



FREELANCE FORUM

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www.freelanceforum.org

Annual Membership Dues:

Individual - \$85
Couples/Partners - \$150
Student - \$60

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F R E E L A N C E

folio

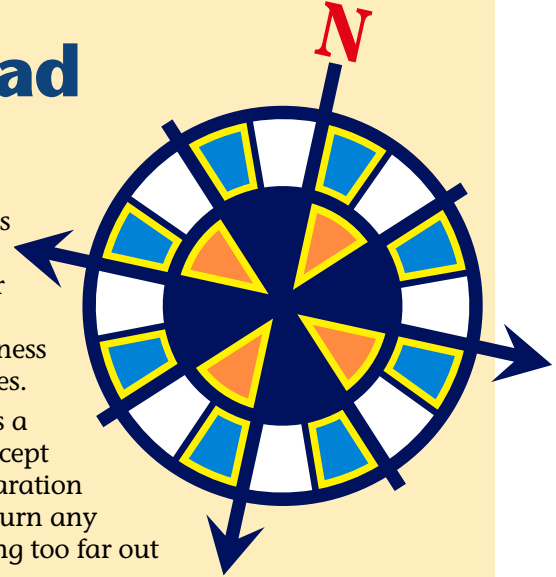
E-NEWS FOR
MEMBERS & FRIENDS of
THE FREELANCE FORUM
FEBRUARY 2003

Thursday, February 6th Meeting

Six Degrees of Lead Generation

Cold calling. Sales. Self-promotion. If these words strike fear and terror in your heart, then don't miss our February program! FreeLance Forum member **Sherra Bell** of Creative Know-Who, LLC, and her associate **Nancy Bailey-Pineda** will change forever how you think about looking for new business and building your network of active referral sources.

Come hear their perspective on lead generation as a process for leveraging relationships, using the concept that there are never more than six degrees of separation between you and a prospect. Learn how you can turn any situation into a warm referral — without stretching too far out of your comfort zone.



WHEN: February 6, 6:15-8:30 PM

WHERE: The Creative Circus

ADDRESS: 812 Lambert Drive (near the I-85 Monroe Dr exit)

ADMISSION: FREE for Members/Guests \$10

SEE PAGE 3 FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS

How to Make Your Samples Go Up, Down, All Around

By Steve Knapp,
Chairperson, Web Development

Presentation is everything, particularly on the Web. Online visitors are notoriously impatient. They want their online experience to be simple, direct, and well-organized.

Up to now organizing the samples in your Forum Folio has been a bit of a challenge. (Okay, it's been nearly impossible.) But all that's changed. The Web committee recently added a new Up/Down Button to the sample update page that lets you to move your samples around to your heart's content.

If you haven't tried out this new feature, log into your Folio right now and take it for a spin. Or if you don't have a Forum Folio (shame), go to www.freelanceforum.org and click on the Learn About Us page. Then pick Create an Online Portfolio to find out how

you can post up to 20 samples (or 6Mb) on your very own mini-site.

At the bargain price of \$50 a year, Forum Folios offers an affordable way to get your work online (and then rearrange it) without busting your budget.

WELCOME, NEW MEMBERS

Jill Howard Church, writer

Joan Dillon, intellectual property attorney

Karin Koser, public relations

Vanessa Lowry, designer

Gisele Price, print production

Walter Rodenberger, public relations

Mike Sellers, designer/AD

Jill Taylor, writer

Donna Yocum, designer

Virginia Bradley

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

Just click on Find a Freelancer at freelanceforum.org to instantly connect with Atlanta's best creative talent.

www.freelanceforum.org

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Getting 2003 Off to a Good Start???

By Kathy Couch

Every year begins with new potential for finding better clients, achieving greater success and making more money. So why do we often end up with just a so-so year, even when times are good? We're probably all guilty of undermining our own efforts to some extent—a bad habit that's especially risky in today's tentative economy.

