



## FREELANCE FORUM

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

### Annual Membership Dues:

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

### 2008 EXECUTIVE BOARD

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### NOTE MEETING DATE CHANGE!

**For this month only,  
we'll meet during the  
second Thursday due  
to Creative Circus'  
holiday closing.**

### 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, JANUARY 10<sup>TH</sup> MEETING

**NOTE: MEETING IS ON SECOND  
THURSDAY THIS MONTH**

## Gaining Greater Confidence in Pricing



Brenda Sanders

BY BRENDA SANDERS

Back by popular demand will be our breakout sessions on the issues of how we price our goods and services. As freelancers, most of us question the way we price our services. Now is your opportunity to get a better feel for how others are handling these issues and share some of your pricing experiences.

We will divide up into groups based on specific disciplines—writing, design, photography, etc.—and a facilitator will lead a discussion on such issues as:

- How do you price your services?
- What are your concerns in assessing your current rate?
- Do you employ any “creative options” when pricing services?

Last year, this was an extraordinarily valuable meeting. So, start your New Year with the support and guidelines that can help you gain confidence in valuing your work and pricing it appropriately.

**WHEN: January 10, 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 (check or cash only, please)**

**SEE LAST PAGE FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS**

### December Meeting Recap

## NetWeaving ... Pay It Forward Meets the Business World

BY HONEY JUDITH RUBIN

**F**reelancers know that having quality clientele is a function of cultivating quality relationships. Ten visitors and dozens of members at the December meeting were avidly receptive as world-famous speaker **Bob Littell** explained a simple set of learnable skills for creating the network we all need.

NetWeaving, a different mindset than networking, is based on belief and conviction that “what goes around ... will come back around.”

Networking creates contacts and identifies resources, which are primarily focused on helping ourselves.

NetWeaving focuses on creating contacts, and identifying resources primarily for helping OTHERS—putting people together with



Bob Littell

other people and with the information and resources they need ... the missing pieces.

**People need to do both.**

In a networking mode, people tend to listen with only ONE pair of ears and ONE set of antennae—“Can you help ME?”

*continued on page 2*

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## December Recap continued from page 1

Conversations can get superficial and focused on just qualifying someone as a potential prospect.

NetWeaving requires that you get to know people better. You have to be willing to probe and then let the person open up. This means having more meaningful conversations. To illustrate this point, Bob had us pair up for a brief listening exercise and listen to our partner's answer to, "Who has the biggest impact on your life?" I personally felt an immediate deepening of respect and my connection with my partner, a person I knew only superficially before.

In the business world, in order to be of real help to someone, you need to know, for example:

- How do they make their money?
- What do they do best?
- What do their BEST prospects look like?
- What are their major needs, problems, or opportunities?
- How can I be of help?

Then you can ask yourself:

- Is there someone I know who would benefit by meeting this person?
- Are there resources this person could provide to someone I know?
- Could he/she become part of my Trusted Resource Network?

Put simply, these are the three NetWeaving skill sets:

- Be a connector of other people with their needs in mind rather than just your own.
- Be a "no-strings-attached" resource for others—a "go-to" person.
- Find those who are "best of breed" at what they do, stay in touch and, over time, you can add this person to your Trusted Resource Network.

As a result of Bob's absolute embrace of these principles, his synchronistic meetings have increased and so have the honors accorded him for his work.

Bob was recently named to the governing board of the Pay It Forward Foundation. Visit [www.payitforwardfoundation.org](http://www.payitforwardfoundation.org) to learn more about this amazing organization.



Jan Stittieburg

2007 President Bobby Hickman presents Founders' Award to Sheryl Richardson.

## Sheryl Richardson Receives the Freelance Forum Founders' Award

BY BOBBY HICKMAN

The Founders' Award is given annually by the Board of Directors to salute the many volunteers who work behind the scenes to contribute to our group's success. Several nominees this year made significant contributions in a variety of areas where they get little, if any, recognition for helping the Freelance Forum run smoothly.

