just \$19.95/month]

You can find Robert Roth’s blog, “Making Sense: e-Digest of Brand Thinking,” at www.makingsensedigest.blogspot.com.

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

WELCOME, NEW MEMBERS

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Phuong Nguyen, graphic designer

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MARCH REMEMBER NEW MEMBERS' LUNCH

The new members' lunch for March will be on Thursday, March 29, 11:30 am to 1:00 pm at The American Cafe in Phipps Plaza.

Contact Membership Committee chair

Ray Pelosi at

404-373-1956 or

raypelosi@yahoo.com

for more information.

Don't Miss Your Chance to Win!

BY IRENE PIERCE HATCHETT

Help us promote the Freelance Forum (and grow your business) and you could win a valuable gift card!

The Marketing Committee is working on the Freelance Forum website—making it speak more clearly to marketing/creative buyers. Part of that process is increasing our credibility by showing that our members have done impressive work with lots of different companies.

Provide any of the following, and you'll be entered into a drawing to win a gift card from Home Depot, Lowe's, Barnes & Noble or Target—your choice. (As of press time, we know we'll have at least one card to give away, and perhaps more.)

1. A **list of clients** you've worked with as a freelancer. We don't need any details, just the name of the company. This will allow us to include a client list on the site to show the breadth of our membership's clientele. (No members' names will be included with the list.)
2. A **testimonial** provided by one of your clients. What would be especially helpful is mention of your ability to pull together a team of Freelance Forum folks to solve your client's problem. If you've worked on a project where that's the case but have no testimonial, the marketing committee can write a testimonial for your client's approval. Just let us know.

3. We're also looking for **case studies**—client success stories that show a client challenge, the solution you or your team provided and the results of the project. Again, if you can provide the information, the marketing committee can write this up.

Send your info to committee chair **Irene Hatchett** at Irene@impactcopywriting.com by **April 15** and please indicate it's for the Freelance Forum in the subject line.

We'll draw the winners at the May meeting—you *don't* need to be present to win. Thanks very much!

Freelance Forum Sponsors Three Atlanta Marketing Groups

BY PAUL GLICKSTEIN

Now we're in the big leagues! In our efforts to develop a higher profile in the market—and attract more creative buyers to our membership—the Freelance Forum is now an organizational sponsor of the Business Marketing Association–Atlanta Chapter (BMA), AMA (American Marketing Association) Atlanta and the Atlanta Ad Club (formerly Creativity Atlanta). These promising new alliances are the result of recommendations made by the Presentation Committee, a subcommittee formed under the direction of the Marketing Committee and its chair, **Irene Pierce Hatchett**. The Board unanimously supported the Committee's recommendations at its February meeting.

These sponsorships will be phased throughout the remainder of 2007 so that our exposure remains ongoing. We are currently sponsoring BMA meetings and events through May; the group's March 21 Spring Social was an opportunity to distribute promotional literature. On May 1, we'll join other organizations in town as a sponsor of the first annual AMA Atlanta Integrated Marketing Summit at the Atlanta History Center. And coming this fall, we'll sponsor the Atlanta Ad Club for a full quarter!

The Presentation Committee is co-chaired by **Paul Glickstein** and **Sandy Barth**; other members include **Linda McCulloch**, **Keith Bishop**, **Stan Schnitzer**, **Jennifer Medina**, **Tim Shannon** and **Wallace Sagendorph**.

Sourcebook Deadlines!

BY LAURA HECK

The 2007–2008 Freelance Forum Sourcebook is underway. Your directory listing will come from your online profile, so please be sure to **update your profile by March 30**.

Please consider having your artwork represented on our cover this year. We are asking for original artwork submissions—continuing the same dynamic of thumbnails by members in the cover design. We will also once again offer ad space to members. Look for information about cover artwork requirements and ad specs/pricing in an upcoming email. **The deadline for these submissions is March 30.**

For more information or to get involved with this year's Sourcebook, please contact **Laura Heck** at 770-814-8984 or Laura@heckdesigngroup.com.

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We want to hear from you.

PRESIDENT'S CORNER



One of the toughest adjustments for new freelancers is going from an “employee” mindset to an “entrepreneurial” mindset. Personally, I think that’s one of the reasons we see so many people try freelancing for a short period of time (usually when they lose a job), only to go back to a permanent position when the economic cycle turns up again.