Are you sabotaging yourself by:

- Muddling through each year without setting specific goals you can measure?
- Not marketing yourself because it's too painful or you're too busy right now?
- Becoming too dependent on one primary client?
- Not setting aside time for regular planning and evaluation?
- Disregarding your inner voice or other warnings about unscrupulous clients, personalities that can never be satisfied or companies that are terrible to work for?
- Deliberately estimating too low to accommodate non-profits and start-ups or to get your foot in the door with new clients? Is the payoff worth it?
- Not knowing how profitable each job is because you don't keep accurate timesheets?
- Repeatedly taking on too much work, jeopardizing quality and your personal life?
- Risking burnout by not taking vacation time because business is so good or you fear losing clients during your absence?
- Not investing in yourself by attending seminars, learning new technology, taking R&R?
- Losing touch with clients when you don't have ongoing projects with them?
- Not investing the time and effort to build peer relationships?
- Indulging in technophobia instead of hiring experts to help you?
- Allowing disorganization to create chaos, stress, productivity losses and dissatisfaction?
- Not managing cash flow by billing promptly and following through quickly on overdue invoices?
- Making the same old mistakes, yet hoping for a different result?

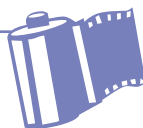
You can probably add your own quirks to this list. It's not too late to fix these problems before they turn your 2003 potential into just another same old, same old year.

HOW TO MEET FELLOW MEMBERS

Our membership committee has been doing a great job spreading the word about The FreeLance Forum. To keep the momentum going, we need a few more committee volunteers. This is one of the hottest committees in our organization and a great way to get involved and meet your fellow members. For more info, contact chairperson **Linda McCulloch**, 770-493-7154.

PHOTOGRAPHY EXHIBIT

FreeLance Forum member **Steve Williams** is exhibiting his photographs of Freedom Parkway in 1992 and 2002 at San Francisco Coffee, 664 N. Highland Avenue through March 1st. In addition to these scenes of before and after the construction and development, the display includes a model of the original plans for the area.



TECH FORUM

BY KEVIN LIVINGSTON,
COMPUTER CONSULTANT

DON'T BREAK THIS
NEW YEAR'S RESOLUTION

When it comes to New Year's resolutions, make sure to include backing up your data. Although a computer can be replaced, years of work can be lost if you don't make a habit of keeping your data safe.

Retrospect Express by Dantz is an application that automates the process of routinely backing up your data to an extra hard drive, tape drive or CD burner. Retrospect works on both PCs and Macs and has a retail price of \$44.

In addition to setting up a regular backup, don't forget to create two CDs when archiving your work. One copy should be for the office while the other one should be kept off site in case of fire or theft.

Studio for Rent

Need to get out of your home (and pajamas) and into your own office? We have the perfect studio space in an historic Inman Park warehouse, minutes from downtown Atlanta. 2200 sq. ft. with full bath in an art-friendly building. No live-ins. Call 404-378-1396.

Directions to Creative Circus

FROM DOWNTOWN HEADING NORTH ON

PIEDMONT: North of Ansley Mall, turn right onto Cheshire Bridge Rd. Go approximately 2/10 of a mile to Manchester St (at Roxx Tavern) on your left. Turn left and follow Manchester until it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

FROM BUCKHEAD HEADING SOUTH ON

PIEDMONT: Continue south past Lindbergh and go under I-85 overpass. Turn left at the first light past I-85 onto Lambert. Creative Circus is the purple building at the end of Lambert on the left.

FROM CHESHIRE BRIDGE/LAVISTA ROADS: On Cheshire Bridge from Lavista, go approximately 1 mile south toward Piedmont Rd. Turn right onto Manchester St (at Roxx Tavern, just past NAPA Auto

Parts). Follow Manchester till it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

