

FREELANCE
FORUMPO 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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SUBMIT IT!

All FF members are welcomed to submit announcements, news items, articles, artwork and ideas to the *Folio*. All material is subject to review.Due to the late July meeting **all submissions need to be in by July 11, unless pre-arranged.**Please send to BOTH honeyrubin@tobeablessing.com AND soozy@soozy.com.THURSDAY, JULY 10TH MEETINGImplementing the
F.A.I.T.H. ModelKeeping organized is one of the biggest challenges facing professionals today. Control your paper chaos by using **Monica Ricci's** F.A.I.T.H. model – **File, Act, In-Process, Toss and Handoff** – to tame your stacks of incoming information. Monica has been on HGTV's *MISSION: Organization* and has been a professional organizer since 1998. The system she teaches involves setting up processes to help you get and stay organized at home and at work.**WHEN:** July 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)**NOTE: July meeting is on the second Thursday!****FOR A DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS, GO TO www.freelanceforum.org/site/map.htm OR COPY AND PASTE INTO YOUR BROWSER.**

June Meeting Recap

Dear Website: What Have You Done for Me Lately?

BY MONA REEVES

A panel of marketers/web experts who own their own businesses shared their wisdom at the June meeting. **Linda Travis** (LT) of The Brand Renovator, **Bonnie Buckner Reavis** (BBR) of Zenith Design Group, a Freelance Forum sponsor, and **Stacy Williams** (SW) of Prominent Placement provided an information-packed Q&A session on optimizing web presence.

Linda helps clients brand their websites to make their businesses sound different yet authentic; Bonnie does website design; Stacy specializes in search engine optimization.

Q: How does a web designer manage clients' expectations to keep them from turning the website into a giant nightmare?**A:** Be clear on what the client actually needs and wants the website to do. Let the client know what is a big deal technologically and what is doable.

L to R: Stacy Williams, Bonnie Buckner Reavis, Linda Travis.

Jan Stittleburg

Q: What's the best way to market yourself as a writer and journalist?**A:** For everyone: Put your strengths out front; keep a balance between selling yourself and showing your work. *LT:* Find your niche and own it; let the client know what you can do for them. *BBR:* Keep your audience in mind – why will visitors care once they find your website?See **Recap** on page 2

folio

PAGE 2

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The **July Freelance Forum meeting** will be held on **July 10** – the **second** Thursday. Our host, the Creative Circus, is closed the first week in July.

GO TO THE SOURCE

Just click on **Find a Freelancer** at freelanceforum.org to instantly connect with Atlanta's best creative talent.

www.freelanceforum.org

Recap continued from page 1

Jan Stittleburg



Freelancers talk about website self-marketing.

An active blog can move your site up considerably in the search engine queue. Be aware of your professional image and carefully navigate the line between professional and personal. A Google search links anyone to your postings, name and information. Anything you post can be seen by anyone (including your competition) unless it is password protected. Make sure what you do post is user-friendly, clean and uncluttered, and accentuates important content.

Know what you want your site to do for you. Some sites are built for search engine optimization through the use of key words, others are more personal. *BBR*: Print

materials are an invitation, always include your URL on them. Your website gives the rest of the information and is the closer.

Promoting: *SW*: Write articles, network, do public speaking, optimize your website. Most business comes from word of mouth. *BBR*: Do a good job and tell people about it. Always talk about your business. Invite repeat business and word of mouth. After 10 years in business, Zenith is just now trying out direct mail and advertising. *LT*: Testimonials are powerful. Listen to where the market wants to take you and talk about your business to everyone who is in a position to care.

BBR wrapped up the session with a piece of advice: Don't focus so much on looking professional that you lose your individuality. Own that you are a freelancer who is good at what you do. Be authentic.

