



FREELANCE FORUM 1995-2005

PO Box 250024
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www.freelanceforum.org

Annual Membership Dues:

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

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FREELANCE folio

E-NEWS FOR
MEMBERS & FRIENDS of
THE FREELANCE FORUM
JULY 2005

THURSDAY, JULY 7TH MEETING

Best Practices for Surviving and Thriving as a Freelancer

BY IRENE PIERCE

Five heads are better than one. If you've been butting your head against a particularly unyielding issue in your business lately, make sure you clear your calendar to attend the next Freelance Forum meeting. It features a panel of five experienced freelancers—including writers, a designer, a photographer and an illustrator. They will answer questions and impart their wisdom to help you see new possibilities for resolving old problems.

The following Freelance Forum members are tentatively scheduled: **Paul Glickstein**: a writer who has worked in just about every medium known to marketing, including radio, print and direct mail; **Steven Knapp**: a technical writer known by his clients for translating complicated ideas into understandable language; **Jay Montgomery**: an illustrator in business for 10 years who has worked with most of Atlanta's Fortune 500; **Charissa Schultz**: an award-winning designer with 20 years' experience working with clients ranging from WorldCom to religious organizations; and **John Slemp**: a photographer equally adept in the studio or on location who has shot for agencies and several big-name magazines.

Don't miss this great opportunity to learn best practices from people who have tested and proven them!

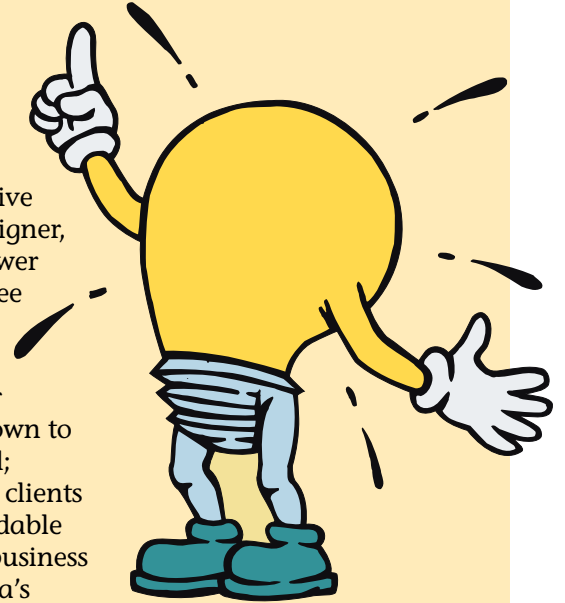
WHEN: July 7, 6:15-8:30 PM

WHERE: The Creative Circus

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

ADMISSION: FREE for Members/Guests \$12

SEE LAST PAGE FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS



A Star is Born!

After a long labor, the 10th Anniversary edition of the **Freelance Forum Sourcebook** was delivered, thanks to the efforts of our Sourcebook Committee:

Claudia Arkush, Sandy Barth, Jeffry Finkel, Lois Graham, Laura Heck, Bobby Hickman, Ron Kissiah, Carole Mumford, Kathleen Saal and Chairman **Bradley Jacobsen**. We'd also like to thank our Sourcebook sponsors: **Hire Profile, New London Press, Taylor Letter**

Service and Zenith Design Group. Special thanks to our Sourcebook printer, **The Printing Trade Company.**

The Sourcebook cover showcases the enormous depth and range of talent our group represents. A number of gifted Freelance Forum members—including writers, designers, photographers, illustrators and others—provided samples. Thanks to all who contributed to this effort! We'll be conducting a direct mail campaign

continued on page 2

GO TO THE SOURCE

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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Sourcebook continued from page 1

to 1500+ agency/corporate/publishing executives and other targeted prospects who can request free copies. Additionally, we are targeting key trade organizations and publications (who have members/readers in the metro Atlanta area) with an announcement.

Don't miss out on *your* complimentary copy of our 64-page Sourcebook! If you haven't yet picked up your copy, please check at the front table the next time you attend a Freelance Forum meeting.

Please remember to take advantage of our talented membership the next time you need a designer, writer, editor, proofreader, photographer, illustrator, PR, web or marketing pro! The Freelance Forum's Sourcebook is definitely the **FIRST** place to look!

Be sure to pick up your complimentary Sourcebook at the next meeting.



