



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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F R E E L A N C E

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

THURSDAY, MAY 3RD MEETING

Attract Your Ideal Clients

As freelancers who often worry about where our next dollar is coming from, we sometimes find ourselves taking on clients that go against what we want for our business. But we should take what we can get, right? **Tricia Molloy** says there's a better way.

A seasoned entrepreneur, trainer, coach, and author of *Divine Wisdom at Work®: 10 Universal Principles for Enlightened Entrepreneurs* (Aha! House, 2006), Tricia will show us how to use the strategies of highly successful and enlightened freelancers—including the law of attraction, cleaning out the clutter, and embracing prosperity—to help you attract your dream clients. You'll leave this program with both practical tips and the inspiration you need to attract the clients you really want to work with. For more information, visit www.divinewisdomatwork.com.

WHEN: May 3, 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



Support Our Sponsors

The List® Zeros in on Marketing Decision-makers

BY KATHY COUCH

If you've ever tried to compile your own mailing list, you know what a time-consuming job it is. And then you have to keep it updated!

At the Freelance Forum, we don't even try. Instead, we use The List to distribute our Creative Sourcebook to buyers of creative services in metro Atlanta. The List became an in-kind sponsor for us last year, providing access to its database of more than 70,000 contacts in marketing, advertising, media, communications, PR, C-level, and IT.

A List You Can Really Use

Covering both the corporate and agency sides, The List focuses on marketing decision-makers at all levels. The database includes hard-to-find contact information on marcom managers, creative directors, brand managers, promotions managers, PR directors, and others missing from mailing lists that concentrate on the VP level and above.

Another distinction is the way data is collected. The List's research team compiles data from directories, business and trade

publications, newspapers, and the Internet. And then, unlike most list compilers, they make phone calls to confirm the data and identify the real marketing decision-makers in each organization.

Staffers phone each listed company at least every 120 days to keep the information accurate, including email addresses and direct dial phone numbers. The accuracy rate for The List is remarkable—93% for

email addresses and less than a .05% return rate on postal addresses.

Flexible Options

Data can be accessed online or on disk and can be imported directly into contact management software. The List is available as a one-time purchase or as a subscription with continually updated information. In addition to the database itself, users also get access to the company's new business experts to discuss goals, targets, unique attributes and business development strategies.

Check out The List at: www.thelistinc.com or call Brandon Doty at 404.564.2437.

THE LISTSM

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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April Meeting Recap

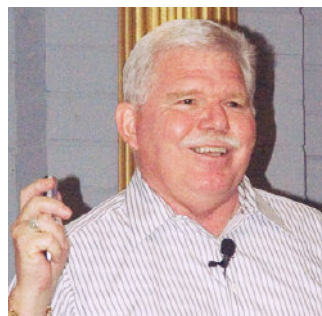
BY BOBBY HICKMAN

"We often find ourselves in the midst of negotiation without recognizing it," veteran negotiator **Bill Hickman**, president of The Gyst Group, said during the April meeting. "Because of that, we fall into the only uniformly fatal trap of negotiation—lack of preparation."

Most people don't like to negotiate because of what Bill calls the "uncomfortable truth": you cannot negotiate without conflict. "It's distressing, painful, and emotional—but it is necessary, and you can negotiate successfully," he added.

Bill shared a number of tips, including his five basic steps to effective negotiations:

1. *Prepare yourself to negotiate.* The best preparation is writing down your needs and objectives, and what objections you expect to encounter. Identify in advance what is a "must have," what the ideal outcome is, and what you're willing to compromise on.
2. *Establish rapport.* Smile, use positive body language, and be open.
3. *Get information and give information.* Your negotiating partner will tell you what they want, but you need to ask questions to determine what they really need.



Jan Stittleburg

Bill Hickman shares his negotiating strategies at the April meeting.

4. *Handle conflict.* Look for common ground, avoid emotions, agree with something the other party says, and work towards a mutually acceptable action

plan. (This is the most uncomfortable area.)