FREELANCE FORUM BOARD MEETING MINUTES, MAY 7, 2008

Present: Jerry Silvestrini, David Knope, David Batley, and Kellie Frissell

May minutes: Approved – motion by David B., second by Kellie

Treasurer report: Income from guest fees is up significantly compared to this time last year and income from member dues is up slightly, but overall income is slightly lower due to fewer sponsorships. Meeting refreshments are averaging about \$150/meeting. Jerry asked about a postage amount of \$134.20 that was for mailing some of the new Sourcebooks.

Program planning: The August meeting will probably be on accounting, recordkeeping and tax issues.

T-shirt design: Jerry has the final new design. There was unanimous agreement to order 75 shirts (15 S, 25 M, 15 L, 20 XXL). Jerry will check prices on imprinted bags.

Website: The board agreed via email to proceed with contract discussions with Marie Wendel of Caligan Designs, the only responsive bidder to our RFP. Discussion included a suggestion by David B. to include

Safari browser support for Mac users and a payment method of 1/3 on acceptance, 1/3 on substantial completion (to be defined) and 1/3 on acceptance of the final site by the Freelance Forum board. David K. suggested that we ask **Jon Lee Andersen** to review the contract. Jerry will handle that.

Bylaws: David K. presented the proposed changes to the bylaws. There was general consensus that we add an explanation/rationale for each proposed change. David K. will add that. We agreed that under the current bylaws we need to mail (not email) the proposed changes to all members and hold a vote at either the July or August meeting.

Folio items/open discussion: The board agreed to spend \$672 to renew our 1/8 page ad (with an online link to our website) in this year's *OZ Magazine Creative Index*. Our ad will also appear in the November/December and January/February issues.

July board meeting: Wednesday, July 16, 6:30 pm; Olde Mill Steakhouse

Submitted by David K. filling in for Jan Stittleburg

folio

PAGE 3

FOLIO VOLUNTEERS

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Honey Judith Rubin
Soozy G. Miller

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Janie Morgan

PHOTOGRAPHY

Jan Stittleburg

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Margie Deeb
Susan Drake
Georgia Dzurica
Soozy G. Miller
Mona Reeves
Honey Judith Rubin
Brenda Sanders
Jerry Silvestrini
Nancy Spraker

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Steven Knapp
Julie Longino
Jack Massa

FREELANCE FORUM LOGO DESIGN

Charissa Schultz

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ZENITH DESIGN GROUP, INC.

770-874-2334
www.zenithdesigngroup.com

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. She has about 12 boxes of them for distribution.

PRESIDENT'S CORNER



Jan Stittleburg

almost had a job come from our website! Over the past five or six years, I have made a modest amount from the site, enough to pay my Forum membership for the rest of my days. So, I can't complain – it has helped me. And I would strongly recommend that all members pay the fifty bucks and put up some portfolio pieces. It just seems like I say "almost" too often. It's been a while since a real job has come via the site.

This last job that fell through had all of the telltale signs of someone looking for clip art. Only, the specifications of what this person wanted were beyond the realm of clip art. I called up a friend of mine who is a very gifted freelance illustrator and had him give

me a bid on it. He was ridiculously low. But, even his bid was too high. Some things are worth doing for nothing. We have all worked pro bono and I don't mind doing a few extra projects for certain causes. I just think the "free" in "freelance" is sometimes misleading. I wonder how many people Google the word "free" and hit our site? Maybe our name should be The Independent Contractor Forum Nah! See you at the next meeting.

Your president, Jerry Silvestrini

Make a note of it: The July meeting is on the second Thursday of the month.



MEMBER NEWS

A new line of greeting cards, created by copywriter **Georgia Dzurica** and designer-photographer

Jame A. Riley, was nominated for "Best in Show" and featured in a special display at the National Stationery Show May 18–21 in New York, NY. Aimed at those facing grave illness or difficulty, Haikus for Healing uses haiku verse to offer sympathy and support.

The cards were selected for the "Best of the New" sections in several trade publications: *Greetings etc.*, the official publication of the Greeting Card Association, *Giftbeat* and *Gifts & Decorative Accessories*.

A line extension, *Haikus for the Heart*, expresses friendship, appreciation or romantic love.