Membership Activities

NEW MEMBER LUNCHES

Please join us **Thursday, July 21, 11:30 am to 1 pm** at **Bridgetown Grill** in Buckhead (3316 Piedmont Road NE, Atlanta, 30305, 404-266-1500, www.bridgetowngrill.com). We send official invitations to new members who have most recently joined, but if you're relatively new and haven't had a chance to attend a New Member Lunch, contact **Michele Ryan**, 678-352-0445 or **michele59@bellsouth.net** to get on the RSVP list.

These events give newer members the opportunity to connect with one another, as well as to ask questions about our organization or freelancing in general. So come on out!

STRICTLY NETWORKING EVENTS

These casual get-togethers were created to give Freelance Forum members a chance to connect in various locations around the Atlanta metro area.

On **July 27** we'll meet at the **Westside Pizzeria** in Midtown (2341 Marietta Boulevard, Atlanta, 30318). Tables are reserved for the Freelance Forum from 7-10 pm. Hang out with fellow freelancers and get better acquainted, especially with people in your area. Drop by when you can and stay as long as you like!

June Meeting Recap:

Untangle Your Legal Issues

Our June meeting presentation by the esteemed legal experts panel of **Jon Lee Anderson**, **Perry Binder** and **Debby Stone** was informative and surprisingly light in spirit for all who attended. The discussion centered on agreements between creatives and clients.

While it's nice to do business just above a handshake, it's usually not the best choice. Handshake agreements are like playing the telephone game: what's whispered in one person's ear and what's heard in the other person's ear may not be the same thing. That's where problems can begin between the creative and the client. A written agreement solves the problem.

A good agreement can be short, use common speech and still cover all the important bases. "It should tell the complete story of the deal," stated Debby Stone.

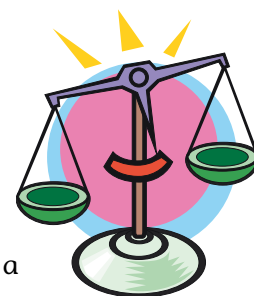
Jon Lee Anderson summed up five critical

elements for all agreements. An agreement should answer these questions:

- 1) **Who is being dealt with?** (a company or a person)
- 2) **What do you want me to do?** (a detailed description of the project)
- 3) **What are the rules of licensing, reproduction and ownership?** (i.e., copyrights)
- 4) **What will I be paid?** (the fee)
- 5) **How and when will I be paid?** (installments, full payment, dollars or yen)

To sum it up: **get it in writing, know what you've signed and be proactive.**

Piece of cake, right? (For another take on the June presentation, see *The President's Corner* on page 3.)



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Got an item or suggestion for the *Folio*? Have you won an award, landed a new account, had a baby? Contact one of our *Folio* editors—Janina Edwards at justwrite@mindspring.com or 404-288-5924, or David Knope at knope@mindspring.com or 770-390-0386. We want to hear from you.

PRESIDENT'S CORNER



Hope you joined us for our Legal Panel program in June. Where else can you get gratis advice so focused on our uniqueness as freelance creatives? Several themes stood out during the evening that segue beautifully to our July program, a member forum on best practices. This is the very essence of who we are.

The first theme was about being clear and well-documented in your business transactions. While many of us are uncomfortable with contracts and legalese, you will never regret being clear. After all, when was the last time someone said to you, “Gee, I shouldn’t have been so clear with my clients—the job went too smoothly and I got paid on time”?

One of my favorite points was: if a prospect doesn’t want to sign a reasonable contract, then perhaps they won’t be a reasonable client. It’s a litmus test of sorts. Freelance doesn’t mean anything goes; there are rules in play. When you’re a professional of quality, you can reasonably expect to work with clients of quality. Making sure a

prospect is a good fit for your business is as important as their assessment of you.

Another key point was one of the toughest decisions in freelancing . . . when to walk away. Sometimes your freelance business is best served by walking away, whether from a prospect that sends up red flags or from a client who misunderstands the relationship. The time spent trying to please an ill-fitting client can be better served finding work that is a good fit. Consequently, that leads to a positive, long-term association. Walking away is one of the hardest choices of freelancing, but it is also one of the most important. As freelancers, we’re entitled to work with clients who appreciate our value. Taking the time to qualify such clients will ultimately lead to relationships that don’t require legal steps later.

