



F R E E L A N C E

# folio

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

## FREELANCE FORUM

PO Box 250024  
Atlanta, GA 30325  
404-705-2400

[www.freelanceforum.org](http://www.freelanceforum.org)

### Annual Membership Dues:

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

### 2001 EXECUTIVE BOARD

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**Due to the July 4th holiday, our July meeting will be held on July 12th this month.**

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



Thursday, July 12th Meeting

## Coaching: It's Not Just for Athletes Anymore

**(Editor's Note: Due to the July 4th holiday, our meeting will be held on July 12th this month)**

What are your business goals? To increase revenue and profitability? Accomplish more in less time? Find administrative or professional help to free up more creative hours? Become more assertive in marketing and negotiations? Learn how a professional coach can help you get from here to there . . . Watch live coaching demonstrations . . . And see why *Fortune* magazine describes coaching as "the secret weapon" for achieving your visions and goals. All attendees are eligible for a free introductory coaching session. Speaker: professional certified coach **Nancy Gerber**, president of SteppingStones. Members, bring a business card for a drawing for a set of learning materials for enhancing business success.

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

**WHEN:** July 12, 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 to the continental breakfast area for pre-meeting networking.

## Plan Ahead for Your Space in the New Creative Sourcebook

By John Nelson

**T**he committee to produce the 2002 FreeLance Forum *Creative Sourcebook* is up and running. Within the next couple of weeks, you'll receive an e-mail advising you about deadlines as well as advertising rates and specs, should you wish to place an ad.

As always, ad space will be very affordable and is a great way to set yourself apart in a Sourcebook that lands on the desks of over 1,000 of Atlanta's creative services buyers. Every member receives a free listing as a benefit of membership, of course. But the advertisements also help ensure that we can meet the costs of production and mailing. While we cannot guarantee a particular placement on a particular page due to the volume of reservations, the earlier a space is

reserved, the more likely such a request can be accommodated. So reply quickly once the call goes out.

Watch your e-mail, as well as next month's *Folio*, for further updates.

### WELCOME, NEW MEMBERS!

We've had five new members join in May and June. They are: **John Clemmer**, photographer; **Rich Lapin**, writer; **Jessica Rareshide**, branding director; **Abby Rittberg**, graphic designer and **John Slemp**, photographer. Former member **Greg Mooney**, photographer, also rejoined this month. Be sure to introduce yourself to these new members at our next meeting and make them feel welcome.

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## COMMITTEE CONTACTS

### MEMBERSHIP

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## 2001 Pricing Survey: Calling All Volunteers

By Barbara Wilkes

Help create one of the highlights of the year and a major FreeLance Forum member benefit: our annual pricing meeting. With member help, we'll present survey information at our November 1st meeting to help you see where your pricing falls in the Atlanta creative market. Members use this invaluable shared information to adjust rates, estimate projects and revise contract and billing terms.

This year we'll create a survey for each major creative discipline and expand our questionnaires. Surveys will include not only average hourly rates, but also median rates, other fees, years of experience, billing terms, collection experiences—and more.

To do this, we need a lot of volunteers:

- Two art directors/graphic designers
  - Two illustrators
  - Two photographers/videographers
  - Two Internet/multimedia specialists
- The teams above will develop surveys for their respective disciplines (using the writers/editors survey as a base). Other volunteers needed include:
- Several number-crunchers to tally results

- One or two designers to create a PowerPoint presentation and hand-outs
- One member to research published market rates

Here's your chance to do something meaningful for our organization and yourself! To volunteer, contact program chair **Barbara Wilkes** (phone: 404-249-6697; e-mail: [bwilkes@mindspring.com](mailto:bwilkes@mindspring.com)).

## Tips from a PR Expert

At the June meeting of The FreeLance Forum, **Marilyn Mobley** of The Acorn Consulting Group, Inc. gave a lively presentation chockful of valuable tips on how freelancers can get the benefits of PR without a major league budget. Among her insightful suggestions were these:

- Press releases are not a good way to get noticed. The average newsdesk gets 300 faxes/releases a day. Instead offer to become a source for the right reporters on topics you know well.
- Ask your clients if you can contribute by-lined articles to their corporate newsletters (in a non-self-serving way, of course).
- Create a memorable phrase you "own" and use it on everything from business cards to your web site.
- Develop at least three key messages you can use anytime you are interviewed. Each should be two to three sentences long and 15 to 30 seconds when spoken.
- Religion and science stories "sell" the most for news magazines and op-ed pages.
- When pitching an idea via email, keep it simple—no more than 250 words and never send an attachment.
- For success in pitching stories, take note of which reporters write what and which angles they typically play.

## Flyer Up!

The Membership Committee has been hard at work producing new business cards and color flyers advertising The FreeLance Forum to potential members. We need your help posting and monitoring flyers in coffee houses, libraries, schools, art supply stores and other places where creative people gather. This is a fast, easy way to help our organization with a very small effort on your part. To become part of the flyer patrol, e-mail committee chair **Linda McCulloch** ([designthatworks@mindspring.com](mailto:designthatworks@mindspring.com)) with your suggestions for potential flyer locations near you.

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### FOLIO VOLUNTEERS

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

FreeLance Forum logo designed by Charissa Schultz

## SUPPORT OUR SPONSORS!

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