

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

Annual Membership Dues:

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

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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 October 3, unless pre-arranged.

Please send to BOTH
honeyrubin@tobeablessing.com
AND
soozy@soozy.com.

THURSDAY, OCTOBER 2ND MEETING

How Does Your Book Look?

Do you ever wish that your portfolio looked better, or did a better job of showcasing your talent? A panel of managers from firms who hire writers, designers, photographers and other creative freelancers will deliver proven ideas on getting in the door with print and online portfolios.

Gain the insights and information you need so that your portfolio will really shine at the November Members' Portfolio Show. If you'd like your portfolio evaluated on site, bring it along and show it to our panelists, who will offer their tips and critiques.

WHEN: October 2, 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)

FOR A DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS, GO TO www.freelanceforum.org/site/map.htm OR COPY AND PASTE INTO YOUR BROWSER.

September Meeting Recap

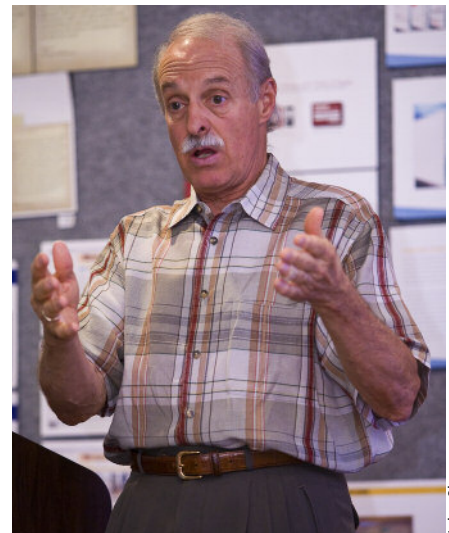
Picture This! – Painless Marketing

BY MONA REEVES AND DR. DUSTY RHOADES

Dusty Rhoades used wit and wisdom to school a packed house (21 guests!) on the power of "painless marketing" that includes exploiting one's uniqueness. He answered, "How do I market myself?" with an ingenious technique.

Dusty's background includes a Ph.D. from Kellogg Business School at Northwestern University, the Air Force during Vietnam, CEO of International Foods at age 34 (introduced 35 new products for Pillsbury), and managing 4,000 apartment units. Today, he serves as a marketing and best-practices expert to a variety of companies turning their short-term critical issues into profitable results. Dusty takes situations and brings them down to a laser focus. His marketing tool, called the "picture letter," can turn your work-idle-work-idle cycle into steady work.

The Snapshot Syndrome posits that most people hang on to snapshots. Sending a snapshot increases the probability that your



John Slemp

letter will be read. A picture letter consists of three main parts: 1) a snapshot, 2) a 30-second story letter about your uniqueness and strengths, and 3) an anchor that makes a connection between your picture, some common item or experience in life, and a

See **Recap** on page 2

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Recap continued from page 1



John Slemp

Dusty Rhoades' presentation at the September meeting drew a large crowd.

- 5) FOCUS and simplify your services description ("The world just wants to see the baby and doesn't want to hear about the labor pains.")
- 6) Ask yourself...am I letting PERFECT ruin GOOD? Life is about success, not PERFECTION!
- 7) K.I.S.S. – Keep It Short and Simple (Get a good idea and run with it.)

memory trigger/anchor to the uniqueness of your services. He has also sent a trinket or gadget, such as an H-clip (used for quality roofs), to anchor the idea of why to use the company. Always using a photo of something the recipient will see over and over in the course of a day, the picture letter repeatedly triggers the suggested thought about you in the recipient's mind.

For example, the following approach was used by The Psychological Counseling Group, a company that works with businesses on behavioral issues in the workplace:

Snapshot: A power station with a danger sign.

Body of the letter: "We view behavior from a solution-focused perspective in our Energy Management Program. We teach our clients new anger management skills and include families in our conflict-resolution training. If energy isn't properly managed, it can be dangerous. But properly controlled, it can become a blessing to everyone."

Anchor: "When you see a power plant, think of Psychological Counseling and how we build better lives through our Energy Management Program."

TIPS:

- 1) Target your efforts to a very specific audience
- 2) When possible, send the picture letter from your home address to your prospects' home address
- 3) Send more than one letter at unpredictable intervals
- 4) Keep the letter short (a business card is redundant and easily tossed)

Apply the same tips to the resulting interview or any conversation: Use two-sentence answers to any questions (if the person wants to know more, he or she will ask).

Capture your uniqueness with a pithy phrase. For example, a technical writer, using Dusty's technique, went from a 20-minute description of his work to a branding signature of "The Simplifier."

To build a contact list, start with people you know, and then use other resources (e.g., the *Atlanta Business Chronicle*) to contact people who do hiring. Also, talk to the lead's assistant and ask who makes the decisions.

Contact Dusty at drhoades@bellsouth.net.

Special Section:

WHAT ONE QUESTION WOULD YOU LIKE TO ASK A FAMOUS PHOTOGRAPHER (ALIVE OR DEAD)?

Tim Shannon...to NY Times/Newsweek shooter Vincent Laforet: Will the new digital pro cameras that shoot HD movies replace still photography altogether? After all, if you just hold a button down and follow the action, you will never miss the "perfect" shot.

Jan Stittleburg...to Ansel Adams: What do you think of digital photography – what has PhotoShop done to the science and art of photography?

John Slemp...to all: Over the course of your career, what was your most successful marketing tool?

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

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GET READY!

The Freelance Forum's annual Members' Portfolio Show is next month. Watch for details in the November *Folio*.

PRESIDENT'S CORNER

And now some commentary from our ever-humorous leader...

