

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

## Annual Membership Dues:

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

## 2007 EXECUTIVE BOARD

## PRESIDENT

Bobby Hickman  
770-529-9189  
bhickman@bellsouth.net

## VICE PRESIDENT

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

## SECRETARY

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

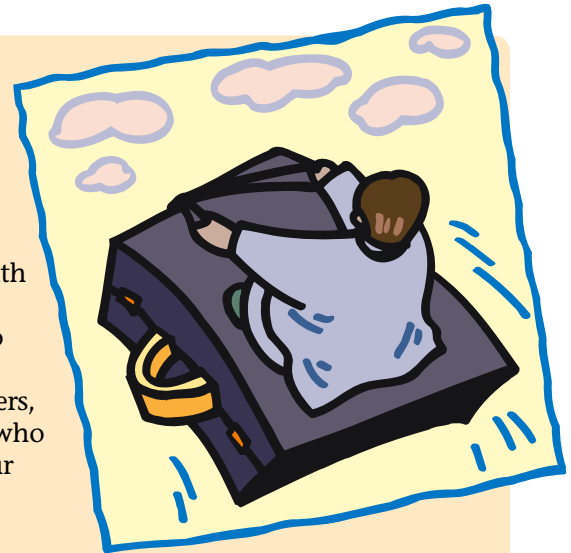
## TREASURER

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

## MEMBERS-AT-LARGE

Kellie Frissell  
770-474-1953  
Kellie@kfdp.com  
Nancy Spraker  
770-514-8788  
nspraker@bellsouth.netTHURSDAY, OCTOBER 4<sup>TH</sup> MEETINGHow Does Your  
Book Shape Up?

Does your portfolio really do the job of showcasing your talent? Get the unvarnished truth from people who hire creative freelancers, just in time to prepare for November's Member Portfolio Show. The October Freelance Forum meeting features representatives from firms that hire writers, designers, photographers and other creatives — who will offer their tips and critiques. If you'd like your portfolio evaluated on site, bring it along.

**WHEN:** October 4, 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**

Jan Stittleberg

Linda McCulloch described what goes into her elaborate client appreciation gift baskets. She even gets thank-you notes from customers in return.

through a lively interchange about showing clients you appreciate them and looking good at the same time.

A handwritten thank you card is basic; but who does that any more? Linda designs her own cards, and some of her customers have even framed them. Perhaps because handwritten notes are so rare, people seldom throw them away.

A case study promotes the client as well as the service you provided. Linda creates an imprinted oversize postcard showcasing her

## September Meeting Recap

BY CHRISTIN WHITTINGTON

**A**ll clients should be thanked somehow—unless you never want to hear from them again.” Freelance Forum member **Linda McCulloch** led the September meeting audience

client's problem and her design solution. She mails a short print run to clients, prospects and networking contacts. And there's room for—you guessed it—a handwritten note.

About now you may be thinking, “that's a lot of handwriting!” We're not even to the holiday cards yet. Linda signs all hers by hand, and about 150 of her A-list clients get handwritten notes. But she does use mailing labels.

Visitor *Jim Quigley of SendOutCards.com* related a marketing stat: “Mailing out cards five times a year is the magic number. Customers will remember you for life.”

Linda bakes hundreds of her “secret recipe” homemade cookies, then hand-delivers elaborate gift baskets to her A list. Too over the top, you think? If you address the gift to the entire firm, it's all tax-deductible.

And while you're at it, thank the accounting department at your customer's firm. Nobody

*continued on page 2*

## 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)

## COMMITTEE CONTACTS

### MARKETING

Irene Hatchett  
404-260-4514

irene@impactcopywriting.com

### MEMBERSHIP

Lois Graham  
770-939-8948

lois@grahamgraphics.com

Ray Pelosi

404-373-1956

raypelosi@yahoo.com

### NEWSLETTER

Christin Whittington

404-406-5204

christin@solutionsinwriting.com

Honey Rubin

770-951-0304

honeyrubin@tobeablessing.com

### PROGRAMS

Tim Shannon

404-815-7715

Tim.Shannon@PR-PICs.com

Polly Wade

770-645-6396

polly@pollywade.com

### REFRESHMENTS

Claudia Arkush

678-366-1857

CAgraphicdesign@comcast.net

### 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

## September Recap continued from page 1



Jan Stittberg

Show and Tell: Linda McCulloch with a postcard case study.

