



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

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F R E E L A N C E

folio

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

Thursday, August 7th Meeting

Cover Your Assets

"So sue me!" Relationships between creative services professionals and clients can be just as tumultuous as the love-hate antics of any movie star and her rock star boyfriend. Contract agreements don't have to resemble a 750-page pre-nup for Bill Gates to be effective protection for a freelancer. Don't miss this bottom-line, practical advice on how to "Cover Your Assets" as we discuss creative services and production agreements, waivers, assignments and licenses. FreeLance Forum members **Jon Lee Andersen** and **Joan Dillon** join fellow attorney **Perry Binder**, assistant professor of Legal Studies at Georgia State University, for some spirited and informative how-to advice from this powerful panel of experts!

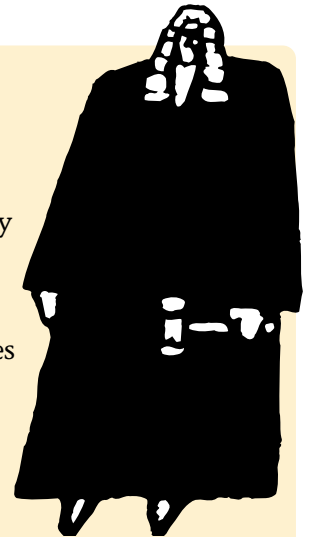
WHEN: August 7, 6:15-8:30 PM

WHERE: The Creative Circus

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

ADMISSION: FREE for Members/Guests \$12

SEE PAGE 4 FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS



SHOW US YOUR STUFF

By John Nelson, President

It's time once again for our annual Dog & Pony Show (aka Member Show and Tell).

For those of you new to The FreeLance Forum, this is when we get to see what sort of work our newer members do and what some of our more veteran members have been up to over the past year. It will be held Thursday, September 4th at the Atlanta Brewing Company at 1219 Williams Street, just north of 14th Street and facing 85/75.

Just to be clear, this IS the September FreeLance Forum general meeting. We will NOT be meeting at Creative Circus in September, but will be back there for the October meeting.

This year, the Board has decided to make the Dog & Pony Show more of a special event.

We're throwing a party for ourselves, if you will,



and non-members are welcome as always. There will be no guest fee charged for this event, though only members may exhibit. Last year we had nearly 60 members showing their portfolios.

Unlike years past, we will need to rent tables to accommodate everyone. This means that we will be asking for a headcount prior to the date, so keep an eye out for this request. Though we will be asking you to reserve table space, there are NO exhibitor fees. Are you getting the idea that this event is free? You'd be correct. All we ask is that you do not bring any elaborate displays as this is a very informal event. Just set out your work on your half of a table and take a stroll around to look at everybody else's. A networking social will follow.

Watch for the table reservation request that will be sent out in August. We will also be asking for volunteer "gatekeepers" to work in 10-15 minute shifts to help keep food and drink away from the portfolios. The short shifts will allow folks to be volunteers without missing out on the party.

We hope to see you all there, members and guests alike!

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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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Make the Phone Ring Without Saying a Word

By John Nelson, President

All too often, an hour at the general meetings is barely enough time for our speakers to get started on their topic of expertise. That's why we're always on the lookout for opportunities to bring them back for a more in-depth seminar.

Our January 2003 speaker, **Linda Travis**, principal of The Brand RenovatorSM and founder of Personal Branding, has agreed to return for just such a special seminar on the morning of Saturday, October 4th. Her topic is "Make the Phone Ring Without Saying a Word — The Creative Person's Guide to Generating Revenue."

Linda gives hope to anyone who is not a natural born salesperson but is responsible for growing revenue. Come away from this half-day workshop with tried and true action items you can use to build business NOW, including:

- What to do with your network of contacts
- How to identify and leverage your "fan club"



- How, why, and when to ask for and use client feedback
- How to sell with testimonials
- How "doing what you do" can sell itself

WE NEED VOLUNTEERS for this seminar's organizing committee. Anyone willing to help is welcome. We especially need somebody with PR/media relations skills as well as someone who can help in designing a promotional flier. **Contact Karin Koser (karin@koserpendleykoser.com) to join the seminar team.**

Apply Linda's unspoken truths to grow YOUR business—all without saying a word.

The program will run from 9 AM to noon, with registration at 8:30. We had a record turnout for Linda at our January meeting and expect another big response for the seminar. Space will be limited, so watch for details soon on

pricing and how to reserve your seat in advance!

WELCOME, NEW MEMBERS
Jeffrey M. Finkel, writer
Nancy Spraker, writer

New Web Promo in the Works

To drive more traffic to our Web site (and your listings), The FreeLance Forum is developing a new promotion to metro creative services buyers. Planned for the end of summer/early fall, it will remind prospective clients of the tremendous resource they have at www.freelanceforum.org.

Now's the time to review your online profile and update the information. If you are showing samples in the Forum Folios, update them with your latest client projects. And if you aren't showing samples, what are you waiting for? Use the coupon below to sign up now and get your samples up in cyberspace before our promotion.

PUT YOUR PORTFOLIO WHERE PROSPECTS CAN SEE IT 24/7

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 _____



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Make the Most of Your Freelance Forum Membership!

Join a committee and get to know your fellow members. Current volunteer opportunities include:

- Sponsorship Committee: Contact **Rich Lapin**, 770-451-1147.
- Web Committee: Needs programming/database help. Contact **Steve Knapp**, 770-434-2352.
- Membership Committee: Contact **Linda McCulloch**, 770-493-7154
- Dog & Pony Show: Needs gatekeepers for 10-15 minute shifts. Contact **Kevin Livingston**, 678-427-5447.
- Hospitality Committee: Needs people to stay after the general meetings for a few minutes to help with cleanup. Contact **Dan Friedman**, 770-552-8009.


