



## FREELANCE FORUM

PO 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

F R E E L A N C E

# folio

E-NEWS FOR  
MEMBERS & FRIENDS of  
THE FREELANCE FORUM  
JULY 2009

**REMEMBER**  
This month we meet  
on July 9.

THURSDAY, JULY 9 MEETING

## I Don't Have Time for Time Management! With Jonda Beattie

**Jonda Beattie** is a professional organizer whose company, Time Space Organization, serves a diverse clientele. She will help us create order in our lives. Beattie, a member of the National Association of Professional Organizers (NAPO), will bust through the myths of time management, reveal common sources of time challenges, and prepare us to be the master of time in ways we never thought possible.



**WHEN:** July 9, 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!

### June Meeting Recap

## Simple and Effective Networking Strategies—with Margo Geller, MCSW

BY BETSY RHAME-MINOR

**M**argo develops strategic networking plans. In the nine years since she began her business, Margo has helped about 500 people and is now working on a book. The networking

philosophy she created, called Seven to Ten Networking, has to do with centers of influence, or people who are natural sources of referrals for you.

Sales and networking are about building and nurturing relationships. No client of Margo's does cold calling. Margo's recommendations:

- Writers and designers should team up and do pitches with people they like, including a web person and a PR person.

- If the ideal customer, client, or partner is a 10, shoot for an 8.5. Get clear and specific on what ideal is to you. What does this client do? Try this: 1) Write down a list of qualities you would enjoy in the perfect client so you have a guideline. 2) Put a defining statement at the top of your ideal client sheet; it reinforces what you're looking for. 3) Print it out. Everyone in the Freelance Forum should share his and her ideal profile with everyone else. There are hundreds of these ideals in Atlanta, and you

See **Recap** on page 2



Jan Stittleburg

### 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 July 14, unless pre-arranged.**

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

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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

may only need five of them as clients to keep you busy.

- Don't keep—or get too busy with—a low-match client. Keep looking. If a client ranks 4–7, bring them up by telling them the truth about how you can better collaborate together.

- An ideal referral source is someone who enjoys making connections; he or she understands what you do, your networks blend and you're also likely able to help them.

- Network for quality not quantity. Only have coffee with good prospects—and have fun.

- Send timely and relevant articles on topics you have discussed with your clients; it shows that you are listening and that you care.

- Ask current clients for referrals. Make it easy for them by sharing your ideal profile.

- Use finder's fees when you match a potential client that didn't work well with you with someone else.



Margo kept the audience engaged during her presentation on networking strategies.

Jan Stittsburg

- When you're trying to get a particular person as a client, call them first, then follow up with an e-mail. Keep putting yourself in front of that person and the business should happen naturally.

- When asked how you are doing, say something like, "I had a great day! I helped a new business owner get the loan they really needed to take their business to the next level. What a great feeling!"

- Pick three extra-curricular activities where

you could meet potential ideal clients and referral sources. Assume a leadership role in one or more of these activities. Make sure it is something you care about and like doing.

Recommended reading: *Free Agent Nation: The Future of Working for Yourself* by Daniel H. Pink and *Love is the Killer App* by Tim Sanders.

## REMEMBER

This month we meet on July 9.



## M E M B E R N E W S

► Since 2007, **Susan Drake** has written the "Home" feature series for *WC: The Magazine for West Cobb*, a monthly publication with a distribution of 20,000. In the most recent issue she profiles the meticulously restored 1879 James Wilson McMillan Home in Historic Acworth, Georgia.

► **Linda Travis** is featured in the current issue of *Business to Business* magazine in an article on corporate branding decisions following company mergers written by **Bobby Hickman**. Here's a link to the online version: [tinyurl.com/hickman-travis](http://tinyurl.com/hickman-travis).

► **John Slem** will teach the art of photographing airplanes at the 005 REMOS Aircraft Pavilion for AirVenture 2009 in Oshkosh, Wisconsin, July 31, 2:30–3:45 p.m. Join him to discuss ways to go beyond the basics, including "seeing" vs. "looking," composition, color, light, and making a

photograph vs. taking a photograph. He'll briefly touch on equipment, including film vs. digital, and why "vision" is much more important than the latest gizmo. Q&A as time permits. Find out more at [www.eaaapps.org/moreinfo.aspx?id=439](http://www.eaaapps.org/moreinfo.aspx?id=439).

