



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

PRESIDENT

Kathy Couch
404-321-7811
couchcom@mindspring.com

VICE PRESIDENT

Jame A. Riley
404-350-3355
rileyworks@mindspring.com

SECRETARY

Lois Graham
770-939-8948
gragraphic@aol.com

TREASURER

Steven Knapp
770-434-2352
sknapp@mindspring.com

MEMBER-AT-LARGE

John Nelson
404-486-8212
jittles@mindspring.com

PAST PRESIDENT

Keith Bishop
770-971-8896
klbishop1@aol.com

F R E E L A N C E

folio

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

Thursday, September 6th Meeting

Members-Only Show and Tell

No booths. No promos. Just plain “look and see” and “show and tell”. A fun, informal time for FreeLance

Forum members to show their portfolios to other members!

See the boundless creativity and amazing quality of fellow members’

work. Don’t be shy about showing your work in this informal setting. This is

a great time to find a partner—or help other members find you—for a future project. Add

to your list of referrals for your closest clients. Don’t miss this once-a-year opportunity to

see the work samples, creative styles and approaches of art directors, graphic designers,

illustrators, photographers, videographers, Internet and multimedia specialists, writers,

editors, marketing consultants and related creative services professionals!

(Guests are welcome to attend, but can show their portfolios only if they become FreeLance Forum members at the beginning of the meeting. Bring our ad in the OZ Creative Index for free admission—one time only, no photocopies.)

WHEN: September 6, 6:15–8:30 PM

WHERE: The Hampton Inn, Piedmont Room

ADDRESS: 1152 Spring Street

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 refreshments and networking.



WHAT’S YOUR UNIQUENESS?

By Steve Knapp

Okay. You’ve spent some time crafting a profile for the new Online Sourcebook. But it sounds a lot like the bio written by your best buddy in The FreeLance Forum. That’s not good enough if you want to stand out with buyers.

May we suggest a little rework? Try to pinpoint your uniqueness—and flaunt it. Do you write for certain industries? Have you made the move into digital photography? Do you still do illustrations the old-fashioned way? Is running press checks your secret passion? You get the idea.

The Corporate Abstract in your profile is your chance to stand out. This information is displayed every time the Online Sourcebook search engine pulls up your name.

So help the Online Sourcebook do a better job for you. Fine-tune your profile and reveal your uniqueness!

CREATIVE SOURCEBOOK DEADLINE

By John Nelson

For those of you who reserved an ad in the print *Creative Sourcebook*, congratulations! Your work now stands a good chance of catching the eye of over 1100 creative directors in and around the Atlanta area. You can be pleased with your choice considering the exceptionally reasonable rates you paid for your ad.

To keep us on schedule, remember that the artwork for your ads is due no later than September 15th. You should be receiving the specifications by e-mail if you’ve already sent in your check. If you haven’t yet sent it in, you risk losing your reservation. We want to stay on track so that the book can be published with your ad in it by November of this year. Thanks again for your contributions.

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

COMMITTEE CONTACTS

MEMBERSHIP

Linda McCulloch
770-493-7154

designthatworks@mindspring.com

MONTHLY PROGRAMS

Barbara Wilkes
404-249-6697

bwilkes@mindspring.com

REFRESHMENTS

Jame A. Riley
404-350-3355

rileyworks@mindspring.com

WEB DEVELOPMENT

Steven Knapp
770-434-2352

sknapp@mindspring.com

WEB PROMOTION

Perry Mitchell
404-373-0842

Perwriter@aol.com

SOURCEBOOK

John Nelson
404-486-8212

jittles@mindspring.com

Coming Soon: The Most Important Communication of the Year

By Barbara Wilkes

Unless someone contacts you saying that you've won the lottery or inherited a fortune, you'll receive the most important communication of the year in September. That's when you'll be notified by e-mail to go to The FreeLance Forum web site (www.freelanceforum.org) to download a pricing survey for your creative discipline.

There will be a separate survey for each of our group's major creative discipline categories: art directors/graphic designers, illustrators, photographers/videographers, writers/editors and Internet/multimedia specialists. You can download more than one survey if you work in multiple disciplines.

Info You Can Really Use

Pricing survey results continue to be one of the top benefits of FreeLance Forum membership because they provide information that's not available anywhere else. Results, presented at the November 1 meeting, will help you compare your rates, experience, income, marketing, estimating, invoicing and collections practices and more to those of fellow FreeLance Forum members specializing in your discipline.

Armed with this information, you can:

- Determine how your hourly or project rates compare to prevailing market rates
- Estimate new types of projects with less anxiety
- Revise contract and billing terms to better protect yourself
- And just plain take a reality check

Make Our Survey a Success

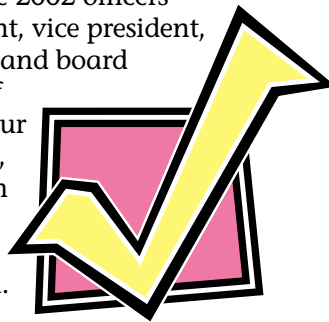
This year's expanded surveys include more questions and more estimates, but you'll be well rewarded for your time. You'll receive more detailed information, tailored to your discipline, with both average and mean figures, as well as data interpretation.

To get the best, most meaningful data possible, it's important that all members complete a survey. So be sure to look for your e-mail — and set aside some quiet, uninterrupted time to answer questions and work up hypothetical estimates. Consider it an investment in your business, with a major ROI: information to help you succeed in the Atlanta market.

If you have any questions, contact Barbara Wilkes at bwilkes@mindspring.com or 404-249-6697.

Nominations for 2002

At our September meeting, we'll be taking nominations for the 2002 officers and board: president, vice president, secretary, treasurer and board member-at-large. If you'd like to put your name on the ballot, please contact Keith Bishop at 770-321-1060 or at klbishop1@aol.com.



WELCOME, NEW MEMBERS

In July and August, The FreeLance Forum added six new members to its roster. Please introduce yourself to them at our next meeting:

- Sherra Bell**, artists' rep; **Kathy Brown**, graphic designer; **Laurie Douglas**, marketing consultant/project manager; **George G. Foster III**, videographer/editor; **Lesley Lyons**, writer; and **Honey Rubin**, writer.

SUPPORT OUR SPONSORS!

FOLIO VOLUNTEERS

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



Service Bureau and Digital Printing
770-216-2800
Contacts: Sherrill Moss
Laura Padgett

PLATINUM SPONSORS

 Strathmore  Beckett
International Paper Company
404-845-4827
Contact: Linda Shoepf



Print Production
770-446-5222
Contact: Larry Sitton

IN-KIND SPONSOR

ZANDERS USA
Division of
International Paper
800-827-8053 x 301
Contact: Cliff Beaven