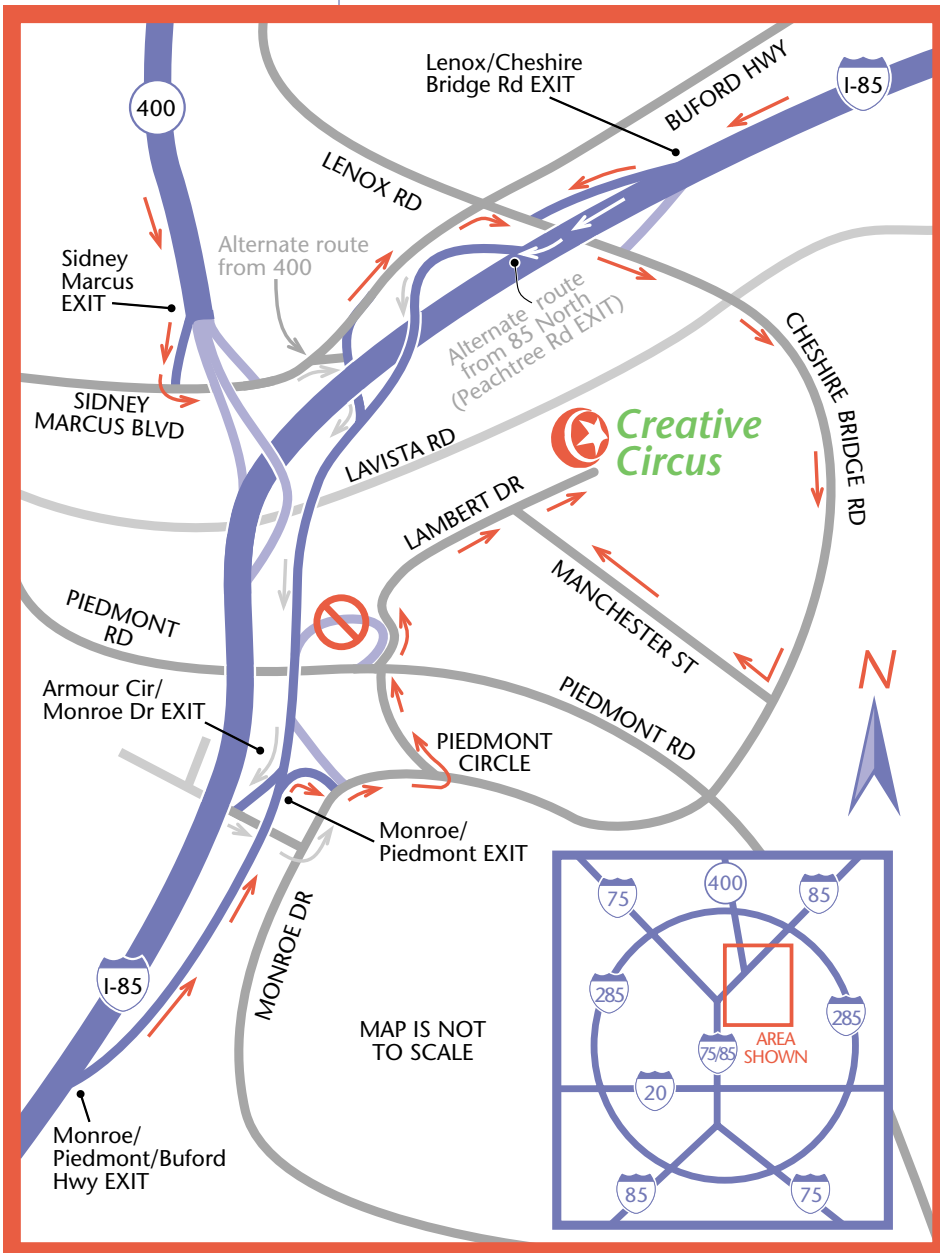
FROM I-85 NORTHBOUND: Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway barrels). Creative Circus is the purple building at the end of Lambert on the left.

FROM I-85 SOUTHBOUND: Take the Lenox/Cheshire Bridge exit (Exit 86); turn left at the end of the ramp onto Cheshire Bridge. Continue 1.3 miles to Manchester St and turn right (at Roxx Tavern and just past NAPA Auto Parts). Follow Manchester till it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

OR: Take the Peachtree Rd exit (Exit 88) onto the access road. Take the first exit (Armour/Monroe). At the end of the ramp go left to the next light and turn left onto Monroe. Turn left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway barrels). Creative Circus is the purple building at the end of Lambert on the left.

FROM GA 400 SOUTHBOUND: Take the Sidney Marcus exit. At the end of the ramp go left onto Sidney Marcus. Turn left onto Buford Highway. Turn right at the next light onto Cheshire Bridge. Continue 1.4 miles to Manchester St and turn right (at Roxx Tavern and just past NAPA Auto Parts). Follow Manchester till it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

FROM I-75 SOUTHBOUND: Take the I-85 North ramp. Stay in the right-hand lane once on I-85. Go approximately 1 mile to the Monroe/Piedmont/Buford Hwy exit (Exit 86). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway barrels). Creative Circus is the purple building at the end of Lambert on the left.



Map: Janie Morgan