



FREELANCE FORUM

PO Box 250024
Atlanta, GA 30325
404-705-2400
www.freelanceforum.org

Annual Membership Dues:

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

2003 EXECUTIVE BOARD

PRESIDENT

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

VICE PRESIDENT

Missy Barrett
404-378-1396
watusi@mindspring.com

SECRETARY

Steve Heckler
404-849-1850
steveheckler@accelebrate.com

TREASURER

Liz Jarnagin
404-217-1713
lizjarnagin@mindspring.com

MEMBER-AT-LARGE

Laura Heck
770-814-8984
Heckdesigngroup@aol.com

MEMBER-AT-LARGE

Kevin Livingston
678-427-5447
kevin@toshconsulting.com

**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

F R E E L A N C E

folio

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

Thursday, May 1st Meeting

Working Out of the Box

Having difficulty making ends meet during a down economy? Is it time to think about moonlighting with a part-time job? To do *anything*, just to get through these uncertain times? Have faith; we have some better ideas!

Our panel of five experienced freelancers, who have developed new ways to make money in and out of the creative services arena, will share their experiences and advice on how to keep the cash flowing. The panel includes the following:

Tim Shannon: writer and PR strategist, who went back to his roots as a commercial photographer. **Ray Pelosi:** former trade publications editor and government public affairs officer who became a personal chef, and is now coming back to writing. **Linda McCulloch:** designer/illustrator now providing Web, marketing and PR services through other freelancers to provide value-added service to her clients.

Debra Dixon: who came the opposite direction, as a former technology consultant turned publicity, promotions and marketing consultant. **Alan Friedman:** a writer who also moonlights, heading up a political satire group called Southern Discomfort.

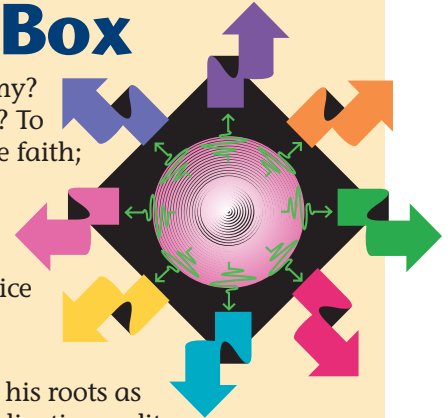
WHEN: May 1, 6:15-8:30 PM

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



Beware Impostors

by Steve Knapp, Web Committee Chair

The web staff learned recently that some FreeLance Forum members have received a bogus email supposedly from our info@freelanceforum.org address. This email included a friendly message and—apparently—an attachment with one of the current generation of computer nasties.

Email spoofing has legitimate uses, but lately hackers have been using the strategy to hijack the identities of innocent third-parties (like The FreeLance Forum). Experts tell us there really isn't any way to prevent this sort of online attack. So they advise email recipients to be extremely cautious about opening attachments *from any source*.

As an FYI, The FreeLance Forum does NOT send messages with attachments. (You may receive messages such as our meeting announcements with embedded links, however.) If you receive a suspicious

message, we suggest erring on the side of caution and deleting it. A few legitimate messages may end up in the trash, but that's preferable to having your computer trashed by some script kiddy's clever virus.

(To learn more about spoofing, go to www.techtv.com/screensavers/answerstips/story/0,24330,2566233,00.html)

WELCOME, NEW MEMBERS

Pattie Baker, writer

Laura Biering, creativity coach

Bonnie Buol, writer

Sue Clites, photographer

Larry Goldstein, designer/AD

Tresaca Hamilton, writer

David Lawrence, Web developer

Sheila Williams Phinazee, writer

Tim Whelan, designer

COMMITTEE CONTACTS

MEMBERSHIP

Linda McCulloch
770-493-7154

designthatworks@mindspring.com

MONTHLY PROGRAMS

Tim Shannon
404-815-7715
PRO-ActivePR@att.net

FRESHENMENTS

Lois Graham
770-939-8948
lois@grahamgraphics.com

WEB DEVELOPMENT

Steven Knapp
770-434-2352
sknapp@smyrnacable.net

WEB PROMOTION

Perry Mitchell
404-373-0842
perwriter@earthlink.net

New Web Site Feature

by John Nelson, President

Some of you may have already noticed a recent change in the Find-A-Freelancer section of our web site.

When doing a keyword search, you'll see a change in the order in which the results are displayed.

A new sorting feature has been added to the database search (many thanks to Steve Heckler). We implemented this change for three reasons.

Previously, search results were sorted and returned in alphabetical order. This gave a somewhat unfair advantage to those at the beginning of the alphabet.

Secondly, it was felt that members who pay a premium (\$50) to have samples displayed on the site should get a little more value for their marketing dollars. See the coupon on page 3 to get a premium listing.

