



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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FREELANCE folio

E-NEWS FOR
MEMBERS & FRIENDS of
THE FREELANCE FORUM
APRIL 2008

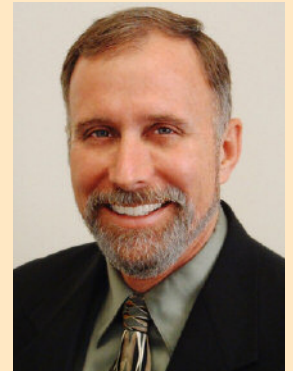
THURSDAY, APRIL 3RD MEETING

Emile Paradis on Referral Institute Marketing

What's a Jott? Plaxo who? Why do I keep receiving invitations to join **LinkedIn.com**? What does it all mean and why should I care?

Using the Internet to exchange ideas, share knowledge, and increase your visibility will be imperative in the years to come. Technology flattens the communication hierarchy and provides opportunities to improve your networking efforts. People who understand this will begin to effectively use technology to take their marketing to new levels. Want to learn more about what is out there and how it can impact your business networking?

Come listen to **Emile Paradis** from the Referral Institute talk about Internet marketing tools such as LinkedIn, Facebook, LinkedIn Local, Biznik, Plaxo, and other social networks. Find out how to get started using them and how they can benefit your business.



WHEN: April 3, 6:15-8:30 pm

WHERE: The Creative Circus

ADDRESS: 812 Lambert Drive (near the I-85 Monroe Drive exit)

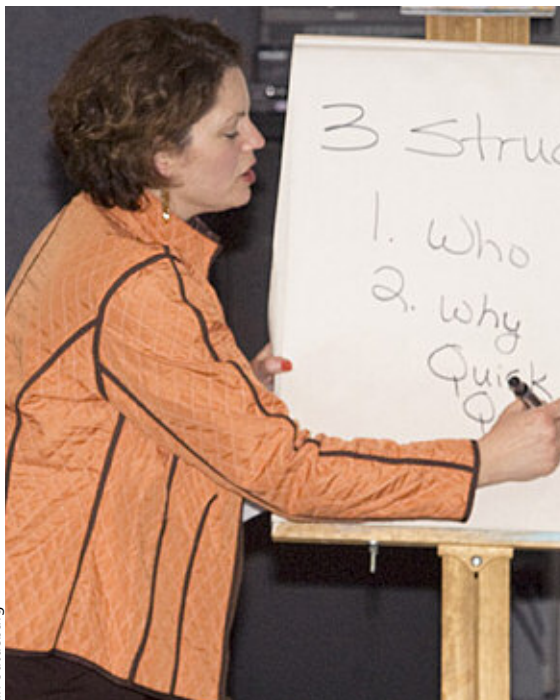
ADMISSION: FREE for Members/Guests \$15 (check or cash only, please)

SEE LAST PAGE FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS

March Meeting Recap

Bouncing Lessons: Client Relationship Advice from Renée Walkup

BY JERRY SILVESTRINI



Jan Stittleburg

Renée Walkup in action.

Renée Walkup came up to the podium and immediately offered three rules to disregard: 1) Don't talk to strangers. 2) Don't bite off more than you can chew. 3) Don't count your chickens.

After asking about our primary goals for 2008, she offered this advice:

- 1) No such thing as a prospect, only clients. A prospect is rejection, a client is money.
- 2) Don't take rejection personally. 3) Be persistent. You are not being a pest, you are being a professional. 4) Follow up on projects, stay "in client's face."
- 5) Regarding voicemail:

- a) Make the client feel that they are most important.
- b) Be positive.
- c) Don't use voicemail to make your pitch. Keep the message short.

continued on page 2

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March Recap continued from page 1

- d) Be clear about who you are and why you are calling.
e) Be clear giving the callback number (and slow down).
6) Ask clients for referrals, make sure to call back. Find the right people to talk to.
7) Start your client calls early, say 7:30 am. Bosses are usually in and fresh, ready to start the day. Secretaries are not in yet. Make all of your calls before 11:00 am. There is less competition in those early hours. Treat each person on the phone like they are important.
8) Speed of execution counts; get to the client first.
9) Forget about your fears and barriers.

