



## FREELANCE FORUM

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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  
NOVEMBER 2003

**MEMBERS! RESERVE YOUR SPACE FOR THE DOG & PONY SHOW (A.K.A. THE MEMBER SHOW & TELL), THURSDAY, NOVEMBER 6TH, AT THE FORUM AT DEFOOR.**

THURSDAY, NOVEMBER 6TH MEETING

## We're Having a Party and You're the Guest of Honor!



For those unfamiliar with the D&P Show, this is our once-a-year event where members show off their work—plus, eat, drink and socialize. It's all very informal (as is our style), and it gives everyone a chance to see what their fellow freelancers have been doing since last year's show.

Although only members may exhibit, guests are welcome. The event is FREE. We just ask that guests sign in at the front desk, and that members let us know in advance if they intend to exhibit so we can rent enough tables.

The D&P Show is a great event for everyone, so we hope to see you there!

**Please note that this meeting is at The Forum at Defoor. We will return to Creative Circus for our December meeting.**

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

**WHERE:** The Forum at Defoor

**ADDRESS:** 1710 Defoor Avenue, Atlanta 30318 (Howell Mill exit off I-75, south on Howell Mill, take a right onto Defoor Ave and The Forum will be on your left at the corner of Taylor St. Plenty of on-site free parking)

**ADMISSION:** FREE for Members and guests. Only members can exhibit.

## Marketing Survey Measures Local Freelance Use

BY JANINA EDWARDS

Opinions about regarding the best way to develop business leads and contacts for freelance work. Cold calls, email solicitation, networking, direct mail, ads—it's hard to know what will work for you.

This past spring, I conducted a market research survey to create a reasonably informed plan for marketing my company, JustWrite! Communications & Proposals, Inc. The survey was simple in its execution and design. Contacts were made by phone, direct mail and email. Participants were asked several questions including: Do you work with freelance writers? How frequently? How do you hear about writers? How do you choose writers to work with? Though the results are specific to the copy and grant writing services my company

offers, they may interest other freelance creatives.

The total number of respondents in the survey was 69, which included for-profit businesses (ad agencies, PR firms, graphic and Web designers and small businesses) and non-profits (arts companies, artists, social-service organizations and fund raisers). Thirty-six percent of the 69 said they work with freelance writers. Forty-nine percent of the for-profits said they work with freelance writers (out of 41 respondents). In the non-profit arena, that figure was closer to 18 percent (out of a total of 28).

Ad agencies were the most frequent users of freelance writing services, though certainly not the only market. Of the 14 respondents who indicated frequency of use, 64 percent work with freelance writers 1-3 times a year;

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**NOVEMBER'S  
MEETING WILL  
BE AT THE  
FORUM AT  
DEFOOR!**

**WE'LL RETURN  
TO CREATIVE  
CIRCUS IN  
DECEMBER.**

## Marketing survey measures local freelance use

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29 percent, 4-6 times a year; and the remaining 7 percent indicated infrequent use.

Of 31 respondents who indicated how they hear about and hire new writers, 100 percent said that word of mouth/networking/referrals were the most common methods. Although freelancers contacted the companies in a variety of ways, (including email, phone calls, direct mail,

etc.) referrals were the decision maker's primary way of hearing about writers and making choices.

These findings suggest 22,290 of the 61,918 businesses registered in Fulton, Dekalb and Cobb counties use freelance writers (assuming 36 percent of respondents work with freelancers). [data from Business Wise, the Metropolitan Atlanta Business Directory, 2003.] Before getting too excited, however, remember the challenge is to discover which businesses are the ones that use freelance writers. That process of discovery is the difficult part.

## Keeping Your Computer Happy

At September's meeting, members **Steve Heckler** and **Kevin Livingston** gave an excellent presentation on how to keep your PC or Mac running smoothly. Here are their favorite Web sites:

### MAC

[www.macfixit.com](http://www.macfixit.com)  
[www.macnn.com](http://www.macnn.com)  
[www.apple.com/support/](http://www.apple.com/support/)  
[www.google.com](http://www.google.com)

### PC

<http://groups.google.com>  
<http://support.microsoft.com>  
(use the Knowledge Base)  
<http://www.annoyances.com>  
[http://pcsupport.about.com/  
cs/pctr troubleshooting/](http://pcsupport.about.com/cs/pctr troubleshooting/)

## MEMBERS IN THE NEWS



**Georgia Dzurica** is under contract to Condé Nast *House & Garden* for a monthly page tentatively titled "Buying Power," which is described as a "Harper's Index" of high-end design and luxury items. She was among five writers asked to audition for the magazine last spring, and ultimately *House & Garden* decided to pair her with New Yorker Paul O'Donnell for the assignment. "Buying Power" is slated to debut in the December issue.