**Sheryl Richardson** was chosen because of the outstanding job she did stepping into the leadership role for the November Portfolio Show. The two individuals who led the 2006 show were unable to take an active role this year, so Sheryl stepped in a couple of months beforehand. She finalized arrangements with the new venue, laid out the floor plans, lined up the caterer, and took care of a thousand and one details that helped make the show a success.

In recognition of efforts that were above and beyond the call of duty, the board selected Sheryl to receive the 2007 Founders' Award—which includes a \$75 VISA® Gift Card, and our gratitude for a job well done.

## SUPPORT OUR SPONSORS



## NOTE MEETING DATE CHANGE!

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## WELCOME, NEW MEMBERS!

**Bryant Upchurch**, photographer  
**Kris Casariego**, marketing

# folio

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## FOLIO VOLUNTEERS

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**NOTE MEETING DATE CHANGE!**  
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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:

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Honey Judith Rubin  
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We want to hear from you!

## PRESIDENT'S CORNER



Jan Stittleberg

First off, I want to thank everyone who cast a ballot for me as well as for the other Executive Board members. I speak for us all when I say we appreciate your support. Secondly, I would like to thank past president **Bobby Hickman**, and all of the past presidents and board members who, over the years, have helped make the Freelance Forum such a fine organization. It's hard to believe that in a decade or so, our "State of the Art" website has become archaic. We will look at ways to improve this incredibly important medium; make it easier to navigate and more functional for the membership. This may mean creating a new site. **Steve Knapp**, the Web committee chair, will head up this effort, and have the appropriate conversations

with our Web hosts.

We are going to try to increase our membership. In a city as large as Atlanta, the Freelance Forum could be larger than its present size. For monetary reasons and for bringing in fresh ideas, let's make this happen! **Claudia Arkush** chairs that committee. Your testimonies on what the Freelance Forum GIVES to you, such as the ones that **Kellie Frissell** and **Jennifer Medina** gave at our last meeting, go a long way toward helping potential members realize what the Forum has to offer.

Lastly, let's print some XXL shirts so that I can waddle around in one from time to time. Maybe even tie-dye some, if everyone approves.

But seriously, I look forward to making 2008 a great year for the Freelance Forum ... a rewarding and valuable experience for all of our existing and new members. I will try to uphold the high standard of good food and quality programs you've come to expect!

See you at the January 10th meeting.

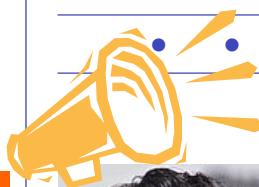
—Jerry Silvestrini, AKA King Cool



Jan Stittleberg

Kellie Frissell (left) and Jennifer Medina spoke about how Freelance Forum membership has benefited them.

## MEMBER NEWS



### LAW OF ATTRACTION MEET-UP

#### Honey Judith Rubin

returns by popular demand to speak at the face-to-face meeting of the world's largest Law of Attraction Meet-up group on January 14. The topic is one of Honey's most

Jan Stittleberg



insightful presentations: *The F Word is my Friend—Using the Power of Forgiveness.* <http://loameetup.com/jan14>

### BLOODLINE—AIDS AND FAMILY

An exhibit by internationally recognized photographer Kristen Ashburn in collaboration with Atlanta photojournalist Ken Hawkins is now at **John Slemp's** h2

Gallery. Ashburn's focus is to build a bridge of understanding and compassion.

The collaborative event presents a collection of limited-edition images from the Bloodline exhibition. A portion of print sales will be donated directly to these African families and individuals. The Gallery is located in The Tula Art Center at 75 Bennett Street, NW in midtown, two blocks north of Piedmont Hospital (404)325-9607.

