



FREELANCE FORUM

PO Box 250024
Atlanta, GA 30325
404-705-2400
www.freelanceforum.org

Annual Membership Dues:

Individual - \$75
Couples/Partners - \$120
Student - \$60

2000 EXECUTIVE BOARD

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MARK YOUR CALENDAR FOR THESE UPCOMING (TENTATIVE) PROGRAMS

SEPTEMBER 7

The Creative Services Buyer Panel

OCTOBER 5

Communications Systems

NOVEMBER 2

Members' Potluck

DECEMBER 7

Tax Planning

SPREAD THE WORD! SEND THIS NEWSLETTER TO TWO FRIENDS.

F R E E L A N C E

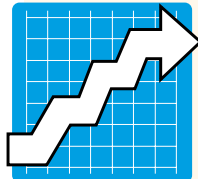
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E-NEWS FOR MEMBERS & SPONSORS of THE FREELANCE FORUM
AUGUST 2000

Thursday, August 3, Meeting

This Month's Topic:

Growing Your Home Office (Freelance Success Stories)



What's the best way to grow your business? What factors should you consider? What should you do and avoid doing? Find out at our August meeting. **Ruth Forristel**, owner and principal designer of Made You Look, and **John Laseau**, owner of a one-person graphic design company, will share their invaluable insights and practical tips for taking your home-based creative business to the next level of profitability and success.

WHERE: The Hampton Inn, Piedmont Room
ADDRESS: 1152 Spring Street

WHEN: August 3, 6:15-8:30 PM

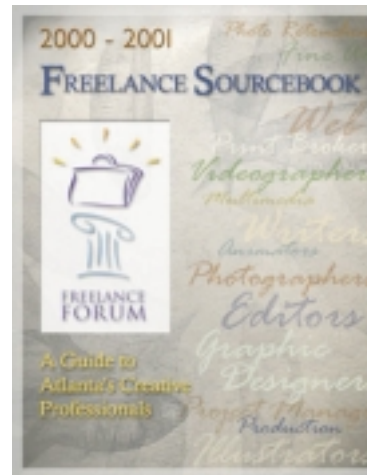
ADMISSION: Free for Members/Guests \$10

DIRECTIONS: The Hampton Inn (404-872-3234) is conveniently located at 1152 Spring Street, immediately south of the intersection with 14th Street. Look for the Inn on the right-hand side of Spring Street, which is one-way southbound. Go through the lobby and continental breakfast area to the meeting room.

Everyone's Caught Up in the Web at July's Meeting

There was a great turnout for our July meeting featuring a discussion on designing, building and maintaining websites from **Bonnie Reavis** of Zenith Design Group and **Ed King** of WowAppeal.com. They did a great job relaying what to do—and what to avoid—in creating a site. Thank you both! The FreeLance Forum will look into additional future meetings on this popular and timely subject.

2000 Sourcebook Update



The eagerly awaited **FreeLance Forum 2000 Sourcebook** should be out later this month. In the meantime, here's a sneak peek at the cover—designed by FreeLance Forum Board Member-at-Large, **Jame Reilly**.

Monthly Program Committee

A big FreeLance Forum thank-you to **Barbara Wilkes** for stepping up as head of the Monthly Programs Committee. If you have an idea or suggestion for a monthly program topic, or know someone whom you believe would be an interesting speaker at one of our meetings, please give Barbara a call at (404) 249-6697 or e-mail at bwilkes@mindspring.com.

Volunteers are the cornerstones of our success. To volunteer your talent and a little bit of your time to The FreeLance Forum, call **Keith Bishop** (770-971-8896) or e-mail to klbishop1@aol.com. These committees could use your help: the **Membership Committee** meets quarterly to discuss creative ways to increase membership; the **Sponsorship Committee** works on attracting new sponsors and retaining existing ones; the **Food and Drink Committee** provides the delicious goodies that fuel our monthly meetings (all expenses are reimbursed).

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New Direction Frees Resources for Dynamic New Web Site

Effective marketing is all about flexibility and change. Each year, The Freelance Forum Board considers how to best allocate limited dollars and volunteer time to best serve our members and promote their talents. For the past four years, the lion's share of our budget and time has gone to host the annual Portfolio Show. Each year, we improved the show's organization, venue and marketing. In fact, last year, with the assistance of our generous sponsors, we put on the largest and most ambitious show ever.

However, even with all of the sponsor contributions and hundreds of volunteer hours, the cost-benefit ratio did not live up to our expectations. Because the show consumes so much of our resources, the Board felt it was time to rethink our strategy for promoting members and providing exposure for our sponsors.

To do this in the most cost-efficient and effective manner, we believe this year's focus should be on developing a totally revamped, interactive Freelance Forum website that reflects the professionalism and talent of our members. This new site will provide what our current site does not—an

easy-to-use "virtual" portfolio show that prospective buyers can access anytime, anyplace. We believe this will give members and sponsors far more bang for their buck than a one-time event each year.

The plan is to launch a fully functioning site in early spring of 2001 with a gala event to promote its unveiling on the Internet. Not having the Annual Portfolio Show this fall will free up much-needed funds and time to redesign our web site, throw a launch party for freelance buyers and promote the site with targeted ads and direct mail.

While some of you may initially be disappointed by this change of direction, you will ultimately benefit even more from a virtual portfolio show available to buyers 24/7. We are considering options that would allow you to post portfolio samples on the site and provide links to your own web site. Our goal is to make freelanceforum.org your most rewarding marketing investment.

We hope you'll share our excitement for the new opportunities and revenue potential this web site will create for you and your fellow freelancers.

SUPPORT OUR SPONSORS!

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Contact: Debbie McDonald