Three things to remember when talking to clients:

- 1) Use their names a lot.
- 2) Ask about their job.
- 3) Tell them, "I know you are busy." (Remember that everyone today has caller ID, so you have to deal with the fact that they know who you are.)
- 4) Expect to make 10 calls before getting a response from an older client.
- 5) Remove distractions.
- 6) Smile on the phone.
- 7) Keep your head up.
- 8) Be prepared; use a script when necessary.
- 9) Enjoy the call. Have fun. Most business people are stuck in a cubicle, bored. Don't be afraid to be humorous.

Questions to ask on the phone:

- 1) "Tell me about..."
- 2) Listen to their needs.
- 3) Advance the sale.
- 4) End the phone call with a plan of action. Work according to their time frame. Try to create a network of loyal clients.
- 5) Ask for referrals. Be specific. Express yourself professionally.

Get a domain. It's great to have a website with samples of your work to direct a client to.

Q&A

Q: Tried to establish a relationship with a client who wouldn't commit.

A: Call them: "I thought I'd call you one last time..." There is a psychological edge on client because relationship is going to end.

Q: What point is the last time?

A: Do they have money? Is there potential for a job? You have to go by feel. Leave it open if you have to. "I know this is a perfect match, so when might it be best for you?"

Q: Should you work from a script when making cold calls?

A: You can, if it makes you more comfortable. But, don't give them your whole pitch.



Forum members enjoy the bounce lesson.

Jan Stittieburg

Q: Is there more value in an e-mail over a cold call?

A: Emails are becoming more like spam. Try a fax. Sometimes a fax is sitting there unused and can be a viable alternative.

Q: Will people answer an unsolicited email?

A: Remember, the subject line is the most important part of any email.

Q: With unsolicited cold calls, what do you do if they are unresponsive?

A: Try to segue into your pitch quickly.

Q: How often should you make sales calls?

A: If you are trying to grow your business, try to make 25 a day. If that freaks you out, try 10. Always leave a message, if no one answers. Change up your styles so your voice never sounds tired or bored.

Q: In order to find the decision maker in a company, how do you get through the gate person?

A: Sometimes go through the Sales Department because they know who is who. Be friendly to receptionists. You can use www.jigsaw.com. It's free for a while.

Q: Why can't I sell myself easy?

A: It's a tactic. It's harder because of personal issues of self-esteem. If you go to networking events, you must work the crowd. No one will just come to you.

Renée also recommended the local public library to find people in a company. They are happy to help and it's free.

Other announcements

- The Freelance Forum has picked up 16 new members so far in 2008.
- Jerry Silvestrini presented tie-dyed Forum T-shirt.

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We want to hear from you!

PRESIDENT'S CORNER



Jan Stittleburg

Every now and then, work gets slow. We've all been there, right? At first, it's great. You have that last big project out of the way and there's time to mow the lawn, clean the house, run errands, and catch up. You can enjoy life as a freelancer.

And then, a couple of days—or a week—go by, and you start to get a little nervous. Why isn't the phone ringing? You're all caught up and everything is looking good. It's time for the phone to start ringing. This is when I casually call my freelance buddies and inquire about their workload. They are always busy. I have to tell myself that my friends will be calling me soon, when the tables are turned.

Panic starts to set in when bill day comes. That's the day when there are more bills than junk mail, and you're thinking, "Why doesn't anyone write anymore? How am I going to pay these bills with no cash flow?" This is the time when I begin to kick around

the ideas of either cold-calling agencies to try to drum up business, or painting the living room. So, I start taping off windows. But all of the while, I'm thinking, "The phone's going to ring as soon as I dip this brush in this paint." Sometimes, I hold the brush above the can and kind of pause, waiting. Nothing. Oh, man!

Next, the panic becomes a kind of high-pitched whine that I can hear all of the time. I'm done painting the living room and now that check is past due, too. This is when I start to fantasize about being a UPS driver. Good pay, great benefits, stock options. Plus, you get a great cardio vascular workout. Never mind the part about breaking your back, loading a panel truck to the brim with other people's stuff.

"Hmmm. Maybe now is a good time to paint my masterpiece," I think. "Or write the Great American novel." Surely, as soon as I drag out a canvas and stink up the studio with turpentine, the phone will ring. "Maybe I should call a client," I think. I pick up the phone and find out that, yes, my best client is busy, but everything they are working on now involves licensed property and they don't have anything for me at this time.

