



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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F R E E L A N C E

folio

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

Thursday, July 10th Meeting

Health Insurance Options for Freelancers

Sharon Gedert, Director of Consumer Services for the Office of Georgia Insurance Commissioner John W. Oxendine, will present overviews on the basic types of personal health insurance plans, cost comparisons and some thoughts on how to select coverage. She will advise us on what to watch out for, options to keep costs down and what to do if you just can't get or afford insurance at all.



WHEN: July 10, 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 \$12

SEE PAGE 3 FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS

Do You Yahoo?

By Steve Knapp

Many of the free email providers are trying to migrate their users to fee-based services. To encourage this process, they have begun to put more restrictions on the amount of email traffic free accounts can receive and store.

Over the last several months, I've noticed a steady increase in the number of FreeLance Forum messages being returned as "undeliverable" by hotmail and yahoo. If you are a FreeLance Forum member and using one of these services as your primary email address, you may be missing out on meeting announcements, special offers and job leads—not to mention messages from potential clients using our Find a Freelancer service.

While it makes sense to hold down unnecessary business expenses, email is one area where too much frugality may cost you in the long run.

GUEST FEE INCREASE IN JULY

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.

Dog & Pony Show

It's not too soon to spruce up your portfolio for The FreeLance Forum's Dog & Pony Show on September 4th. During this annual event, members have the opportunity to show their portfolios to each other.

As in the past, only members may exhibit their work, but guests are welcome and encouraged to attend. The guest fee is suspended for this program and there is no exhibitor fee. Watch for details in the next newsletter.

New Email Address?

If you change your email address, be sure to update your member profile (www.freelanceforum.org/content/mbraccess.asp). We use your profile address for all correspondence.

WELCOME, NEW MEMBERS

Mark Farmer, photographer
Chuck Ogburn, photographer
Jennifer Maciejewski, writer

**DUE TO THE JULY FOURTH
HOLIDAY, THE JULY MEETING
OF THE FREELANCE FORUM
WILL BE HELD JULY 10.**

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SOURCEBOOK,
YOU'LL LOVE THE
SOURCESITE.**

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Shoulda, Woulda, Coulda

By Janina Edwards

This article from March 2002 is still so timely, we're running it again for those of you who may have missed it.

Should I write thank you notes? Or send pop-up emails? Why couldn't I think of that great line during the cold call?!

There will always be something you should, could or would have done to promote your freelance venture. The answer to "how should I do that?" may not be that hard to come by. I am in the surreal position of being a manager who sometimes hires freelancers (theatre technicians) by day. In my copious free time, I am beginning my own freelance career as a commercial writer. By day, I receive resumes, cold calls, and emails from freelancers, and when possible I promote my business in similar ways. I've started taking careful note of how I respond to the promotions I receive from freelancers. I'm not going to give a list of marketing do's and don'ts. It doesn't matter how I, as a


manager, think cold calls should be handled or whether I like a handwritten thank you. There will always be different opinions about these and other questions.

Here's my suggestion. When you receive professional communication that is valid for your business or personal use, observe your own reactions. For example, if you received an unsolicited email that offered free business cards, were you annoyed? If a cold call annoyed you, why did you have that reaction? Was it the wrong time of day? Did the caller mispronounce your name? Maybe he or she didn't research if your business could use that service. All of us have marketing experience. We receive it every single day.

Figuring out how to market and promote a business should begin with an awareness of the world around you and your own response to it. Then you begin your promotional efforts with *I shall, I will and I can.*

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SUPPORT OUR SPONSORS

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Promote Yourself for Only 28¢ a Day

Here's a deal that's hard to beat. For only \$50, you can post your creative samples on The FreeLance Forum Web site for the rest of 2003. For that paltry sum, you can show up to 20 samples (or up to 6 Mb). Your profile will be listed ahead of those who don't show samples. And, buyers using our online Find a Freelancer service are much more likely to click on your name if you are showing samples. In a few months, we'll be doing

another promotion to drive buyers to our site, so this is a great time to review your profile and add samples.

For details, go to www.freelanceforum.org, click on "Learn About Us" and then on "Create an Online Portfolio." Send the coupon below and your check payable to The FreeLance Forum to our treasurer **Liz Jarnagin** at 2922 Hickory Trail, Snellville, GA 30078.

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 for the rest of 2003.