## Atlanta Integrated Marketing Summit Set for Oct. 11

BY PAUL GLICKSTEIN

The Freelance Forum is helping to write some local marketing history at the Atlanta History Center on Thursday, October 11. In our continuing efforts to promote the organization and our membership, we've signed on as an official bronze sponsor of the First Annual Atlanta Integrated Marketing Summit.

Billed as "the ultimate boot camp for professionals ... of marketing, advertising, public relations, creative fields" and more, the Summit features an afternoon of presentations from noted leaders in the fields of B2B and B2C marketing, advertising and interactive media. The event concludes with a round table discussion followed by an evening of networking. During the event, members of our Marketing Committee's Presentation Subcommittee will be "working the room" with our promotional materials.

Attendance fees range from \$65 to \$100 based on organizational membership, advance or walk-in registration. Watch for a special Freelance Forum member E-blast with more details! Then join many of your colleagues for an afternoon of professional education combined with some serious business promotion. For complete information, including online pre-registration, visit [www.atlantamarketingsummit.com](http://www.atlantamarketingsummit.com).

else thanks them, and it gives them a subtle incentive to pay your invoice on time!

You also earn goodwill by showing appreciation to the contractors, vendors and staff you work with. Take them out to eat or give them gift cards. Make sure your contractors get samples of the finished work. Keep track of birthdays and send cards (this goes for clients, too).

There were also some suggestions from the floor: unique promotional tchotchkes; holiday cards with an imprinted CD of favorite carols; lunch platters delivered after the holidays are over. Whatever you do, make it different. Linda said, "It's not just about thanking clients—it's about making you stand out."

COMING  
IN NOVEMBER!

## The Freelance Forum Annual Portfolio Show

THURSDAY, NOVEMBER 1ST

THE SOLARIUM AT OLD SCOTTISH RITE

321 West Hill Street  
Decatur, GA 30030

FREE ADMISSION  
FOR MEMBERS AND GUESTS  
(only members may exhibit)

Check your email for instructions on  
how to reserve your exhibit space.



**WELCOME, NEW MEMBERS!**

**Amanda Richmond**, writer  
**Ed Wolkis**, photographer

## NEW MEMBER LUNCH

THURSDAY, SEPTEMBER 27

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](mailto:raypelosi@yahoo.com) for more information.

## FOLIO VOLUNTEERS

### CO-EDITORS

Honey Rubin  
770-951-0304  
honeyrubin@tobeablessing.com  
Christin Whittington  
404-406-5204  
christin@solutionsinwriting.com

### DESIGN

Janie Morgan  
Claudia Arkush

### PHOTOGRAPHY

Jan Stittleberg  
Georgia Dzurica  
Jame Riley

### CONTRIBUTING WRITERS

Susan Drake  
Georgia Dzurica  
Paul Glickstein  
Laura Heck  
Bobby Hickman  
Linda McCulloch  
Honey Rubin  
Polly Wade  
Christin Whittington  
Barbara Wilkes

### DIGITAL DISTRIBUTION

Steven Knapp  
Julie Longino  
Jack Massa

### FREELANCE FORUM LOGO DESIGN

Charissa Schultz

### SPONSORS

#### TAYLOR LETTER SERVICE INC.

404-523-1618  
www.taylorls.net

#### ZENITH DESIGN GROUP, INC.

770-874-2334  
www.zenithdesigngroup.com

## The Freelance Forum: The Best Place for Info to Help You Succeed

BY BARBARA WILKES

If you're a freelancer, where do you find the information you need to run a more successful creative business? The Freelance Forum. Members learn about self-promotion, client relations, negotiations, invoicing, billing and collections, taxes, legalities, computer and software issues, and other aspects of our businesses at monthly programs.

Between meetings, creatives go one-on-one to share strategies, tips, advice, support and encouragement. Recently, I discovered I'd talked with 11 writers, designers, photographers, videographers, plus PR and marketing specialists in six weeks—either

## "Bring A Friend" Guest Promotion

BY BOBBY HICKMAN

If there's someone you'd like to introduce to the Freelance Forum, October could be the perfect opportunity. We're encouraging everyone to "Bring A Friend"—a special guest you think might benefit from learning more about our group.

