



F R E E L A N C E

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

## FREELANCE FORUM

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

### Annual Membership Dues:

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

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Thursday, March 6th Meeting

## Get Free Help from Biz Pros Who Know the SCORE

Whether you've been freelancing for years, or you're just making the transition from the corporate or agency world, you can benefit greatly from the resources available through Small Business Administration (SBA) and Service Corps of Retired Executives (SCORE) counselors right here in Atlanta! Our key speaker will be **Steve Bloom**, chairman emeritus of SCORE, who, with more than 30 years experience as an entrepreneur, is a frequent lecturer and contributor to the *Atlanta Journal Constitution* on small-business issues. Joining him is **Annette Rodriquez**, lead economic development specialist with the SBA Georgia District Office. Topics will include resources for everything from legal and tax advice to obtaining individual health insurance.

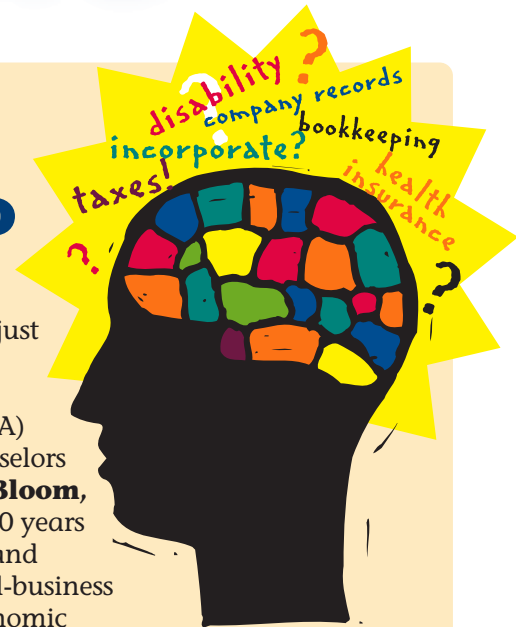
**WHEN:** March 6, 6:15-8:30 PM

**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**



## Seminar Offers Key Strategies for Boosting Sales



Photo: Phillip Vuolo

Thirty-one attendees enjoyed Renee Walkup's idea-packed sales seminar, delivered in her hallmark playful (and highly motivating) style.

by Kathleen Saal

Would you describe yourself as a Driver, an Influencer, a Controller, or an Amiable? Or perhaps, you're a combination of more than one of these intriguing behaviors? But what about your clients? Can you correctly identify their behaviors, and respond accordingly to build better rapport and close more sales?

If you were at The FreeLance Forum's "Close More Sales" Seminar with **Renee Walkup** on January 18th, you know the answers to these and other important questions.

Renee, president and founder of SalesPEAK, Inc., used a lively and engaging approach to teach seminar participants a number of key strategies for selling their business and expertise more effectively.

Her helpful techniques included: a four

*continued on page 2*

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**Seminar, continued** quadrant system for identifying and working with task-driven (Controller, Driver) and people-driven (Amiable, Influencer) personalities, a five-step process for making more successful sales, useful client questioning strategies and productive techniques for handling clients objections.

"I found it most impressive about how to classify callers using the four quadrant approach," said **Rich Lapin**, adding he now has the confidence to know how to respond to accounts more effectively and more quickly. **Janie Morgan** said she, too, learned a lot about recognizing different personality

## THANK YOU, THANK YOU!

The seminar committee members pulled off a very successful event. Thank you **Lois Graham**, chair; **Michelle Ryan, Janina Edwards** and **John Bullock**, publicity; **Mary Wenska**, facilitator; **Steve Williams**, location; and **Phillip Vullo**, photography and location. Thanks also to **Gerald Willis** and **John Bullock** for that fabulous breakfast buffet, which set the tone for a great hour of networking before the seminar.

Special thanks goes to **Creative Circus** for providing the space and to **Carol Vick**, associate director/placement director at Creative Circus, for making sure everything we needed was available, including plenty of fresh brewed coffee. The FreeLance Forum is continuing to benefit greatly from the generosity of the Creative Circus.

types and how they must be dealt with differently.

In addition to proven sales methods, Renee provided tips for working smarter, setting goals and achieving more success with phone sales. Her first piece of advice—don't take it personally if a prospective client won't call you back or answer your email.

"Insightful, energetic and informative" is

how **Linda McCulloch** and **Michael Gaston** described the event. In fact, Michael said he's already changed his outgoing voice mail message and now conducts his phone business while standing up—with a smile on his face! Linda, meanwhile, was pleased to report that she's stopped taking personally the abruptness and brevity of one of her "Driver" clients.

This seminar had helpful advice for everyone. After all, as Renee said, we are not BORN salespeople! But, thanks to her, many of us are definitely better equipped to achieve more sales success in our businesses.



Photo: Phillip Vullo

A scrumptious breakfast buffet and an hour of networking got everyone in the mood for the give-and-take of a lively educational session.