5. *Reassess, compromise if necessary, then close the deal.* Make smaller concessions than the other person, avoid negotiating over non-negotiable issues, and be prepared to walk away if necessary.

Bill also shares the "Five A" approach for handling conflict:

Absorb what the other person says and feels, and ask to hear more.

Acknowledge the person's ideas, feelings, and needs.

Agree with something. If you can't find anything, try "Maybe so. You may be right."

Assert your ideas, feelings and needs.

Action plan. Work together to find a win-win solution.

Negotiation is not an argument, Bill added. The key is simply compromise.

Just for Freelance Forum Members

Capture YOUR Chance to Win!

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

The marketing committee needs information from members in order to make the Forum website speak more clearly to marketing/creative buyers. Part of our strategy is to increase 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 one of three \$50 gift cards—from your choice of Home Depot, Lowes, Barnes & Noble, Borders, or Target:

- ▶ A list of clients you've worked with as a freelancer (found through our group or not). No need for 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 members' clientele. (No members' names will be included.)
- ▶ A testimonial provided by one your clients. It would be especially helpful to mention if

you had pulled together a team of Forum members 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.

- ▶ We're also looking for client success stories that show a challenge, the solution you and/or your team provided, and the results of the project. Again, if you provide the information, the marketing committee can write it up.

Send any questions to **Irene@impactcopywriting.com**; to be entered in the drawing, your info must be received by May 1. Please put Freelance Forum in the subject line. We'll draw the winners at the May meeting—you don't need to be present to win.

WELCOME, NEW MEMBERS

Jack Kinley, graphic designer
Seth Brown, graphic designer

NEW MEMBER LUNCHES

THURSDAY, APRIL 26

THURSDAY, MAY 24

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.

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We want to hear from you.

PRESIDENT'S CORNER



Imagine that the Freelance Forum is your client, and that you have been retained to help increase brand awareness across the creative community—primarily to potential client companies. Where would you begin? You'd probably start out by evaluating what we're already doing that has been effective.

Over the last several months, the Marketing Committee has been on exactly that mission—to identify the best ways to increase our visibility in the industry. Their goal is to make potential clients more aware of the Freelance Forum and the tools we provide to help them find freelancers to staff

Seminar to Promote Better Printer-Creative Communications

The Printing & Imaging Association of Georgia (PIAG) is hosting "Mission: Possible—A Mutual Strategy for Creatives and Printers" on June 28 from 10 am to 4 pm. The seminar will be held at PIAG headquarters at 5020 Highlands Parkway.

The Atlanta seminar is one of several presented across the country by PIA/Graphic Arts Technical Foundation. PIA/GATF's Joe Marin and Tracey Ryan will show you how creatives and printers can communicate more effectively to reduce delays, frustrations, and cost.

As a creative, this seminar will help you boost your technical know-how to produce effective pieces that will keep your customers smiling. The instructors will provide plenty of ideas of what you could be doing to reduce designer frustrations and improve the quality of incoming files, resulting in pieces being produced in less time and at lower cost. It's the perfect opportunity to improve the communication between creatives and printers, which will ultimately improve the look, quality and cost of your piece.

For creative firms, ad agencies and corporations, the seminar cost is \$175 (or \$135 for at least three attendees from the same company registering at the same time.)

For more information and registration links, visit www.piag.org or www.missionpossible07.com.

their projects. In a nutshell, the better known we are in the Atlanta area, the more likely potential clients will use the "Find A Freelancer" online search or the printed sourcebook—increasing the likelihood that more of us will be hired via the Freelance Forum.

That's where you can help. We're evaluating our efforts to ensure we're making the best use of our current resources. Have you been contacted (and hopefully retained) by someone who found you on our website, at the Portfolio Show, or in the Sourcebook? Maybe word of mouth is your best tool. Has a fellow member recommended you for a position, or have you passed on someone else's name for a gig? Your success stories can help us decide which venues bring the best results.