Will MacIntosh run out of big cats' names and have to name computers for some other large, endangered animal, perhaps a rhino or a giraffe? I just upgraded my OS. It's now a Leopard instead of a Tiger. I'm not sure why this is an upgrade; a real-life tiger could kick the spots off a leopard.

This is the second time I've gone for the upgrade deal. After the first time, I swore never again; that fiasco cost about a week of my life, with me swearing at my computer and praying I could get it to work again. This time it went smoother, but there's collateral damage – mainly that Leopard won't open the old OS 9 programs and my printer is now a big tan paperweight.

When I got my G5 in 2004 I was told that the printer was a goner. It was a serial

printer in a USB world. But, I found a serial-to-USB cable and got it to work well enough for four more years. Now, there's no hope. OS 9 was its lifeblood.

Apple, and my clients who are corporations with enough cash to regularly keep up with the always-present software upgrades, had suggested I make these changes. As a freelancer, I face this dilemma frequently: Do I upgrade and pay The Man or do I not upgrade and miss out? I hear Apple is about to launch Moose 10.8.

See you at the next meeting.

Your president, Jerry Silvestrini



Jan Stittleburg

Freelance Forum Returns as Sponsor of Atlanta Integrated Marketing Summit

Thanks to last year's success, and giving us the best bang for our sponsorship bucks, the Freelance Forum returns as a bronze sponsor of the 2nd Annual Atlanta Integrated Marketing Summit, on November 13 at the Crowne Plaza Ravinia. Billed as "the ultimate professional boot camp," the half-day program will feature the latest thinking on integrated marketing with a national and international perspective, presented by high-profile dynamic gurus. To date, speakers from The Martin Agency, Mars Snackfood and Nike have been confirmed.

The highly regarded Summit offers our members discounted tickets, significant exposure with web presence, event signage and live acknowledgements.

Watch for a special members-only email blast. Enjoy an afternoon of

professional education combined with some serious (but not TOO serious!) self-promotion at the after-event networking and social. For more information, visit www.atlantamarketingsummit.com

FREELANCE FORUM BOARD MEETING MINUTES (abbr.), AUGUST 13, 2008

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

Treasurer report: Our finances are stable; interested members may request details.

Bylaws: The bylaws were approved by unanimous vote; **Steve Knapp** will now update the web site.

2009 committee chairs: Board line-up: Jerry, past president; **David Knope**, president; Kellie, secretary; Nancy, at-large member; and either David B or Jan as VP; **Honey Judith Rubin** and **Soozy G. Miller** will continue with the *Folio*; several people are being considered for program chair. We need committee chairs for food, sponsorship and marketing.

Next board meeting: Wednesday, October 8, 6:30 pm at the Olde Mill Steakhouse on Savoy Road, the access road by the Chamblee Dunwoody-285 exit.

ORPHAN WORKS A THREAT

Google this still-hot topic!

Here are a few links:

<http://tinyurl.com/editorial1>

<http://tinyurl.com/illustrators1>

<http://tinyurl.com/opinion-apa>

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!



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*.

THE FIRST VIRTUE OF BUSINESS: BEING COURAGEOUS

BY BILL TREASURER

Courage, according to Aristotle, is the first virtue – because it makes all the other virtues possible. My new book, *Courage Goes to Work*, draws upon the courage-building strategies I learned from my clients. Below are some tips to help you be more courageous.

Be mindful of the risks of not risking. The risk of inaction is usually more perilous than the risk of action. As you consider a risk, be sure to be clear about the dangers of not taking the risk too!

Ask the holy question: What do you want? Most people answer that question without specificity. Those who do answer specifically are in a much better position to figure out the actions they need to take in order to get what they want!

Have something to prove. Take on challenges that cause you to prove yourself to yourself. When the going gets rough, having something to prove can be a source of energy and motivation.

Make forward-falling mistakes. Making no mistakes is just as dangerous as making too many. Keep a mistake ratio – a good balance between not making enough

mistakes and making too many. As long as the mistakes you make are forward-falling, you're making progress.

Harness fear. Fear is a normal, natural, and necessary part of the work experience. While uncomfortable, fear has energy that can be useful when facing tough challenges. Harness fear by spending time with it. The more you experience the thing that you're afraid of, the less it can disturb your thinking.

Jump first. The best way to encourage those around you to be more courageous is to be more courageous yourself...first! Ask yourself: When was the last time you did something courageous that probably left a favorable impression on the people you work with? When did you last jump first?

Bill Treasurer, founder and Chief Encouragement Officer at Giant Leap Consulting, helps people and organizations live more courageously.

WELCOME, NEW MEMBER!

Teryl Jackson, photographer

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.

M E M B E R N E W S



Peter Bowerman, along with other industry pros, is co-producing a month-long (October) virtual

event. Created by and for freelance copywriters, the event features how to sell yourself better (without “selling”), raise the caliber of your clients, and make more money. Discount available until September 25. For more details, go to: www.copywritingsummit.com.

Jan Stittleburg is selling two Epson CX7800 multi-function printers for \$100. Adapter for holding 35mm film and slides; extra generic (compatible) ink cartridges included; three memory card slots. Info at jan@jsphotofx.com or 770-931-8170.

Embroidered Pillow on Tour

As a hobby, **Linda McCulloch** designs and illustrates original textile art, transfers it to fabric, and then does all the stitching by hand. Linda's most recent project, a pillow entitled “Life on the Coral Reef,” was selected for a juried exhibition by the Embroiderer's Guild of America. The exhibit, which opened in Louisville, Kentucky on Labor Day weekend, will travel across the United States for three years.



Linda proudly displays her handiwork.