Great! Now, my best client knows I'm desperate for work and will use that as a negotiating tool for the next job, which is never going to come anyway. I'm a loser, I think. Nobody loves me. I'm a talentless hack who's been replaced by computers. I should call UPS and see if they're hiring middle-aged fat guys.

And then the phone rings.

See you at the next meeting.

Your president, Jerry Silvestrini

Announcing Forum Forays

The Membership Committee announces a new series of social events called Forum Forays. Our first outing is hosted by **Lois Graham** and **Jame A. Riley** on Saturday, March 29, to the Atlanta Botanical Gardens to see "Orchid Daze: Gargoyles & Grace," featuring dazzling displays of orchids in combination with antique urns, fountains, lanterns and architectural remnants such as gates and gargoyles. Rain or shine, event is indoors.

Meet at 12:45 pm in the courtyard beyond ticketing for a 1:30 pm tour. The \$12 adult admission (\$9 for seniors) includes a docent-led tour and post-tour meanderings. Email Jame at rileyworks@mindspring.com (put FORUM FORAYS GARDENS in the subject line) to let him know you are attending.

Events will be offered about every 6–8 weeks. Future outings include a special exhibit at the High Museum, an evening tour of Decatur art galleries and dinner, an afternoon outing with picnic to the Etowah Indian Mounds, trying new Atlanta restaurants, a hike in one of the Chattahoochee River parks, and a daytrip to the fabulous Birmingham Museum of Art. Stay tuned for details.

WELCOME, NEW MEMBERS!

Jennifer Ballentine, writer/publisher

Joya Banerjee, writer/publisher

Reid Jenkins, graphic designer

Louis Mayeux, writer/publisher

Victoria (Tori) Taylor, writer/publisher

**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.

FREELANCE FORUM BOARD MEETING MINUTES, FEB. 13, 2008

Present: **Jerry Silvestrini, David Knope, Nancy Spraker, David Batley and Jan Stittleburg**

December minutes: Approved; motion by David K., 2nd David B.

Treasurer report: We had a money surplus this month, with \$1,814 in income and \$708.89 in expenses, cash on hand is \$10,105.15. ...gift cards are categorized as membership committee expense; the 2007 YTD should be the same time period as the 2008 YTD for future reports. Approved with changes, motion by David K., 2nd by Jan.

2008 program planning: **Brenda Sanders** has things well under control, with plans made as far out as July.

T-shirt quantities: We have a dwindling number of T-shirts left, 10 S, 7 L, and 25 XL. There are no M or XXL. We discussed:

1) how many shirts to order, 2) can we get XXL, 3) should we tie-dye some or all of the shirts for a fresh look, 4) the logo on the shirt. The color logo may not show up well on a tie-dye, so perhaps we could switch to a black logo, which will stand out from the colors. It was suggested that the Forum website be listed on the shirt also. Other options for handouts could be post-it notes, baseball caps or visors; but how much do we

want to spend on these handouts? Jerry will put together some options on a new T-shirt design; the discussion will continue at the next meeting.

Website improvements: **Steve Knapp** is asking for leads on web developers; no timetable has been set for any followups.

Bylaws: The bylaws state that a purpose of the Forum is to produce a Sourcebook. With the cost of printing going up, and the soon-to-be-outdated nature of a printed book, as compared to a listing of the members on the web, is it necessary to produce a printed book? Should the bylaws be updated on this, and other items, such as term limits, that may seem outdated? Perhaps some of the bylaws are more correctly categorized as policies and procedures, which would be more easily amended. The board is to review the current bylaws for further discussion.

Folio items/open discussion: nine members volunteered to help out with the food. There may be a co-chair also; that needs to be confirmed.

Next board meeting: Scheduled for Thursday, April 9th, 6:30 pm at the Olde Mill Steakhouse on Savoy Road, the access road by the Chamblee Dunwoody–285 exit.



MEMBER NEWS

Linda McCulloch and Design That Works Land Six Spots in The Big Book of Logos 5

The Big Book of Logos 5 by David E. Carter and Suzanne MW Stephens features thousands of the best logos and trademarks from all over the world. Member **Linda McCulloch** and her company, Design That Works, had six of their 11 entries included. She remarked, “Logo design has become a commodity over the last several years, so getting our work in this book really feels like a validation of the time, energy and effort we put into a truly well-designed customized logo.”