A colleague in Houston and I write for a common client. Two years ago, she started out freelancing part-time to supplement her full-time PR job; then that job was eliminated. If we were in a bricks-and-mortar setting, she’d be the office gossip who’s always running between cubicles, spreading half-truths. As it is, she does the same thing virtually through Instant Messenger, email and—when she’s really irritated—phone calls and complaining.

The company was acquired last year, so naturally there are lots of changes afoot—not always favorable for the freelancers, but that’s part of the trade-off to not being an

employee. She called last week, upset because:

- Employees are getting bonuses at the same time our rates are being cut. OK, I’m not happy about that either, but it goes with the territory.
- An employee told her the company is about to introduce a new product, and we haven’t been told. I reminded her they told us last summer they would introduce four new products over the next two years, and we don’t really need to know about it until we actually start writing for the product.
- The company plans to hire someone permanently to do what we have been doing on a freelance basis. I reminded her that we both had the choice to keep doing that work for an hourly fee rather than on a per-story basis, and turned them down because the pay would be less. What did she expect them to do? Apparently she thought they were bluffing, and they would keep paying us twice what a low-level employee would cost.

The bottom line to all of this—the part I can’t get through to her—is that she needs to shift her perspective. We’re not employees, and we shouldn’t complain when we’re treated differently. We’re just the temporary hired help. If we don’t like it, we move on to another client.

And that’s the difference between us. I’m constantly seeking new clients. She’s interviewing for full-time positions. Hopefully she’ll be happier in the next job.

—Bobby Hickman



MEMBER NEWS

Folio’s stalwart proofreader, **Susan Drake**, has just had an article published in the Spring Issue of *Atlanta Style & Design* magazine. “Eminent Victorians—Atlanta’s Stylish Bed-&-Breakfasts” is the story of two Victorian homes which have been successfully converted into bed-&-breakfast inns, one an 1890 “painted lady” in Inman Park and the other an 1891 Midtown mansion. “I’ve always loved old architecture,” says Susan, “and this is the story of two homes which have not only survived but flourished.” *Atlanta Style & Design* magazine is an upscale quarterly for the metro area with a circulation of 90,000.

Bull’s-Eye Creative Communications’ principal partner **Patrick Carlson** has been invited to be a panel judge for the Transportation Sales & Marketing Association’s (TSMA) 2007 marketing competition. TSMA’s annual competition recognizes the best in marketing strategy, design and development in the transportation industry. The awards presentation event takes place at the TSMA convention in Orlando, Florida.

SUPPORT OUR SPONSORS



**REMINDER:
No More
Slippin' In the
Back**

For security reasons, Creative Circus has asked that we enter and leave the school through the Main Entrance only. Thanks for respecting the wishes of our generous host!

DIRECTIONS TO CREATIVE CIRCUS

FROM DOWNTOWN HEADING NORTH ON PIEDMONT: North of Ansley Mall, turn right onto Cheshire Bridge Rd. Go approximately 2/10 of a mile to Manchester St (at Roxx Tavern) on your left. Turn left and follow Manchester until it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

FROM BUCKHEAD HEADING SOUTH ON PIEDMONT: Continue south past Lindbergh and go under I-85 overpass. Turn left at the first light past I-85 onto Lambert. Creative Circus is the purple building at the end of Lambert on the left.

FROM CHESHIRE BRIDGE/LAVISTA ROADS: On Cheshire Bridge from Lavista, go approximately 1 mile south toward Piedmont Rd. Turn right onto Manchester St (at Roxx Tavern, just past NAPA Auto Parts). Follow Manchester till it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