## WELCOME, NEW MEMBERS

**Blane Bachelor**, writer

**Lois Eiler**, photographer

**Lyn Hillman**, designer

**Karen Ruffin**, writer

**Debra Dixon**, web developer

**Charles Cone**, web designer

**Marybeth Wydock**, designer

**Sue Pearlman**, web designer

**Clay Stoddard**

## 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.

Got an item or suggestion for the *Folio*? Contact Kathy Couch at couchcom@mindspring.com or call 404-321-7811.

## Welcome, Thomas + Bohannon Printing!

We're pleased to welcome a new FreeLance Forum sponsor—the Thomas + Bohannon Printing Company, specialists in offset 4-color process and spot color printing. Watch this space for more in the next issue on what our new sponsor offers. To find out right now, log on to [www.tbink.net](http://www.tbink.net) or call 404-262-1792. And remember to support our sponsors!

## So What's Happening in YOUR Life?

Got news to share with your fellow FreeLance Forum members?

Won an award? Snagged a great new piece of business? Showing your work in a gallery about town? Gotten married or had a baby? If you have news to share about yourself or your business, send it to Kathy Couch, couchcom@mindspring.com.

# 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:**

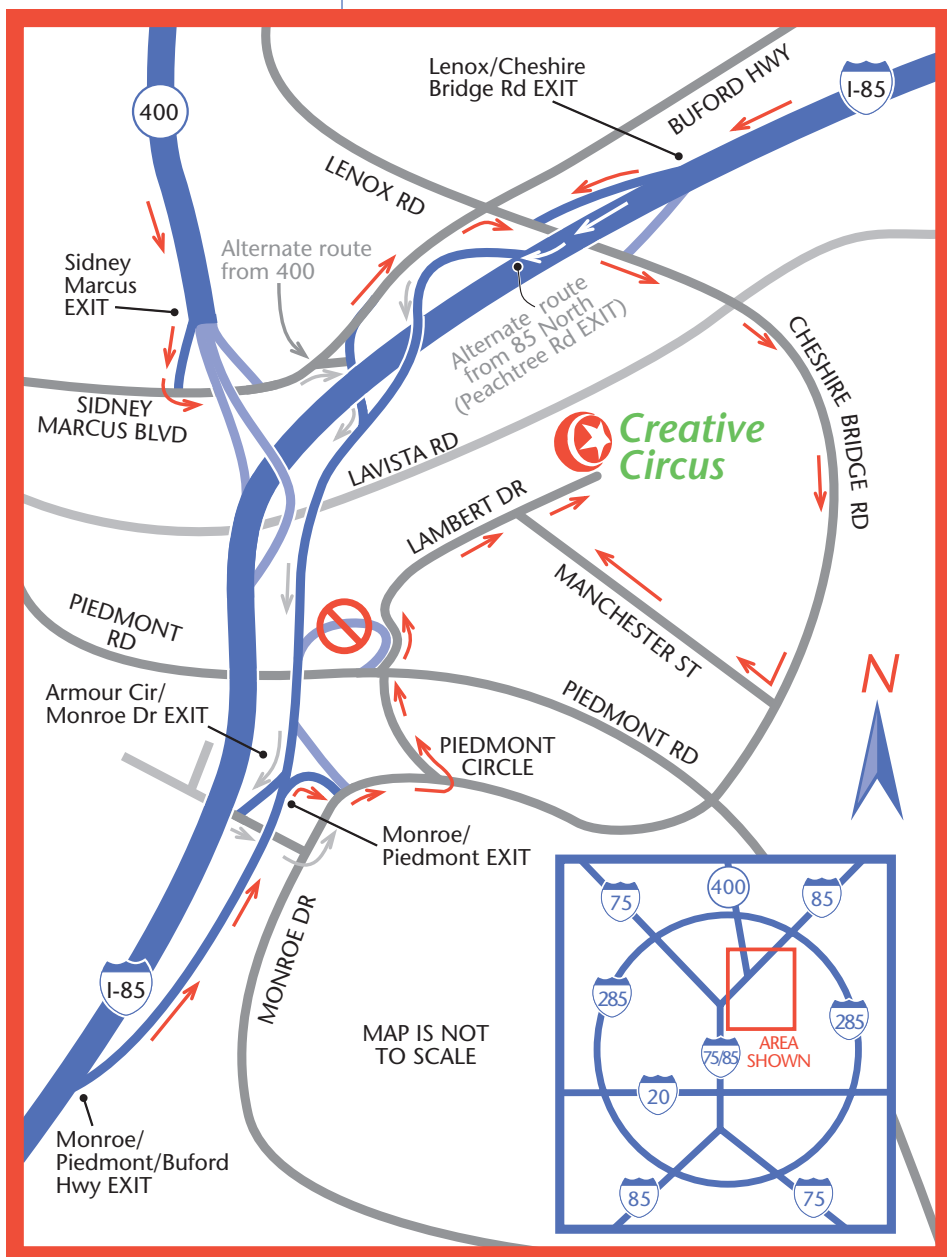
Take the Peachtree Rd exit (Exit 88) onto the access road. Take the first exit (Armour/Monroe). At the end of the ramp go left to the next light and turn left onto Monroe. Turn left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the 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