



FREELANCE FORUM

PO Box 250024
Atlanta, GA 30325
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www.freelanceforum.org

Annual Membership Dues:

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

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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
MAY 2001

Thursday, May 3rd Meeting

How to Keep More of What You Earn: Tax Planning and Financial Advice

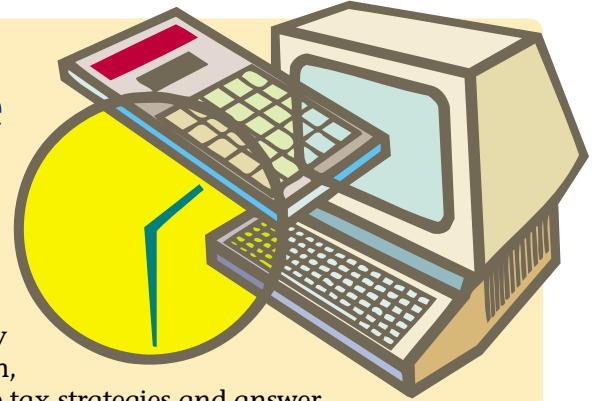
Take steps now to reduce how much you'll pay next April 15th. Hear CPA **Neal Bach** of Bach, James, Mansour & Company share up-to-date tax strategies and answer those puzzling tax questions. Now's your chance to learn more about one of the most critical aspects of running a creative business. This is one program you literally can't afford to miss!

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

WHEN: May 3, 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.



Get Involved: The 2002 Creative Sourcebook

It's time to get rolling with the next edition of The FreeLance Forum *Creative Sourcebook*. This well-received talent directory will be mailed to approximately 1,000 buyers of creative services in Atlanta agencies and corporations by the end of the year. Besides promoting our members, the new edition will direct buyers to our new web site all year long.

John Nelson has agreed to chair the Sourcebook Committee and is now putting together a team of volunteers. Contact him at (404) 486-8212 or jittles@mindspring.com to add your name.

If you've never volunteered for a FreeLance Forum committee (veterans welcome too), it's a fantastic way to get to know other members and—even better—a great way for US to get to know YOU. The networking time at monthly programs is often insufficient for anything more than presenting yourself in a nutshell to half a dozen members. Volunteering for duty on the frontlines of the various committees is relatively painless (we promise!) as we are

mindful that members' free time is often very limited.

We'll also be asking members to update their profiles soon so that the most up-to-date information appears in the 2002 Sourcebook.

FREE LISTING!

Act now to get your free listing in the annual *Oz Creative Index*. Just complete the online entry form at www.ozonline.tv/Georgia/CI/entry.

Or download an entry form at www.ozonline.tv/forms/cipdfdownload.shtml.

April 27th is the deadline.

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 and Steve Knapp 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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Member Spotlight

Networking Pays Off with Priceless Publicity

Linda McCulloch certainly knows the value of networking for her graphic design business, Design That Works. She's a familiar face at many Atlanta business functions and one of The FreeLance



"Having a (promotional) plan has made all the difference . . ."

Forum's most active members.

At a business luncheon last month, Linda met the Small Business Growth Strategies editor from the *Atlanta Business Chronicle*. As a result of their conversation, Linda was interviewed for an article on web sites for small businesses, which appeared with photos in the "Growth Strategies" Section of the April 6th edition. Once the article appeared, Linda lost no time in using it to maximum advantage.

"The article came out on a Friday and before the end of the day, I had the photo and a blurb posted on my web site (<http://www.greatdesignthatworks.com>)," she said. "By Monday, I had a link to the story on the *Chronicle's* web site and by Tuesday, my new promotional flyer featuring the publicity was ready to mail out. I had to act fast before it became old news."

Linda also plans to use the publicity in a full color handout. She was able to react so quickly because she has a promotional plan, developed in collaboration with a business counselor she works with. "Two years ago, I wouldn't have known what to do," she said. "Having a plan has made all the difference in my business. Of course, networking doesn't pay off like this all the time, but you never know when you'll hit pay dirt."

Actually, it gets even better. At the luncheon, Linda ran into someone she knew

from previous networking efforts. The result was an interview for a story about small business in the *Dekalb County Community Review*.

Can you make networking produce results for your business? You bet you can!

Get out there and meet new people wherever you go, starting with the next FreeLance Forum meeting.

We Keep Growing

Be sure to introduce yourselves to our newest members at the next FreeLance Forum meeting. They are all writers: **Suzanne Wright, Ron Kissiah and Bradley Jacobsen**. We also welcome former members **Steve Williams**, photographer/illustrator, and **Jay Montgomery**, illustrator, back into the fold.

The FreeLance Forum has added 15 new members since January. To keep our organization growing and strong, bring your freelance friends to our meetings and show them what they're missing.

Tune Up Your Marketing

FreeLance Forum members are invited to attend a marketing seminar sponsored by the Atlanta Chapter of the Graphic Artists' Guild from 4 to 6 p.m. on Saturday, May 12th at the Art Institute of Atlanta. Steven Schubert, the new National Executive Director of the Guild, will discuss marketing for creatives. The guest fee is \$10 (\$8 for FreeLance Forum members). For more information, log on to www.atlanta.gag.org/events.html.



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