One of the great benefits of the Freelance Forum is the opportunity to learn from others’ experiences. Please join us for our best practices forum on July 7th. Hope to see you there!
—Laura Heck

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 info1@freelanceforum.org and **Sue Pearlman** will email the information to all FreeLance Forum members. Who knows, you might be the next one to snag a profitable assignment this way!

REMINDER:**No More Slippin’ In the Back, Jack (or Jackie)**

For security reasons,

Creative Circus has asked that we enter and leave the school through the Main Entrance only.

Thanks for respecting the wishes of our generous host!

WELCOME, NEW MEMBERS

Amelia von Fluegge, art director

Christin Whittington, writer

SUPPORT OUR SPONSORS

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.

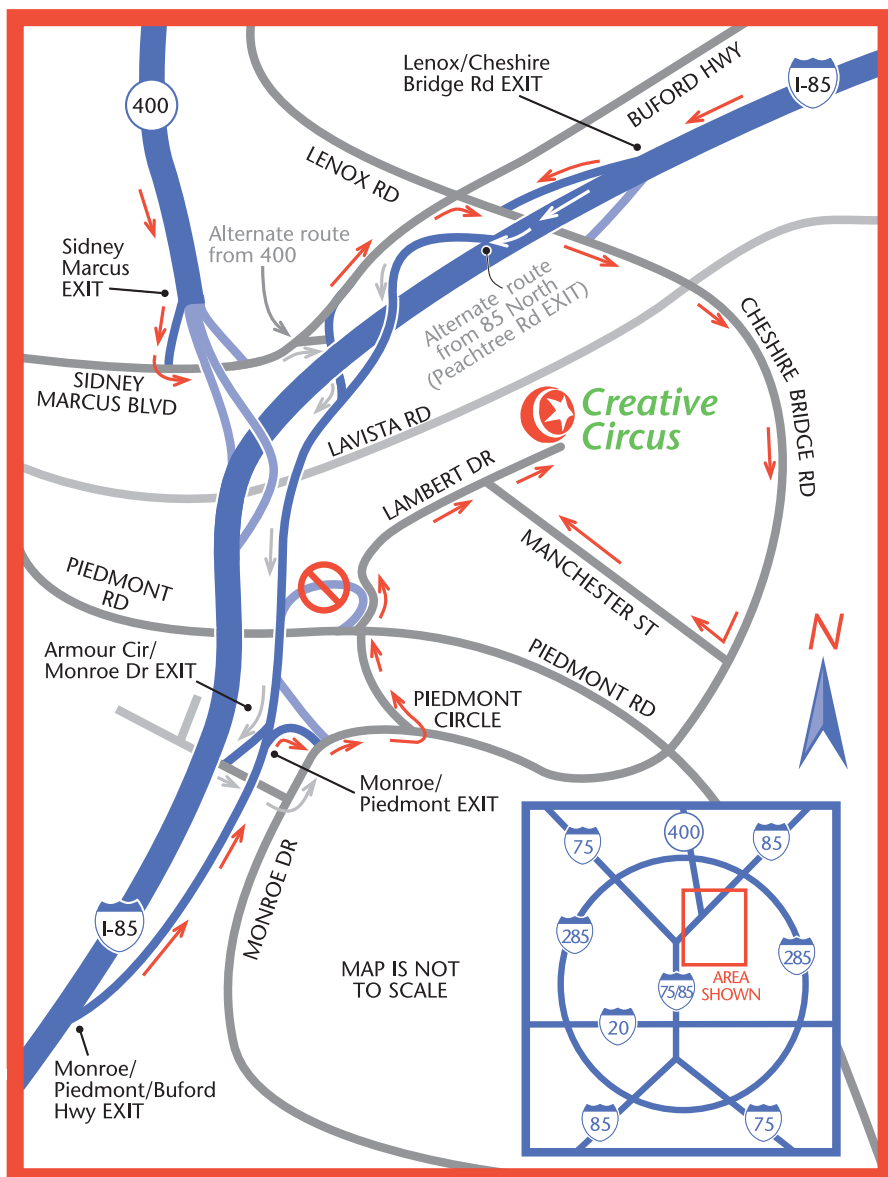
FROM I-85 NORTHBOUND: Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right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