Name _____

Address _____

City/Zip _____



Got an item or suggestion for the *Folio*? Have you won an award, landed a new account, had a baby? We want to hear from you. Contact Kathy Couch, *Folio* editor at couchcom@mindspring.com or call 404-321-7811.

DUE TO THE JULY FOURTH HOLIDAY, THE JULY MEETING OF THE FREELANCE FORUM WILL BE HELD JULY 10.

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.

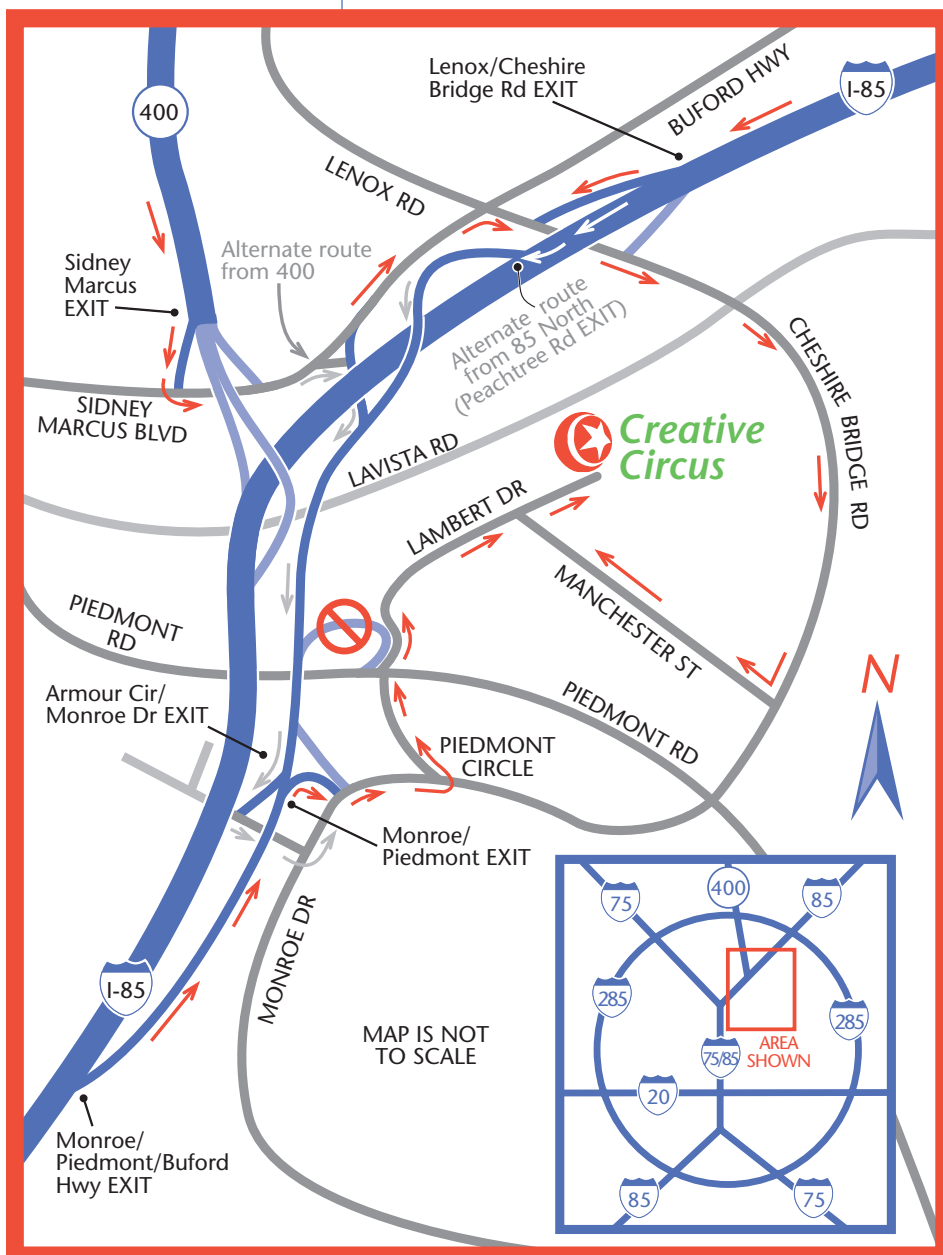
FROM I-85 NORTHBOUND: Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right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