**James Hughleigh Hatchett** made his debut on November 10, at 8 pounds, 9 ounces and almost 21 inches long. He is already making an impact at the Hatchett household! Hughleigh was Irene's grandfather's middle name and James is Steve's middle name.



Family photo

**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 an extra copy or two (dozen), contact **Jan Stittleburg** at 770-931-8170 or [photofx@bellsouth.net](mailto:photofx@bellsouth.net).

# 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.

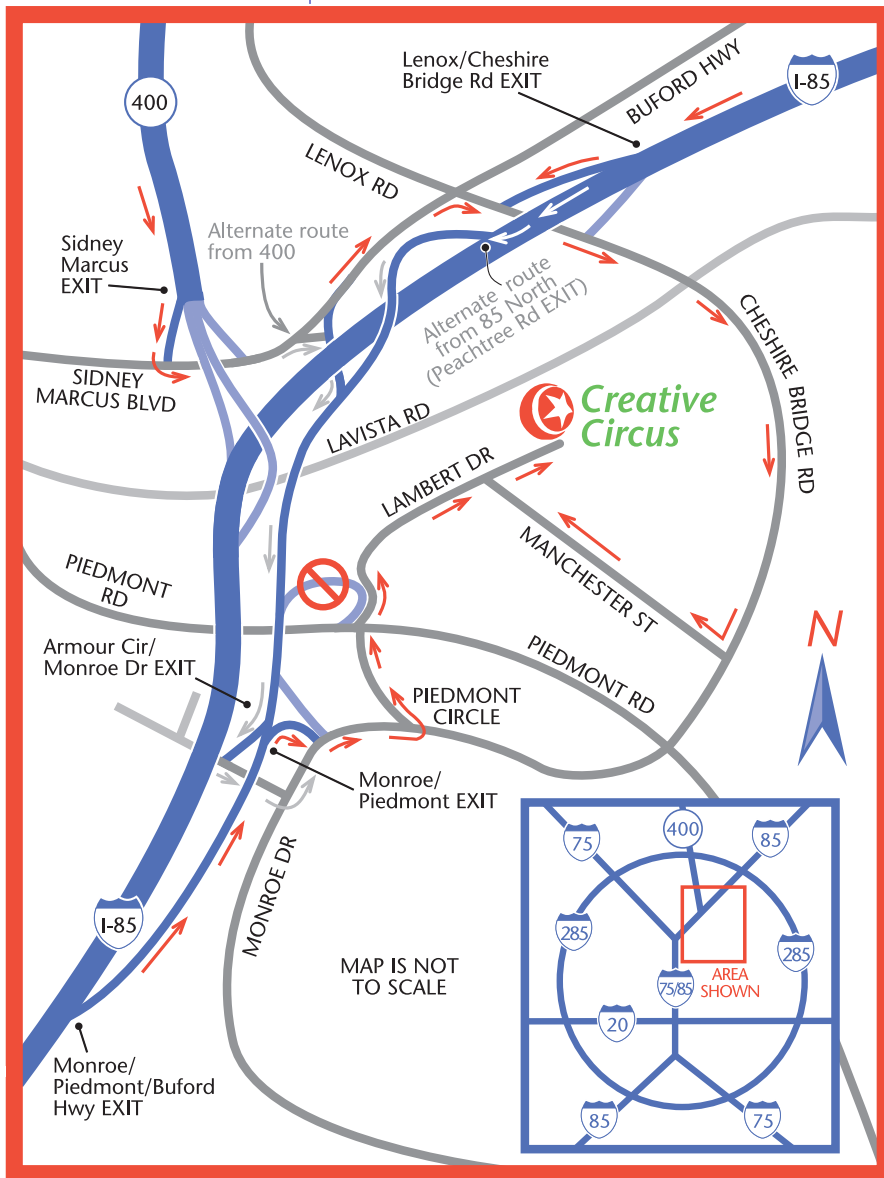
**FROM I-85 NORTHBOUND:** Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the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

**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!