• Art director/designer **Margie Deeb's** latest book, *The Reader's Color Palette* (Watson-Guptill, 2008) has hit bookstores across the country and internationally! Margie, a color expert, teaches artists interested in adding to their color knowledge.

In early September, Margie is presenting an evening

class on color – free for Freelance Forum members. For information, contact her at margie@margiedeeb.com or go to www.margiedeeb.com.

• **Soozy G. Miller** has been appointed Director of Communications for Temple Kol Emeth in Marietta, starting July 1. She will become a member of the temple board. Soozy will be responsible for all communication materials for the temple, including Kol Emeth's Thanksgiving Ecumenical service in November.

See **Member News** on page 4



Georgia Dzurica and Jame Riley at their National Stationery Show exhibit.

ALERT: The Orphan Works Act of 2008 (a bill now pending in Congress) attempts to allow new creators to use old works without fear of massive lawsuits, provided that a good faith effort has been made to find out if the work in question is copyrighted. The copyright owner who discovers the use and demands payment, can receive ONLY "reasonable compensation." See <http://arstechnica.com/news.ars/post/20080425-new-orphaned-works-act-would-limit-copyright-liability.html>

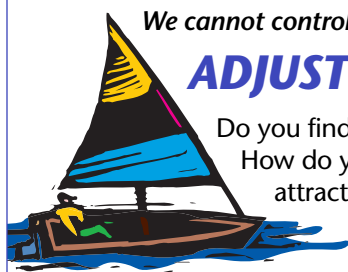
REMINDER:

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!



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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*. Many thanks to Nancy Spraker who helped craft the column name and tag line.

ASSUMING SUCCESS

BY PETER BOWERMAN

When I started out as a freelancer nearly 15 years ago, success was my only assumed outcome. I kept this attitude despite NO writing background, training, paid experience or contact list. And, as I discovered later, I launched the business in one of the worst mass-agency-closing creative recessions Atlanta had seen in years. What I didn't know apparently didn't hurt me. I just assumed it'd all work out. I still do.

I assume prospects I meet will want to hire me and will love the work I do for them. I assume a reviewer I contact will want to look at my books and write a good review. I assume a publication or website will run the article I've sent them. I assume my readers will love my books and spread the word. And most of the time, it happens that way.

Of course, assuming isn't enough. Undergirding every assumption mentioned is a commitment – driven by my own healthy self-respect – to do the absolute best job possible, whether it's a copywriting project, a book, an article or taking care of my customers.

As a publisher of a six-year-old industry e-zine, I'm in constant contact with writers around the globe, and all I hear is that business is good. A recent comment on www.wellfedwriter.com/blog quoted a motivational speaker from the 70s who said, "I heard there was a recession, but I decided not to take part in it." I like it. The economy ultimately has very little impact on one freelancer's quest for financial self-sufficiency. Remember: whether you think

the economy's affecting your business or not, you're right.

When people complain, "Business is slow," what are they really saying? That their regular clients aren't calling as much, right? Hey, who loves marketing and sales? Few of us, but that's the trade-off for this great life (i.e., no alarm clocks, no commute, no "interesting" bosses, work in our PJs, etc.): when it gets slow, we get moving. All those goodies have a price. But I'll take that trade any day.

Peter Bowerman, author of two books on being a well-fed freelancer, has graciously written the inaugural piece for our new column, Adjust Our Sails. Your contributions to this column can be as long as Peter's article or as short as a few bullet-point hints. Please send your ideas to BOTH Soozy and Honey. Thanks!



WELCOME, NEW MEMBERS!

Elizabeth Baggett, writer
Lyn Hillman, graphic designer
Ann Ladenberger, writer
Joseph Marchione, Writer

SUPPORT OUR SPONSORS



Member News continued from page 3

- Starting July 13th, the Unity North Atlanta Church in East Cobb is featuring **Honey Judith Rubin's** Sunday morning 8-week series on prayer based on mystical and spiritual wisdom. For info: 770-951-0304, honeyrubin@mindspring.com or see www.unitynorth.org.