David E. Carter is internationally recognized for creating more than 100 design books. The official Harper Collins blurb notes that, “A designer who wants a reference to help jumpstart the process of creating identities will find the inspiration needed to develop original and thoughtful graphic solutions.” **Amazon.com** offers the book at a 33% discount.

We are SO proud of Linda!

Editors' Note: Did you feel inspired reading about Linda's accomplishment? Send us YOUR good news, personal or professional, so we can do a shout out in the Folio.

- Linda McCulloch has space for one more person in her figure drawing classes. For info contact her at 770-493-7154 or linda@greatdesignthatworks.com.

- The Atlanta Unity Church is featuring **Honey Judith Rubin** teaching a Wednesday night, six-week series on The Law of Attraction in Action beginning April 2 at 7:30. For info contact her at 770-951-0304, honeyrubin@mindspring.com or see www.atlantaunity.org.

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.

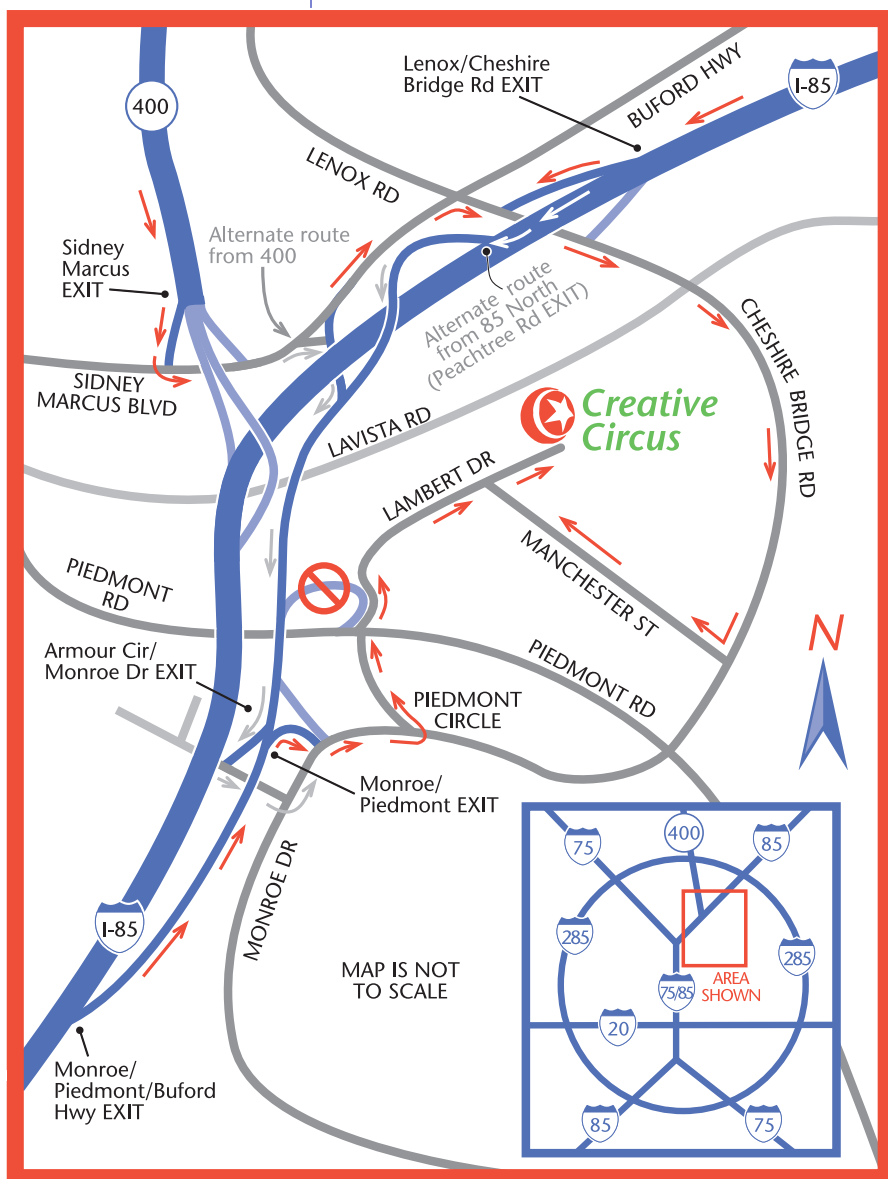
FROM I-85 NORTHBOUND: Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right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



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!