

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

## Annual Membership Dues:

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

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The **July Freelance Forum meeting** will be held on **July 12**—the second Thursday. Our host, the Creative Circus, is closed the first week in July. Enjoy the Independence Day holiday!

## 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)

## THURSDAY, JUNE 7TH MEETING

## Make Your Earnings Count

BY POLLY WADE

Being a freelance creative doesn't mean the word "starving" has to appear before our title (e.g., starving writer, starving artist). Our monthly meetings have covered topics that help us establish our value and improve our income potential.

So as you increase your earnings (or work toward that goal), consider the critical importance of money management. Are you getting the most tax benefits from your business? What's the best way to prepare for downturns and retirement? Join us in June as we hear practical insights from a panel of financial experts skilled in working with small businesses. You'll gain valuable information to make your hard-earned dollars work better for you.

We'll allow time for an extensive Q&A, so be sure to bring your questions.

WHEN: June 7, 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



## May Meeting Recap

BY CHRISTIN WHITTINGTON

"I invite you to suspend your disbelief," **Tricia Molloy** told the crowd at the May Freelance Forum meeting. She outlined a number of "universal principles" that work to attract ideal clients.

"What you think, feel, say and believe creates your reality," Molloy explained. "This can happen by design, or by default." She listed four steps to "designing the reality you want":



Coach, trainer and author Tricia Molloy shared how to put "Divine Wisdom" to work to attract ideal clients.

John Slemp

- 1. Clean out the clutter.** "The universe abhors a vacuum," so by throwing away the physical files and emotional baggage of clients you don't want, you create a space to be filled with something better.
- 2. Raise your vibrations.** According to the "Law of Attraction," you attract the people and circumstances that are vibrating at your level. Fear attracts negativity, joy attracts prosperity. The easiest way to begin to raise your vibration is to smile.
- 3. Affirm your ideal client.** She explained how to craft an affirmation—a short phrase to repeat silently or aloud. "Be positive and present," Molloy said, "because reality begins in thought form first. Make it now, not someday. And make it profitable!"

One of Molloy's coaching clients, PR pro Kathleen Hanover of Dayton, Ohio, gave a

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## NEW MEMBER LUNCH

THURSDAY, JUNE 28

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.

## May Recap

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surprise testimonial on how creating her Ideal Client Statement continues to bring in valuable business:

**“My ideal clients are very successful people of high personal and professional integrity. They’re smart, sophisticated, and savvy about PR, marketing and marketing communications. They share my personal and professional values—and, like me, they value results. They recognize and value the skills, experience and enthusiasm I bring to the table, and they happily pay me \$100 an hour or more for my services. They pay my invoices in full before they’re due, and they cheerfully recommend me to other excellent clients . . .”**

**4. Ask for what you want.** The last step means overcoming five common obstacles to asking:

- Ignorance of what’s out there
- Limiting and inaccurate beliefs
- Fear of rejection
- Low self-esteem
- Pride (not admitting that you need help)

Also be thankful for what you have: focus



John Slemp

Tricia Molloy’s coaching client Kathleen Hanover, left, gave a moving testimonial on how she “cleaned out the clutter” of difficult clients and replaced them with even more profitable business.

on what’s going right and it will expand. Molloy recommended keeping a “gratitude journal,” adding one unique thought each day.

Tricia Molloy runs Molloy Communications and is the author of *Divine Wisdom at Work*. More information about the 10 Universal Principles for Enlightened Entrepreneurs is available at [www.divinewisdomatwork.com](http://www.divinewisdomatwork.com).

## MEMBER NEWS



Copywriter **Ayana Glaze**

recently published an article, “Maintaining Your Website’s Search Position,” on Entrepreneur.com. It begins: “You invested a lot of time and money into search engine optimization to get your website in a good position. Your investment has finally paid off, and you find yourself on the first page of search results. After a week or two, though, you notice your website drops from the #5 position on page one to the #3 position on page two. Were all your SEO efforts even worth it? Wait! Don’t give up on search engine marketing yet. If your website seems to be losing ground, don’t panic—get back in the web marketing game. Fight back with these 10 tricks, and keep your website from fading into oblivion.” Find the complete article at [www.entrepreneur.com/ebusiness/search\\_optimization/article159418.html](http://www.entrepreneur.com/ebusiness/search_optimization/article159418.html).

Ayana also offers sound advice on

“bumping up” content to improve search engine optimization (SEO) on her website at <http://ayanaglaze.com/articles.htm>.

**Keith Bishop** of Pitch Graphics is looking for some “cool URLs” for a newsletter. He’s looking for interesting, creative websites that present anything from animation to domino trains to origami. (No porn or profanity, please.) Send your favorite links to [keith@pitchgraphics.com](mailto:keith@pitchgraphics.com). Call him at 770-321-1060 if you have any questions.

## Sourcebook Update

The 2007/2008 Freelance Forum Sourcebook is well underway. Many thanks to all our members who contributed their artwork for the cover and who submitted ads. Special thanks to everyone who is helping to produce the Sourcebook this year. Stay tuned for release details . . .  
— Laura Heck

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We want to hear from you.

## PRESIDENT'S CORNER



**A**s you've probably noticed, marketing the Freelance Forum has been drawing a lot of attention this year. The Marketing Committee's contest in May to gather case studies and success stories drew a great response. But even with the contest over, we'd still like to hear your experiences as the year progresses. Like any other marketing plan, the drive to promote our brand awareness among creative buyers and potential members is a never-ending process—and the need for your input never ends.