**Karin Koser**, Moonshadow Photography, was a winner in My Atlanta, the photo competition that invited Atlantans to take pictures during Atlanta Celebrates Photography ([www.acpinfo.org](http://www.acpinfo.org)). She won a Nikon camera for an impromptu shot of her daughter, Carson. Karin's husband, Ken Koser, also won a \$100 gift certificate for a photo of the Krispy Kreme coffee sign.

## WHEN BUSINESS COMES TO YOU

BY STEVE MARSHALL

### Look for spikes...

Art director **Laura Heck** didn't find her newest client — he found her. How did she make it happen? Just one easy, cost-effective promotion: she displayed her work on the FreeLance Forum Web site.

A quarter of our members now

maintain online portfolios, and use them in two ways. First, they're the easiest way to show anyone your work—instead of a package or a brochure, just send a link.

But an online portfolio can be a billboard, too, as Laura's story shows. The site itself can bring new prospects.

In this case, a marketing manager for a company that makes fiber optic tools needed some product sheets, and he came to the FreeLance Forum. After browsing the offerings, he found a designer whose work and experience seemed like a good fit. The result? Laura has completed three assignments for this new customer, and more are in the pipeline.

We'll try to talk with the client about his experience, and report on that next month—along with ideas for driving traffic to the "Find a Freelancer" section, technical tips for members, and more. If you have ideas or experiences to share along those lines, please send them to me at [steve@samarshall.com](mailto:steve@samarshall.com).

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**FREELANCE FORUM LOGO DESIGN**

Charissa Schultz

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.

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**WE'LL RETURN TO CREATIVE CIRCUS IN DECEMBER.**

## New Member Luncheons Highlight Common Concerns And Uncommon Suggestions

BY GEORGIA DZURICA AND MICHELE RYAN

**O**ur first round of New Member Luncheons, intended to welcome new members, help them meet their colleagues, share their concerns about freelancing and get answers to questions, took place in September. On Sept. 23, **Linda McCulloch** and **Georgia Dzurica** hosted **Mark Farmer, Jeffry Finkel, Janet Reed** and **Kalin Thomas** at Chris's Pizza House in Toco Hills. On Sept. 30, **Michele Ryan** and **Jame Riley** lunched with **Mark Escher, Sheila Phinazee, Nancy Spraker** and **Tim Whelan** at La Fonda Latina on Roswell Road.

The common concern at the first luncheon was ensuring consistent cash flow. Kalin Thomas was relieved to learn that "I'm not in this boat alone, and that everyone's gone through slow times and many come out of it okay."

The group discussed the need to realize when a job simply is not worth your time and the importance of educating prospects and clients on the value of your time and skills. They also discussed the value of contracts in establishing expectations, schedules, fees and scope of work.

Another topic was the possibility of brokering relationships between other networkers.

Jeffry Finkel had several technology tips: desktop Post-Its from 3M Company that can be organized into memo boards; a free teleconferencing bridge that allows you to pay long distance charges from your phone, but eliminates the charge for the actual bridge for a conference call; and Web-conferencing for virtual meetings that lets

you share text, graphics, and video over the computer and audio over the telephone or PC ("audio over IP" technology).

The second luncheon group discussed the numerous benefits the FreeLance Forum offers, and the consensus was that having a support system to help our businesses succeed is crucial to freelancing.

Nancy Spraker commented, "I appreciate your spending the time and energy in getting us together for what turned out to be a productive gathering. It reinforces how we can learn something from everyone if we permit ourselves to do so."

Added Sheila Phinazee enthusiastically, "Members, new and not-so-new, shared positive experiences from interacting and doing business with other freelancers at the FreeLance Forum. It felt good to sit down with folks who didn't look at you like you were crazy for taking the plunge to being a freelancer. The small size of the group made it easier for everyone to participate and be heard. Great concept!"

New members should watch their email for an invitation to the next luncheon, tentatively scheduled for Nov. 13 in yet another part of town.



More than 50 people attended The FreeLance Forum's October 4 branding seminar, **Make the Phone Ring without Saying a Word**, presented by Linda Travis.

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**WELCOME, NEW MEMBERS**

**John San Miguel**, producer/director

**Marlys Williams**, graphic designer

**Robert Jones**, illustrator

**Robert Miller**, graphic designer

**Ernie Boetz**, illustrator

**Rani Quirk**, marketing consultant

**Dawn Palzewicz**, graphic designer

**Tom Mileshko**, photographer

**Sheryl Nelson**, graphic designer

**Marjorie DeLillo**, design project manager