Our program—our pre-Portfolio Show panel of creative buyers—is a good opportunity to let new folks get to know us and the benefits we can provide to freelancers. To add a little spice to the evening, we're planning some extra door prize drawings for both members and guests.

Here's what's in store in addition to our usual door prizes (two of the ever-popular \$25 gift cards, open to everyone on hand):

Each member who brings a guest can enter the bonus drawing to win a \$50 gift card.

We'll draw for another \$25 gift card—only guests are eligible.

And one lucky guest will receive one year of free membership in the Freelance Forum, along with a one-year online portfolio—a combined \$135 value!

So if you've been meaning to bring a guest along one night—especially someone who's a great candidate for membership—October 4th is the right time to "bring a friend." With the extra drawings that night, you and/or your friend might be one of our lucky winners!



Jan Stittleberg

Barbara Wilkes gave a moving testimonial at the August meeting.

they contacted me for advice or I contacted them. We discussed marketing strategies in a slower market, teaming up to go after work, self-promotion vehicles, pricing, estimating, terms, invoicing, and finding a creative in another discipline for a client.

There's only one other organization in the nation where you can get freelance info and support like this (and we helped start it—in Kansas City, MO). The Freelance Forum lives up to its sole reason for being: to help creative freelancers run more successful businesses. The rich relationships are the icing on the cake.

## HOW CAN YOU HELP PROMOTE THE FREELANCE FORUM PORTFOLIO SHOW?

We're looking for ideas to help get customers and prospects in the door to see your great work! Here are some starters:

- 1) Create a snipe [web banner] on the home page of the Freelance Forum website and members' sites
  - 2) Develop an email blast for the Freelance Forum database and for members to send to their contact lists
  - 3) Insert a reminder into your project invoices, correspondence, courier packages, etc.
  - 4) Add a line to your email signature promoting the show
  - 5) Create a PDF ad flyer to send out to your contact list
  - 6) Post a notice on the message boards or blogs for professional sites
  - 7) Print a quarter-page flyer as a leave-behind for likely traffic areas
  - 8) For next year: use photography and video of this year's show to create a flash movie for the Freelance Forum website
- Got more suggestions? Let us know!

—The editors

Got an item or suggestion for the Folio? Have you won an award, landed a new account, had a baby? Contact one of our Folio editors:

Honey Rubin  
honeyrubin@tobeablessing.com  
770-951-0304

Christin Whittington  
christin@solutionsinwriting.com  
404-406-5204

We want to hear from you.



**M E M B E R  
N E W S**

**LOOK FOR  
THE  
2007-2008  
SOURCEBOOK  
AT THE  
OCTOBER  
FREELANCE  
FORUM  
MEETING!**

**Laura Heck Photography  
at The Joint**

**Laura Heck's** "Reflections In Water" collection is on display at *The Joint* . . . a chiropractic place in Duluth, GA, through the fall. Featuring the new "Ghost Grasses #3", the show highlights Heck's technique of capturing the surface of the autumn water when it looks like an impressionist painting. "I've been photographing my Reflections in Water for about ten years at local lakes and ponds," she said. "It's like a treasure hunt; being in the right place at the right time is integral to the craft. I like the accessibility of the locations, and the beauty they offer our daily lives."

Most of these reflections were shot on slide film. They are printed digitally, but there is no computer manipulation of the photographs.

*The Joint* supports local artists by giving them a venue in which to display their work. "I first found out about it from my Freelance Forum buddy and fellow photographer, **Tim Shannon**," Heck said. "He invited me to an artist's reception at the Atlantic Station location. It's wonderful how many unexpected blessings come from the Freelance Forum."

*The Joint* is located at 9700 Medlock Bridge Road # 168, in Duluth, at the corner of Medlock Bridge (141) and State Bridge Roads, and next door to the Regal Medlock Cinemas.