► **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. Copies of his 155-page book, available on [annualreportsolutions.com](http://annualreportsolutions.com) and [Amazon.com](http://Amazon.com), were given out as door prizes at our June meeting.

► A Law of Attraction series will be offered Sunday afternoons throughout the summer (except July 5) from 1:30 to 3:30 p.m. at Atlanta Unity. Prosperity, wellbeing, and happiness are natural—now they can be the norm for you! **Honey Judith Rubin**, a

See **News** on page 3

## 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)

## FOLIO VOLUNTEERS

### CO-EDITORS

Honey Judith Rubin  
Soozy G. Miller

### DESIGN

Janie Morgan

### PHOTOGRAPHY

Jan Stittleburg

### CONTRIBUTORS

David Knope  
Soozy G. Miller  
Betsy Rhame-Minor  
Tricia Molloy  
Honey Judith Rubin

### DIGITAL DISTRIBUTION

Steven Knapp  
Jack Massa

### PROOFREADER

Susan Drake

### FREELANCE FORUM LOGO DESIGN

Charissa Schultz

## SUPPORT OUR SPONSOR

**ZENITH**  
DESIGN GROUP

### 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).

## PRESIDENT'S CORNER

### About the Free In Freelancing

BY DAVID KNOPE

**A**s a freelancer you can pursue your art, do only the work you want to do, and pick and choose your clients. **Margo Geller's** talk at the June meeting reminded us of those three ideas and why we decided to live the freelance life in the first place.

She's right that there are lots of potential clients out there. And she's right that we'll be happier if we focus on projects we care about, as opposed to trying to please difficult, demanding clients who don't always pay on time.

Reality bites when I accept a boring project or agree to cut my rates "just this once." I admit my perception of the recession makes

me fearful.

Fear can so rule our lives until we are busy doing projects we don't want to do instead of being available for more enjoyable ones. But we want to be in a more truthful, less fearful, less cynical place. Building networks helps bring us more choices so we are free again to pick and choose. Networks are all about authentic relationships—the kind we build through the Freelance Forum.



### WRITERS TAKE NOTE:

The Atlanta Writers Club celebrated its 95th anniversary in April. Membership is a diverse group of all writing levels, from talented novices to published professionals. For more information: [www.atlantawritersclub.org](http://www.atlantawritersclub.org).

*Remember, this month  
we meet on July 9.*

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student of metaphysics for 30 years, will facilitate the class. Love offering basis. For information call 770-951-0304 or email [honeyrubin@mindspring.com](mailto:honeyrubin@mindspring.com).

► **Soozy G. Miller** had an online article published on the importance of communication in the IT world. **Steve Knapp** was quoted. You can see it on Associated Content (distributed to Twitter, WordPress, LinkedIn, Blogspot, FaceBook, and MySpace) at [tinyurl.com/Soozy1](http://tinyurl.com/Soozy1).

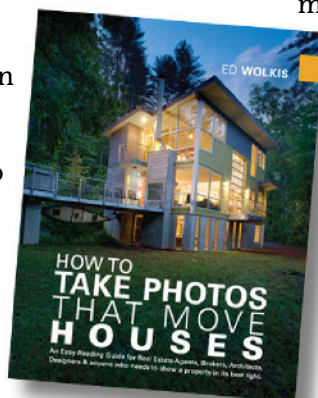
► **Jame A. Riley** of Riley Design Works recently delivered a very unusual project for Transformer Films of Brooklyn, NY: 700 sets of trading cards for the premiere of a new documentary film titled, *Anthrax War*. It is described as, "the untold story of the 2001 anthrax attacks and the dark secrets of the shadowy world of modern day germ weapons research." The clients were thrilled. He will also be designing a DVD sleeve for the film.