Along those lines, the Marketing Committee is collecting information about your successes. Anyone who submits a list of clients, a testimonial or a case study, (not limited to work you find through our group) by May 1st will be entered in a drawing for one of three \$50 gift cards to be held at the May 3rd meeting. You don't have to be present to win. Send your entry to **Irene Hatchett** (irene@impactcopywriting.com). (For more details, see page 2 in this newsletter.)

Look for more news in the future on the steps we are taking to raise our profile. Meanwhile, thank you for helping by sharing your insights! —Bobby Hickman

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.

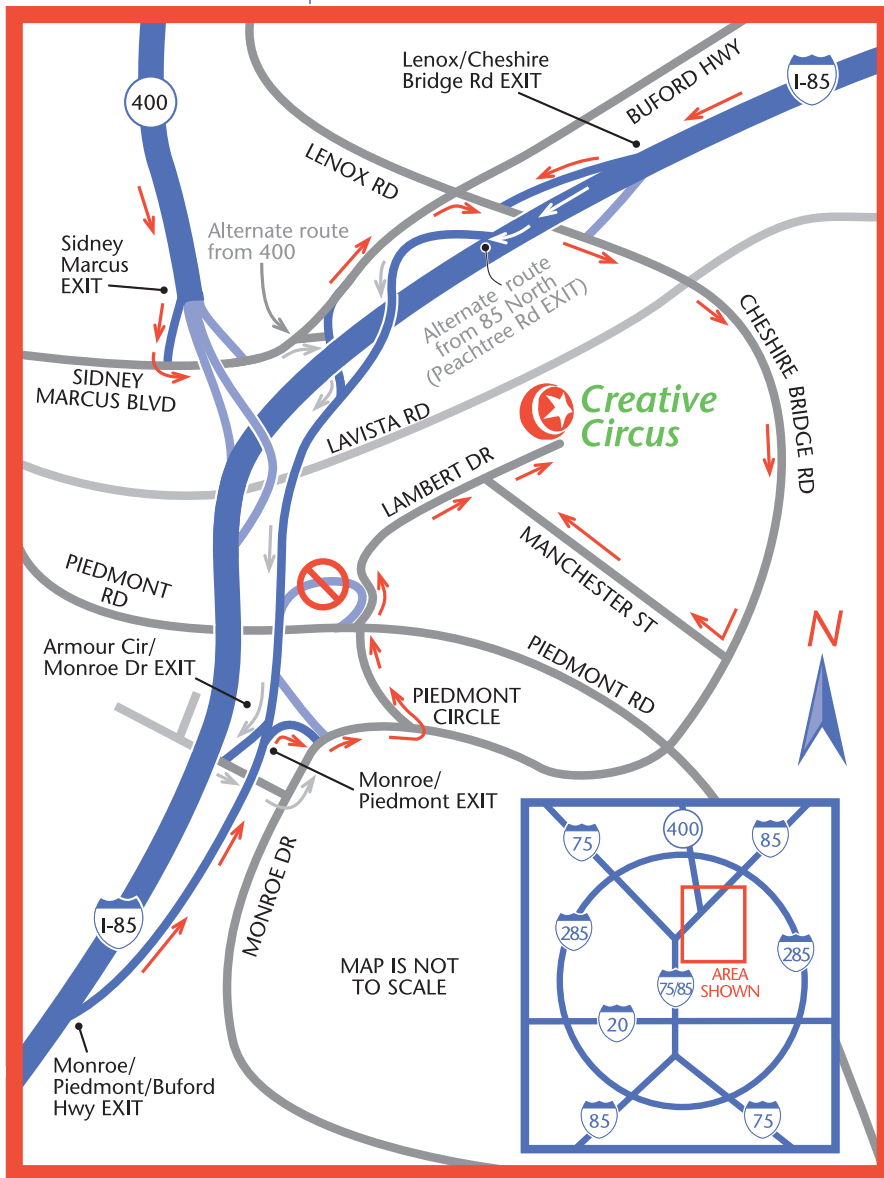
FROM I-85 NORTHBOUND: Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right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