Jame Riley

**Creative Collaboration Launches Greeting Card Lines**  
**Georgia Dzurica, WORDz, and Jame A. Riley, Riley Design Works,** have collaborated

on a specialty line of greeting cards, *Haikus for Healing*, which offer sympathy and support for people facing cancer or other catastrophe. They've already added several designs in a line extension, *Haikus for the Heart*, which are appropriate as expressions of love or romance. They launched their product in September at the Atlanta Fall Gift & Home Furnishings Market<sup>SM</sup> at AmericasMart<sup>®</sup>Atlanta.

The idea behind *Haikus for Healing* first took shape in 2003 when Georgia felt there was no appropriate card for a friend diagnosed with breast cancer, and decided to pen some simple, direct expressions of support—some humorous. All were in the form of a haiku—Japanese verse in 17 syllables.

It took until this summer to find a creative collaborator willing to develop the vision for *Haikus for Healing*. Jame has been editor and publisher of Unnameable Press Books, a specialty house of dark fantasy and horror, for more than 20 years, and has produced many handmade greeting cards, plus collectors' trading cards on unique subjects.

The new greeting cards feature Jame's photography and haikus written by both members of the team.



Georgia Dzurica

Scarlet comes up with a solution to the problem of kudzu.

**Writer Shoots Critter for Annual**

*Critters USA 2008 Annual*, a magazine for aficionados of chinchillas, mice, rats, ferrets, rabbits, guinea pigs, hamsters, hedgehogs, sugar gliders and flying squirrels, features **Georgia Dzurica's** photo of her pampered pet, Scarlet O'Hairy, a Peruvian cavy (guinea pig). Though Scarlet didn't take a prize in the annual photography contest, her photo is featured in the magazine for the second year in a row.



Jan Stittieberg

**John Slemp** and **Jerry Silvestrini** gave a tag-team tribute to the Freelance Forum at the September meeting. Said John: "Through this group I've made friends in other disciplines. There's no pressure exchanging ideas." Jerry showed us the money: "I've reconnected with old clients and met panelists here, and it's made me \$250,000 since 2000."

## HELP GET READY FOR

## The Freelance Forum Annual Portfolio Show

THURSDAY,  
NOVEMBER 1!

We need volunteers for:

- tracking registrations
- assigning tables
  - setup
  - cleanup

Contact Chair

**SHERYL RICHARDSON**

at 770-310-4500 or

sherylrichardson@comcast.net

### REMINDER:

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!

## PRESIDENT'S CORNER



**W**hen I first went into business for myself, I began working with an executive coach. One of her most basic pieces of advice concerned networking. She told me first to visit a variety of venues—Chambers of Commerce, industry groups, civic groups, business associations, even the PTA. After I'd been to as many target groups as I could find, I should join anything that might be helpful to meeting prospects or peers. And she recommended that I volunteer for the most promising groups.

Her logic was simple yet compelling. It usually costs little in time and money to join a group for a year; if it doesn't pan out, you can always walk away. But everyone finds a couple of groups where they fit in, they're comfortable and there is potential to make a positive impact on your business. Those are the ones where you should get heavily involved, she said—volunteer at the check-in desk so you can meet the members; help greet visitors; chair a committee or an event; get on the board of directors where you can increase your visibility.

It is hard to argue with her results. She built a six-figure executive coaching business from the ground up in less than two years entirely by networking—mainly through contacts by joining a hospital board and getting involved with industry groups where her prospective clients were members.

That advice came to mind last month as the Freelance Forum board began the annual ritual of seeking new leaders for 2008. We have a board position and several committee chairs to fill, and part of what we're looking for is people who are already active in the organization. Like any all-volunteer organization, we operate by people donating their time and skills to any number of tasks, most of which happen behind the scenes. The people who are already involved are the ones we're most likely to tap to move into higher-profile positions within our group.

We're always looking for more volunteers to help us continue the programs and activities that make the Freelance Forum unique. If you want to get more involved, contact any of the board members or committee chairs whose names are listed in the newsletter each month. We could appeal to your charitable side, twist arms or try to make you feel guilty, but that's not generally effective. So consider this: if you get more involved and increase your exposure, maybe someone who didn't know you before will take notice. And maybe they'll send a little work your way?