► **Ed Wolakis** has published his first book, *How to Take Photos That Move Houses: An Easy-*

*Reading Guide for Real Estate Agents, Brokers, Architects, Designers & anyone who needs to show a property in its best light.* The book shows everything from camera basics to advanced techniques, with before-and-after demos. It also gives advice on how to work with a professional photographer. It is available on [Amazon.com](http://Amazon.com) and on Ed's website at [www.photosthatmovehouses.com](http://www.photosthatmovehouses.com).

► **David Knope** and **Kellie Frissell** spoke to a group of Art Institute of Atlanta graduates in May about freelancing and the Freelance Forum. It was a good experience—very valuable to us, to them and to the Forum. The speakers included a lawyer, experts on contracts and technical issues and a speaker who is renowned in the music video business. The students thoroughly engaged with each speaker; it bodes well for the energy, passion and enthusiasm for a fresh crop of creatives in the Southeast.

► **FREE Epson Ink Cartridges.** Opened but never used. Fits Epson Stylus color 740, 740i, 760, 800, 800N, 850, 850N, 860, 1160 and 1520. Also fits Epson Stylus scan 2000, 2500, 2500 Pro. Color and black cartridge. Contact **Keith Bishop** at [keith@pitchgraphics.com](mailto:keith@pitchgraphics.com).



## 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.

**REMEMBER, this month we meet on July 9.**

## 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 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 P.M.**

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



*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*.

## HOW TO PARTNER WITH YOUR SUBCONSCIOUS MIND

BY TRICIA MOLLOY

**T**he subconscious mind is a powerful tool that can help us reach our goals faster and easier so we can be more successful at work and life.

The conscious mind is objective. It perceives, thinks and decides. The subconscious mind is subjective. It records and retrieves information from all sources, including events and expectations. Because the subconscious mind stores beliefs about our capabilities, good or bad, true or false, it plays a pivotal role in whether or not we achieve our goals. It is creative, intuitive and governed by emotions. It will accept everything you (and often others) tell it and seek out resources and proof that substantiate this reality.

Tools such as affirmations and visualization support our success because they help us communicate with that subconsciousness.

### Here are three ways to partner with your subconscious mind:

**1) Reflect.** Before reacting to a work challenge or request, take a moment (and a few deep breaths) and ask yourself what is your best course of action. You might find that wise voice inside advises you to clean off your desktop first so you'll be more focused when you plan the next project, or that you should wait a day before responding to a contractor's proposal.

**2) Watch what you see and say.** Do supportive self-coaching—feed positive,

motivating messages to your subconscious. Each time you "hear" yourself saying something negative like, "I won't meet this deadline," immediately counter it with positive self-talk. Keep your affirmations brief and in the present: "I have all the resources I need to produce these deliverables on time and within budget." A picture is worth a thousand words, especially to your subconscious. When you take time to visualize your goals, you make them more real.

**3) Turn on your RAS.** The Reticular Activating System (RAS) is the part of your brain that keeps an eye out for what's most important to you. Our brains are bombarded by thousands of messages every second from all our senses. The RAS acts like a spam filter to decide which ones get through. It's what helps you find a face in a crowd or helps you to hear your name in a noisy room. It's a problem-solving tool that works when you work it. Simply set an intention like: "I will master the new technology for the upcoming project"—and your RAS goes to work to find the resources you need. Your job is to trust in the process and stay aware.

Go to [www.divinewisdomatwork.com](http://www.divinewisdomatwork.com) for more information about Tricia Molloy and her programs and materials on *Working with Wisdom...Simple Strategies for a Complex World*. The original, full article is published by *pdu2go* Tags: Leadership.

## FREELANCE FORUM BOARD MEETING MINUTES, 5/13/09

All except **David Batley** were present.

**Treasurer:** Some extra web hosting expenses were incurred. We need to activate the site's Paypal link.

**Sourcebook:** Will consider a 4-color format this time—might help ad sales.

**Portfolio show:** Reserve space around August. Might consider a different space.

**Surveys:** Distribute either by putting in chairs or handing them out as people get their name tags. Do a drawing just using turned-

in surveys. The survey content seems good.

**Next board meeting:** July 15, 6:30 p.m. 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.

## WELCOME, NEW MEMBER!

**Allen Welty-Green,**  
designer/audio production