Beginning this month, these premium listings now appear at the top of any keyword search results. Additionally, members who have most recently updated their profiles (even by changing only one word or character) will be listed ahead of those who infrequently (or in some cases never) update their profiles. This allows our more "alphabetically-challenged" members an opportunity to improve their positioning in a search. However, a premium profile that has never been updated will still appear ahead of a non-premium profile that has been updated on a daily basis.

The month and year of the most recent update will appear in the public profile. Members logging in to update their profiles will be able to see the month/day/year of their last update. The sort feature works off of this more complete date.

The third reason for this new sorting mechanism is to enhance the site's value for

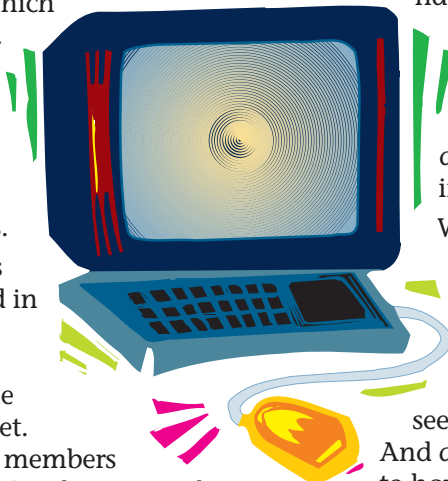
GUEST FEE INCREASE

Members saw a modest dues increase this year and now our guests will pay a little more too. Our \$10 guest fee goes up to \$12 starting in July. It's still a bargain compared to most professional meetings and we always have free munchies, too. You can avoid the fee increase altogether by joining now at www.freelanceforum.org.

creative buyers. Buyers who do not find the site useful (i.e. outdated email addresses or phone numbers) are not likely to come back, which is not good for any of us. Now they can see members' samples without having to scroll through long alphabetical lists looking for them. They also have reasonable assurance that the profiles they are looking at have up-to-date contact information.

We hope you find this new feature useful. We're gearing up for another promotion of the web site to Atlanta's creative service buyers and we want to do all we can to see that they find the site useful.

And at the same time, we want you to have an opportunity to better position yourself to be seen by them. Every little bit helps.



A Message from The FreeLance Forum Executive Board

The FreeLance Forum is an association of creative professional peers who gather for the purpose of exchanging ideas and supplying solutions to the problems inherent in running a freelance business in the creative industry. Therefore, The FreeLance Forum, by its very nature, is not a "leads generation" group.

The FreeLance Forum proudly welcomes all members of the creative community. However, we expressly discourage active solicitation of business at our meetings. We consider this to be an impediment to the stated goals of the group and reserve the right to restrict actions that do not conform to this policy.

We remain committed to ensuring that our members and guests enjoy an informative and unpressured experience with The FreeLance Forum.

SUPPORT OUR SPONSORS

 the thomas and bohannon
printing company

FOLIO VOLUNTEERS

EDITOR

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

DESIGN

Janie Morgan

CONTRIBUTING WRITERS

Tim Shannon
John Nelson
Steven Knapp
Kevin Livingston
Janina Edwards
Michele Ryan
Kathleen Saal
Rich Lapin

DIGITAL DISTRIBUTION

Steven Knapp
Jack Massa

FREELANCE FORUM LOGO DESIGN

Charissa Schultz

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

Avoid This Expensive Trap

Being disorganized costs you more than you think, according to Peggy Duncan, productivity expert and founder of Duncan Resource Group, Inc.

As the speaker at our April meeting, she said that if you're a moderately disorganized person, you spend six weeks a year looking for misplaced stuff. And if you live with a disorganized person, add two more weeks. That's 240 to 320 hours wasted a year—which at \$75 an hour, is \$18,000 to \$24,000 in lost revenue! Plug in your own numbers and gasp.

Peggy's advice can be boiled down to a few simple concepts:

- Purge on a regular basis and keep only things you value or need.
- Keep like items (and like files) together.
- Give everything a home and keep it there when you're not using it.
- Put everything near its point of use and make it convenient to get to, even if you have to buy two.
- Use the right product to store it.
- Use the right technology to streamline your processes.



Peggy Duncan makes a point about being organized at the April FreeLance Forum meeting. Photo by Steve Williams.

If you're serious about reclaiming your time and space for a more rewarding use, go to www.peggyduncan.com for more ideas and to subscribe to Peggy's free monthly newsletter.

SEND US YOUR NEWS

Have you won an award lately? Landed an exciting new account? Had a baby? Share your good news with your fellow freelancers so we can all get to know each other better. Send your news items to Kathy Couch, *Folio* editor, at couchcom@mindspring.com.

Are You Missing a Great Opportunity?

If you're not showing your samples on The FreeLance Forum web site, you're missing out. If you don't have your own web site, it's a cheap way to get your samples into cyberspace.

For only \$50 for the entire year, you can show up to 20 samples (or 6 Mb worth of material) with your Find a Freelancer directory profile. Plus, your subscription to Forum Folios will include a separate Web address leading to a mirror image of your samples.

