



## FREELANCE FORUM

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

# folio

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

Thursday, November 1st Meeting

## Learning from the Mistakes of Others

Whether you're just starting out or a seasoned freelancer, there's always something to learn about running a creative services business! At this open forum, discover how to avoid freelancing pitfalls other members have experienced. Bring your stories, ask questions and offer suggestions. It'll be like having a roomful of mentors offering advice, guidance and support for a wide range of creative problems. This is what The FreeLance Forum is all about! Designer **Keith Bishop** of Toy City, Inc., will be facilitator.

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

**WHEN:** November 1, 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.



## Find a Freelancer: Let's Build Value

By Steve Knapp, Chair, Web Development

**Y**our online profile is your chance to showcase your capabilities for potential clients. But do yourself a favor and resist the temptation to click off those Shoulda Woulda Coulda services. You know what we're talking about. Those services you really want to do but can't back up with project histories, samples or training.

It's easy for us all to look at our skill sets and say, Oh, I could do that if the client asked. The only problem with this rationalization is that it undermines the value of our Find a Freelancer service.

Giving your profile the Shoulda Woulda Coulda treatment makes potential clients work harder to find qualified resources for their projects. And they will continue to use the Find a Freelancer feature only if it's fast, efficient and accurate.

If your profile could use some finetuning, take a few minutes now and go to [www.freelanceforum.org/content/freelancer.asp](http://www.freelanceforum.org/content/freelancer.asp). Do a quick reality check and help us to

continue building value for one of our most important member services.

## Economic Downturn Got You Worried?

**F**reelancers who keep marketing themselves keep working. Join fellow FreeLance Forum member **Peter Bowerman**, author of the award-winning, triple-book-club selection, *The Well-Fed Writer* on Saturday, December 1st, for an information-packed all-day seminar in Atlanta.

Whether experienced or relatively new to the business, you'll walk away with a wealth of marketing strategies designed to streamline your prospecting efforts and keep the work coming in. If you'd rather be working, check it out.

FreeLance Forum members pay just \$149 (if registered by November 24th), a \$50 savings off the normal \$199 tuition. Visit [www.wellfedwriter.com](http://www.wellfedwriter.com) for all the details or call Peter at 770-438-7200.

**IF YOU LIKE THE SOURCEBOOK, YOU'LL LOVE THE SOURCESITE.**

Just click on Find a Freelancer at [freelanceforum.org](http://freelanceforum.org) to instantly connect with Atlanta's best creative talent.

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

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## From the President

# Put More Money in Your Pocket

*Because we have so many new members, this article from earlier in the year is being reprinted.*

**R**ecently, a new member asked me how to respond to a client problem. It's always flattering to be asked for advice. But what was truly gratifying was that she 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. This doesn't happen automatically just by coming to an occasional meeting. It requires getting involved and making an effort to connect with other members. Munch and mingle during the networking time before each monthly meeting. Introduce yourself to people you don't know. Invite a member to lunch and look at each other's portfolios.

The more members you know, 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. 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, email the information to [info@freelanceforum.org](mailto:info@freelanceforum.org) and we'll alert members via email.

## Working Smarter

It takes time for work to develop in any networking setting, so be patient. In the meantime, you're making new friendships and finding valuable resources for the future. But even if you never get any work directly from your association here, 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, handle a collections problem or find the best printer.

If you've been attending our meetings, you've gotten valuable tips on marketing your business, keeping your computer running, getting paid on time, converting prospects to clients 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 is more open and welcoming than any professional group 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

## What Will We Be Talking About in 2002?

Have ideas for meeting topics? Then join the Program Committee! For information, contact Program Chair **Barbara Wilkes** at [bwilkes@mindspring.com](mailto:bwilkes@mindspring.com) or 404-249-6697.

## Welcome, New Members

During the past month, four new members signed on with The FreeLance Forum. They are **Brian Abernathy**, Web marketer; **Janina Edwards**, prop maker; **Jenny Guy**, writer; **Judi Murphy**, designer. Please introduce yourself to them at the next meeting.

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