A good illustration is a personal experience. I landed three new magazine clients within a space of 36 hours the first two days of May. But it didn't happen because of any specific thing I did those two days: seeds planted weeks and

sometimes months earlier happened to bear fruit.

One was a direct referral from a fellow Freelance Forum member. I had mentioned earlier in the year that I wanted to write more magazine articles this year; she has several magazine design clients; she mentioned my name and I got a phone call.

The second was from a contact I made at the Kennesaw Business Expo in March. While my booth was primarily geared towards copywriting prospects, a magazine publisher stopped by, so I showed her a few samples. She suggested I call her managing editor and, when it was time to assign the next issue, I was one of the writers they chose.

The third one is also directly related to the Freelance Forum. An editor who took over a publication that had been sold did a Google search for "Atlanta freelance writers" and the Freelance Forum came up. He did a search on our site for "writers" and my name was one the first one he saw with journalism experience. (Thanks, Marketing and Web Committees!)

The point in all three cases is that, whether you're marketing yourself, your clients or the Freelance Forum, you need a broad mix of outlets (plus a little patience). The more information we can provide the Marketing Committee about how clients find us and how we serve them, the better they can target their efforts—and hopefully, that'll mean more paying work for all of us.

—Bobby Hickman



### MARKETING CONTEST WINNERS ANNOUNCED!

Marketing Committee Chair **Irene Hatchett**, right, congratulates winner **Polly Wade**. Not present were winners **Bobby Hickman** and **Jay Montgomery**. For submitting freelance client information, testimonials or success stories, each will receive a \$50 gift certificate for a store of their choice.

**WELCOME, NEW MEMBER**  
Christine Van Roosen, writer

### 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.

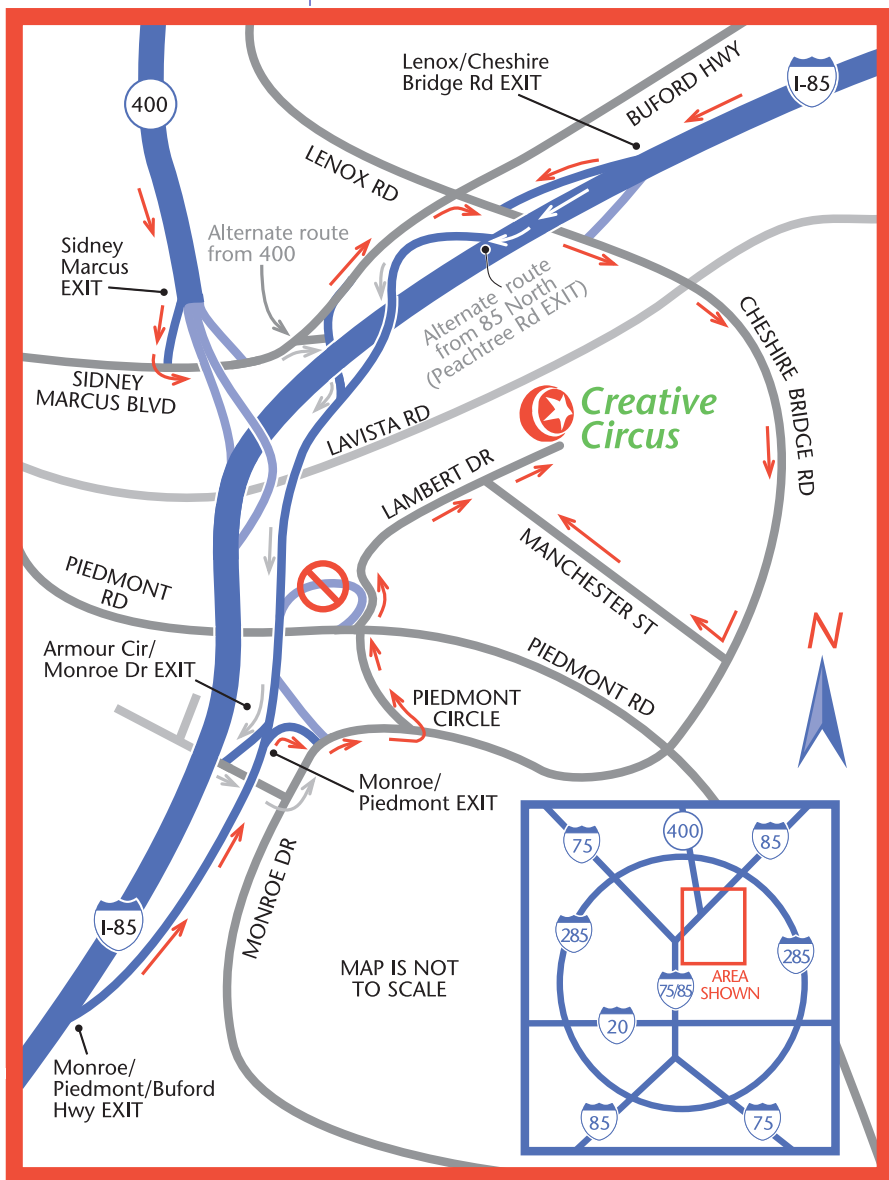
**FROM I-85 NORTHBOUND:** Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the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