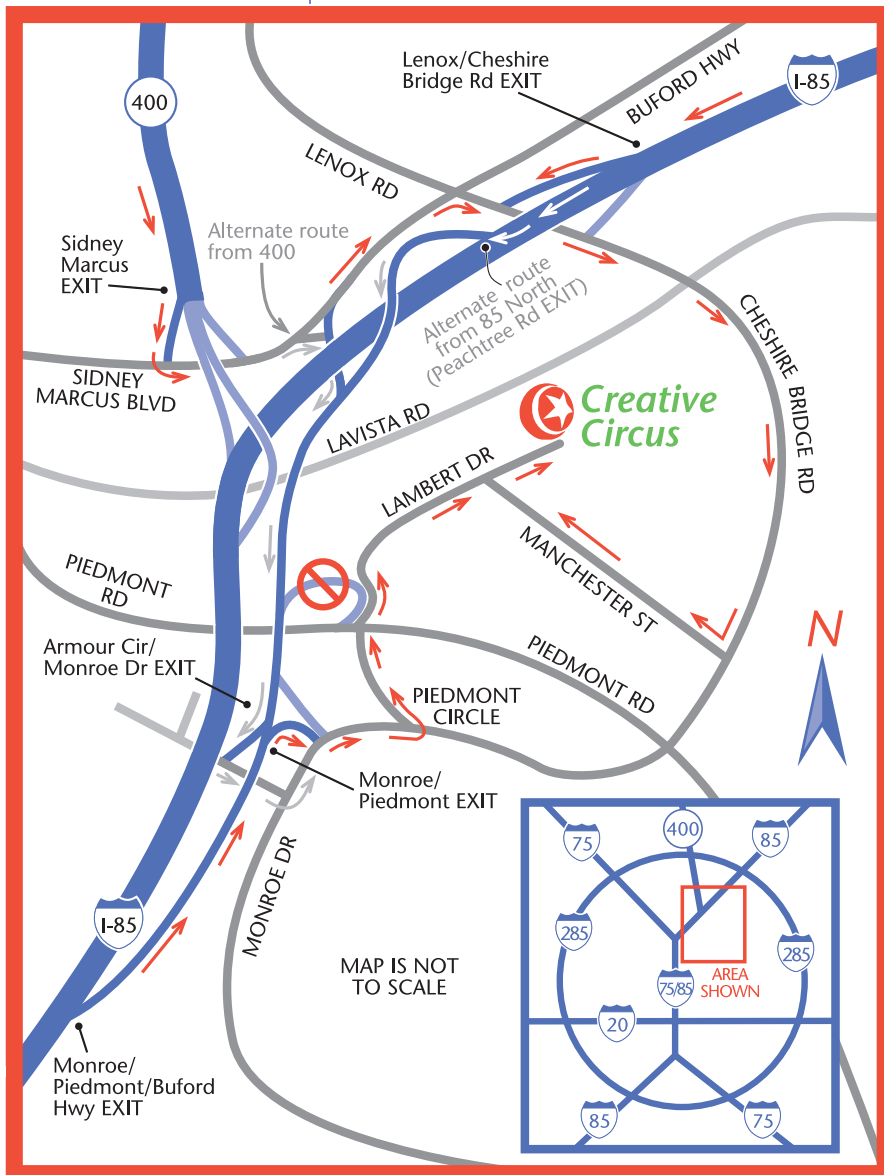
FROM I-85 NORTHBOUND: Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway barrels). Creative Circus is the purple building at the end of Lambert on the left.

FROM I-85 SOUTHBOUND: Take the Lenox/Cheshire Bridge exit (Exit 86); turn left at the end of the ramp onto Cheshire Bridge. Continue 1.3 miles to Manchester St and turn right (at Roxx Tavern and just past NAPA Auto Parts). Follow Manchester till it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

OR: Take the Peachtree Rd exit (Exit 88) onto the access road. Take the first exit (Armour/ Monroe). At the end of the ramp go left to the next light and turn left onto Monroe. Turn left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway barrels). Creative Circus is the purple building at the end of Lambert on the left.

FROM GA 400 SOUTHBOUND: Take the Sidney Marcus exit. At the end of the ramp go left onto Sidney Marcus. Turn left onto Buford Highway. Turn right at the next light onto Cheshire Bridge. Continue 1.4 miles to Manchester St and turn right (at Roxx Tavern and just past NAPA Auto Parts). Follow Manchester till it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

FROM I-75 SOUTHBOUND: Take the I-85 North ramp. Stay in the right-hand lane once on I-85. Go approximately 1 mile to the Monroe/ Piedmont/ Buford Hwy exit (Exit 86). Coming off the I-85 exit ramp take the first exit (Monroe/ Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway barrels). Creative Circus is the purple building at the end of Lambert on the left.



Janie Morgan