This second view won't be directly linked to the main FreeLance Forum site, which

means you'll be able to show samples to hot prospects without having to worry about competitive issues. Buyers looking at your samples won't be able to "go back" and see other members' samples. Plus, you'll be listed before other members who don't show samples (see "New Web Site Feature" article on page 2).

The site supports three file formats: JPEG, GIF and PDF. To get the most out of the 6 Mb storage limit, all files should be optimized for Web viewing. To learn more about Forum Folios and preparing your online samples, check out www.freelanceforum.org/content/createportfolio.htm.

SHOW YOUR PORTFOLIO ONLINE

The FreeLance Forum online portfolio is a real bargain. For only \$50, you can keep your portfolio samples in front of potential buyers 24/7. You can upload up to 20 samples (for a total maximum size of 6 Mb). Just send your check for \$50 (payable to The FreeLance Forum) to Liz Jarnagin, Treasurer, 2922 Hickory Trail, Snellville, GA 30078.

What a deal! Here's my check for \$50 to cover all of 2003.

Name _____
 Address _____
 City/Zip _____



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

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.

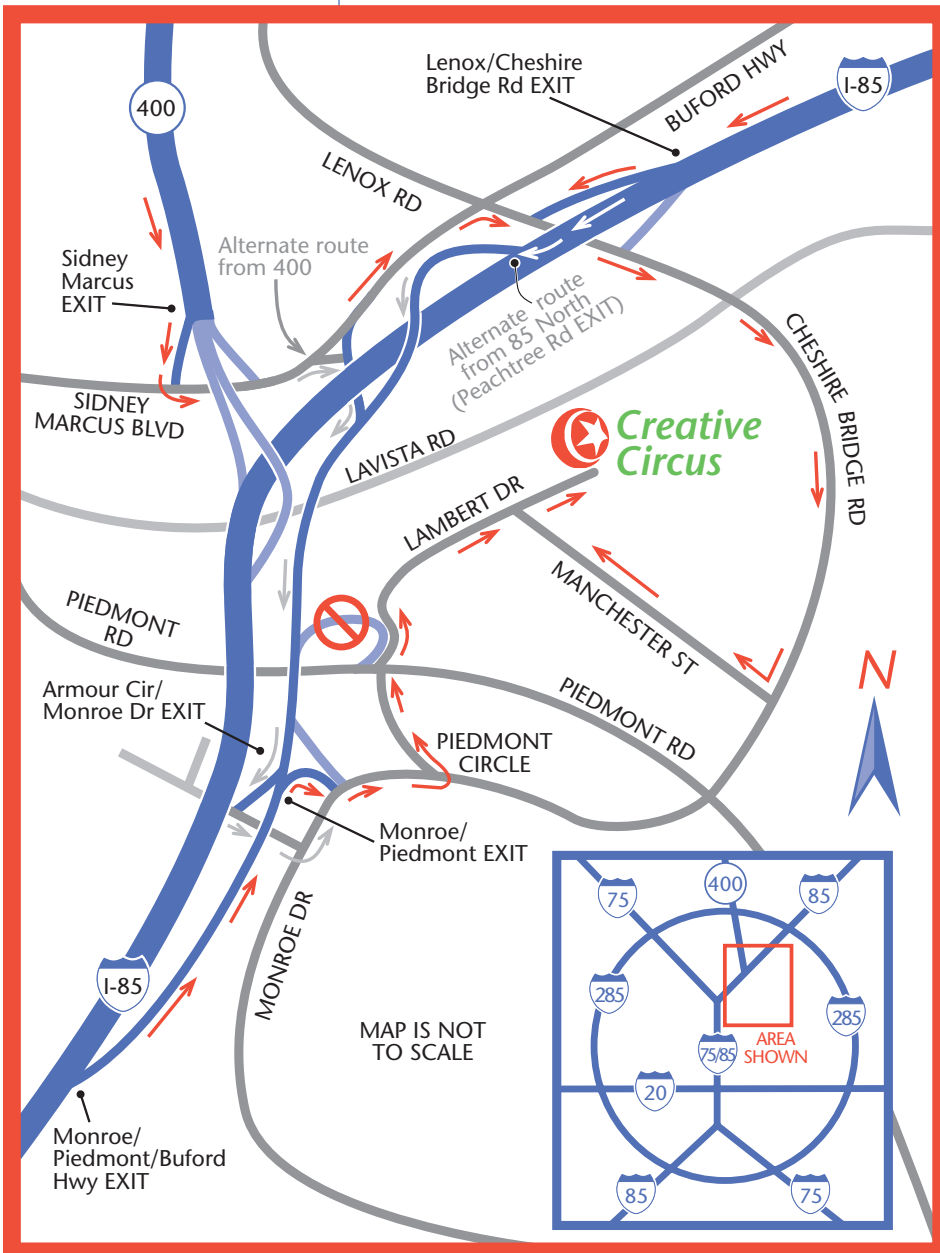
FROM I-85 NORTHBOUND: Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right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