



## FREELANCE FORUM

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

### Annual Membership Dues:

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

### 2001 EXECUTIVE BOARD

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F R E E L A N C E

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E-NEWS FOR  
MEMBERS & SPONSORS of  
THE FREELANCE FORUM  
MARCH 2001



Thursday, March 1st Meeting

## Keeping Your Workhorse Healthy and Strong

Are you a Renaissance Man or Woman—expert in both creative and computer fields? If not, this meeting is for you! Hear Macintosh consultant **Bill Rumpff** of Cybernet Solutions and a PC technician

(to be announced) recommend what to do to keep your computer up and running—and performing optimally. The tech experts will cover topics ranging from backup, routine maintenance, repair and disaster recovery to compatibility, viruses and security. Don't miss vital information that could impact your ability to do business! (**Guests, bring our ad in the OZ Creative Index for free admission—one time use only, no photocopies.**)

**WHEN:** March 1, 6:15–8:30 PM

**ADDRESS:** 1152 Spring Street

**WHERE:** The Hampton Inn, Piedmont Room

**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 Piedmont Room.

## Here's What Our Members Said . . .

**A**s some of you may remember, we conducted a FreeLance Forum Membership survey via e-mail near the end of last year. The results are in and, while there were no earth-shattering revelations, we were able to discover a little more about what you like and don't like primarily about the monthly program structure and topics.

The goal of the survey was to discover what most motivates (or, just as importantly, "fails" to motivate) a FreeLance Forum member to set a mountainous workload aside for a couple of hours, get out of the home/office and hobnob with his/her freelance compatriots.

Twenty-three members responded to the survey, or about 40% of the membership. Here's some of what we learned from you:

- 8% of the respondents are diehards and attend 11 or 12 times per year
- 56% attend 5 to 10 programs per year
- 35% make 1 to 4 programs out of the year
- 91% said they would recommend our group to others

When the respondents aren't able to attend meetings, here are some of the most common reasons why (no real surprises here): 74% attributed a non-attendance to work or the ubiquitous "something came up". 35% said missing a meeting was related to the program's topic. Either it didn't apply to their particular discipline and/or they simply weren't interested. With such a diverse group at various stages in their freelance careers, it's inevitable that some members want more advanced topics while others want start-up information.

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### BE A HERO—SHARE A LEAD

Does a client ever ask you for freelance recommendations that fall outside your own expertise? Or that you have no time or interest in handling yourself? Instead of just saying no, pass along job leads to [info@freelanceforum.org](mailto:info@freelanceforum.org) and we will email the information to all FreeLance Forum members. Who knows, you might be the next one to snag a profitable assignment this way.

**SPREAD THE WORD! SEND THIS NEWSLETTER TO TWO FRIENDS.**

**COMMITTEE CONTACTS**

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**What Our Members Said . . . continued**

Happily, only 13% cited traffic and none said they "didn't like the food" (golf claps for a job well done by the food volunteers).

Sixty-five percent of respondents thought the monthly programs were "fine as is". Most of the comments were very complimentary.

**Marketing Guru Shares Profitable Tips**

At a recent meeting, Morgan Shorey, vice president of The List (a Platinum sponsor of The FreeLance Forum) tossed out dozens of tips for marketing our freelance businesses more effectively. What are you waiting for??

- "Interview" your prospect before presenting your portfolio to find out more about his or her business. This will allow you to pitch your services to specific needs.
- Network in at least one peer organization (The FreeLance Forum, of course) and one client networking arena.
- Try referral marketing. Tell your good clients, "I'd like another client like you. Can you recommend a colleague in another company?"
- The spark and torch system of marketing can be a time-saver. Hire an assistant to make calls for portfolio appointments for you. Expect to spend \$10-15 per hour.

However, a few suggestions on improving them included:

- Start and end the meetings on time
- Have a "moderator" direct the discussion to prevent questions from the membership taking the speaker off-topic too often
- Have space available to make networking easier (rows of chairs often make it difficult to "work the room")
- More opportunities for members to tell the group what it is they do

There was even a vote for having an open bar.

Thanks to everyone who participated in the survey. The Board is taking all the responses and suggestions into consideration when refining the monthly programs so as to be of the greatest value to a diverse (and busy) membership. Even if you weren't able to participate in the survey, your comments and suggestions are always welcome.

**MEET OUR NEW MEMBERS**

The FreeLance Forum welcomed five new members during February. Be sure to introduce yourself at the next meeting to: **Craig Adams**, illustrator; **Jackie Gammie**, video designer/editor; **Rebecca Hart**, designer/art director; **Kevin Livingston**, computer consultant and **Walt Floyd**, visual artist.

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A qualified list of new business leads.  
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