Don't Dump That Old Computer

It's not cool to throw your old computer gear into the trash. Monitors are especially problematic because they contain lead and other toxic substances that don't belong in a landfill. Why not recycle instead?

Zentech (near Midtown) recycles computers and monitors of any age or condition for only \$10 per item (add \$5 for monitors over 17 inches). Small parts such as mice, keyboards, cables and circuit boards (modems, network cards, etc) are recycled at no charge. The fees cover the costs of handling and proper disposal of e-wastes. And now Zentech also recycles television sets (which contain several pounds of lead).

See www.zentech.org for details and directions. Be sure to call Julian Powell (404-876-0163) first before heading on over with your old electronics.

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Creative
KNOW•WHO

Did You Hear . . .

For the first time, member **Jay Montgomery** had an illustration chosen for publication in the prestigious *Communication Arts Illustration Annual* (2003). The illustration, commissioned for a cover of VFW Magazine, shows a realistic moody scene with a guy (actually a loose self-portrait of Jay) at a desk swamped with paperwork. You can see it at www.jaymontgomery.com. Congratulations, Jay!

Congratulations to **Joy Freeman Adams** and her husband John on the birth of their daughter, Quincy Annabelle Adams. She was born at 11:21 pm on June 11, weighing in at 8 lbs, 13 oz.

Be a Hero—Share a Lead

Does a client ever ask you for freelance recommendations that fall outside your own expertise? Or that you have no time or interest in handling yourself? Instead of just saying no, pass along job leads to info@freelanceforum.org and **Steve Knapp** will email the information to all FreeLance Forum members. Who knows? You might be the next one to snag a profitable assignment this way.

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.

Have a Safe
and
Relaxing
Summer.



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:

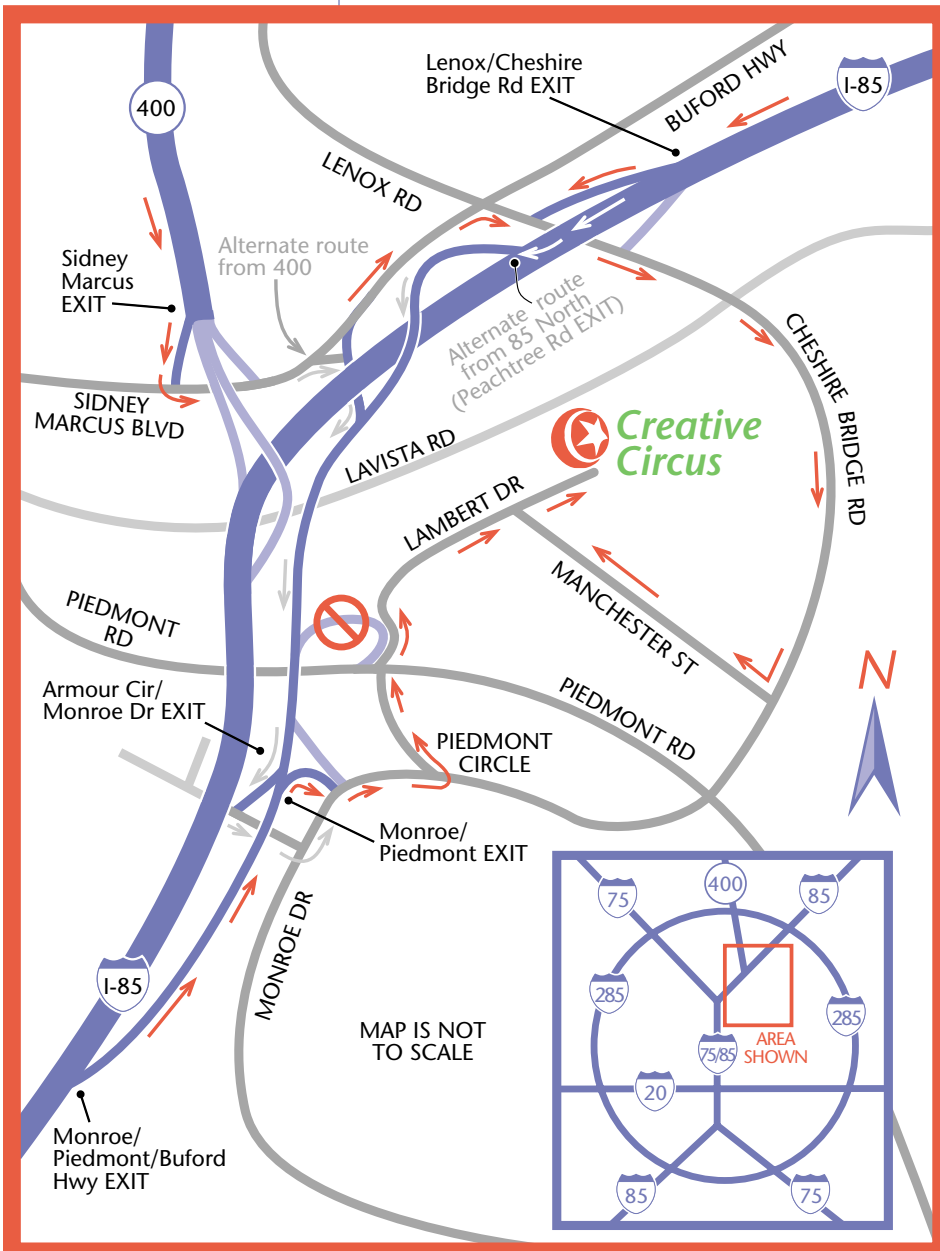
Take the Peachtree Rd exit (Exit 88) onto the access road. Take the first exit (Armour/Monroe). At the end of the ramp go left to the next light and turn left onto Monroe. Turn left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the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