



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
APRIL 2001



Thursday, April 5th Meeting

Business Etiquette: Minding Your Ps & Qs for Successful Freelancing

Pardon me, but your manners are showing. You could have the best work at the best price, but lose a project—or a client—due to a simple faux pas. Learn from “the Protector of

Protocol”, consultant **Carolyn Luesing** of Carolyn Luesing & Associates, how to make a good first impression with prospects, improve relationships and retain clients, and compete more effectively in the marketplace. Her topics will include today’s new etiquette for male/female interactions; phone, voice mail, e-mail and written communications; business meals; meetings; presentations; entertaining; travel; and more. Freelancers, don’t miss this opportunity to polish your interpersonal business skills. They didn’t teach you this in school!

(Guests, bring our ad in the OZ Creative Index for free admission—one time use only, no photocopies.)

WHEN: April 5, 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.

From the President:

Put More Money in Your Pocket

Last week, a new member called me to discuss how she should respond to a potential client’s request for a volume discount. It’s always flattering to be asked for advice, of course. But what was truly gratifying was that this new member understood what The FreeLance Forum is all about—a network of peers that shares knowledge and supports its members.

Over time, this kind of camaraderie naturally results in referrals and partnering among members. We’re not a leads club, but working relationships do frequently develop when people get to know each other and appreciate each other’s talents.

Opening Up to Opportunity

This doesn’t happen automatically just by paying dues and coming to an occasional meeting. It requires getting involved in

some way and making an effort to connect with other members. Instead of finding a seat right away and waiting for the speaker to begin, munch and mingle during the networking time before each monthly meeting. Introduce yourself to guests and members you don’t know instead of just talking to your friends. Trade business cards with other members. Invite a member you’d like to partner with to lunch and look at each

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WELCOME, NEW MEMBERS

Two new members joined The FreeLance Forum at our March meeting: **Karen Dean**, Maytree Media Communications, is a writer, and **Bill Kelly**, Advertising Design Services, is an art director/designer. Be sure to introduce yourself to them at upcoming meetings.

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

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COMMITTEE CONTACTS

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Put More Money in Your Pocket . . . continued
other's portfolios. Go out for a beer or coffee after a Thursday night meeting.

The more members you know (and who know your work), the more likely you are to receive business referrals. One of the best ways to gain positive exposure is to join a committee and take an active role in a project (see the list of committee contacts in the left hand column). We always welcome new ideas and willing hands.

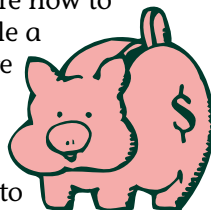
Referrals are a two-way street, so be on the lookout for opportunities you can share with other members. When you run across something you

can't or don't want to handle yourself, tell us about it. Call a board member or email it to info@freelanceforum.org and we'll alert members via email. In the past month alone, there have been more than half a dozen such leads shared via email and at meetings. With our new web site launching in the coming months, supported by a promotional campaign, there will be even more opportunities to connect directly with potential clients.

Working Smarter

It takes time for actual work to materialize from networking efforts, so be patient. In the meantime, you'll be making new friendships and finding valuable resources for the future. But even if you never get any work directly from your association with The FreeLance Forum, you'll still enjoy extra money in your pocket. That's as easy as phoning another member when you aren't sure how to estimate a job, how to handle a collections problem, or where to find the best printer for a particular situation. We all like to share what we know. And know that we can turn to

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other members when we have questions or problems.

Our meeting programs are another way of putting money in your pocket. If you've been attending in the past year, you've gotten valuable tips on marketing your business, keeping your computer running smoothly, maximizing your tax deductions, working with creative temp agencies, getting paid in a timely manner, making your home office more efficient, converting

prospects to clients, freelance success stories and much more. Just one good idea can be worth hundreds or thousands of dollars to your business.

The FreeLance Forum is a small, friendly group that's more open and welcoming than any other professional organization I've ever belonged to. I encourage you to take advantage of this powerful resource for your success. While you're helping yourself, you'll also be helping us build a stronger organization together. *-Kathy Couch*

Folio Needs More Friends

Thank you, **Janie Morgan**, for putting together creative layouts for the *Folio* for nearly two years now. Janie has taken our newsletter from a one-color printed snailmail format to the zippy full color electronic version you receive each month. To make her job easier, we'd like to recruit a back-up graphic artist who can step in if needed. Please call Janie at 404-297-8904 for more info.

Fellow writers: we can also use your occasional help in putting together feature stories on topics of interest to our members. Call Kathy Couch at 404-321-7811.

A big thanks to the rest of the folks who make the *Folio* happen: **Barbara Wilkes, John Nelson, Bonnie Buckner-Reavis, Steve Knapp and Kathy Couch.**

FOLIO VOLUNTEERS

Janie Morgan
Steve Knapp
Barbara Wilkes
John Nelson
Bonnie Buckner-Reavis
Kathy Couch

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