—Bobby Hickman

## STC's Distinguished Technical Communication Competitions

Have you or your company produced technical communication products that you think are worthy of awards? Why not enter the Society for Technical Communication competitions! The contest is open to all—you don't have to be a member of STC.

STC competitions are now under way for:

- > Online Communications
- > Technical Art
- > Technical Publications

There are two levels of competition: local (chapter) or regional, and international (STC-wide). Winners of the Distinguished Technical Communication award at the local and regional competitions can be submitted to the international competitions.

For entry rules, deadlines and more information, visit <http://www.stc.org/comp/internationalCompetitions01.asp>. And don't delay! The Atlanta chapter's entry deadlines are fast approaching.

### SUPPORT OUR SPONSORS



# 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:**

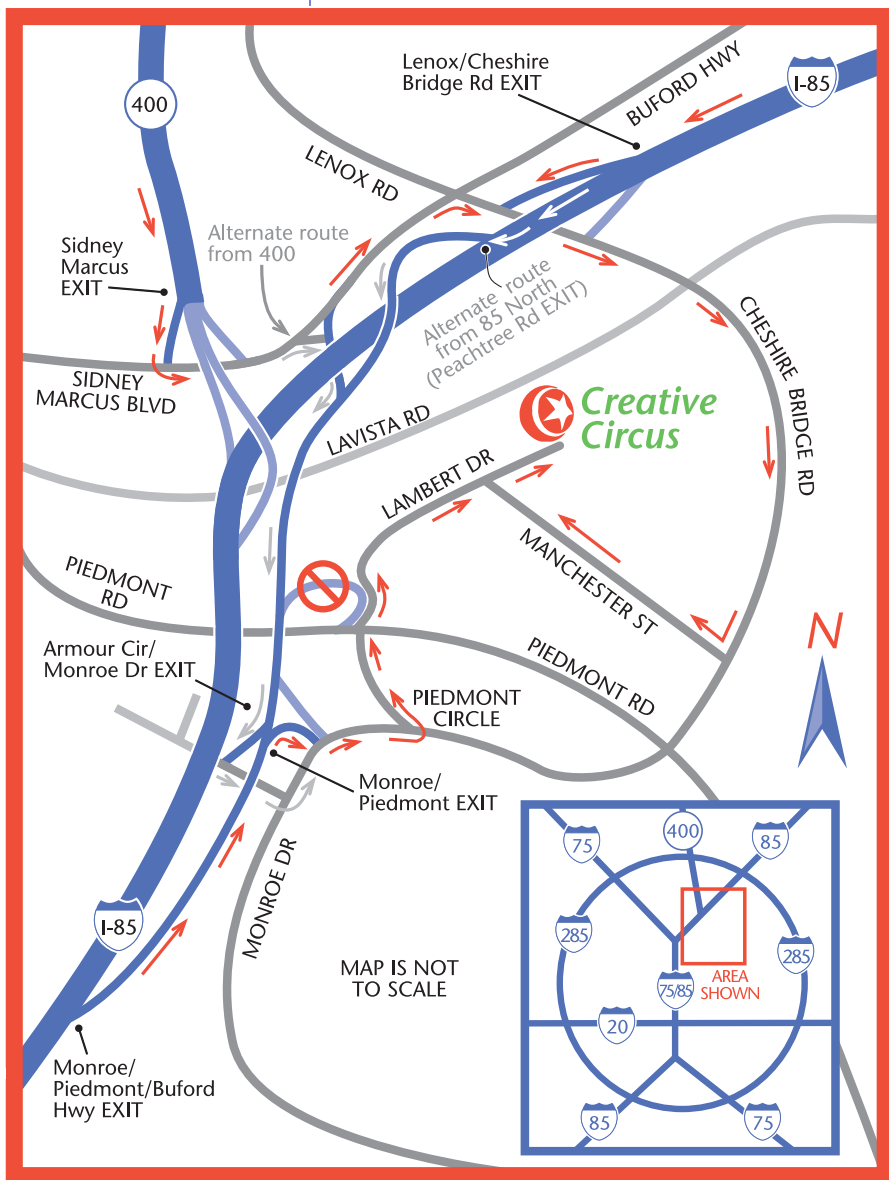
Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway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