



FREELANCE FORUM 1995-2005

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

Annual Membership Dues:

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

2005 EXECUTIVE BOARD

PRESIDENT

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

VICE PRESIDENT

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

SECRETARY

Sue Pearlman
770-992-4296
Sue@SolutionsInToto.com

TREASURER

Bobby Hickman
770-529-9189
bhickman@bellsouth.net

MEMBER-AT-LARGE

Tim Shannon
404-815-7715
Tim.Shannon@comcast.net

MEMBER-AT-LARGE

John Slemp
770-493-9727
john@johnslemp.com

FREELANCE folio

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

THURSDAY, AUGUST 4TH MEETING

SELLING VALUE INSTEAD OF PRICE: How to Sell What You're Worth

BY IRENE PIERCE

Learn how to position your value to make an offer your clients would be fools to refuse! Build the case for your worth and negotiate a fee that reflects your value—instead of your client's stated budget constraints.

Join us on Thursday, August 4th, for a program with **Renee Walkup** of SalesPEAK (www.salespeak.com/678-587-9911). She'll coach us on how to approach the negotiating process with a solid understanding of the value we offer our clients and teach us how to answer client questions to reinforce their perception of that value.

Walkup has trained sales people at dozens of companies, including BellSouth, Coca-Cola, Charles Schwab and Hewlett-Packard. Her methods for persuasive selling have been a hit with companies around the country for nearly 10 years.

Don't miss this opportunity to dramatically improve your sales skills and your ability to reel in clients who will pay you what you're worth!

WHEN: August 4, 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



July Meeting Recap:

Best Practices for Freelancers

BY DAVID KNOPE

If you missed the June meeting—where Freelance Forum members discussed Best Practices—you didn't hear some great advice from the trenches. **Irene Pierce** moderated the discussion by a multi-disciplinary panel of members: **Paul Glickstein, Steve Knapp, Jennifer Medina, Jay Montgomery, Bonnie Buckner Reavis, Charissa Schultz** and **John Slemp**.

Their combined experience covers many years in the fields of freelance writing, graphic design, illustration, Web design and photography. And, of course, the audience got into the act as well.

For those who missed it or couldn't take notes fast enough, here's a sampling of the words of wisdom for freelancers everywhere.

- Do what you say you're going to do.
- Relationships are everything.
- Find a way to compete on something besides price, because there will always be someone who will work cheaper.
- If you price your services too low, clients won't value the quality of your work.
- Don't try to be all things to all people.
- Get it in writing!
- Have a passion for what you do, but be flexible and listen to the client.
- Have a generic contract ready at all times.
- Join a professional organization to learn professional practices.
- Invoice promptly with no surprises.
- Invoice early and often!
- Keep detailed track of your time on every project.

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

COMMITTEE CONTACTS

HOSPITALITY

Dan Friedman
770-552-8009

dan@animation-studio.com

MARKETING

Debra Mercaldo
404-248-9012

debra@mercaldomarketing.com

MEMBERSHIP

Michele Ryan
678-352-0445

michele59@bellsouth.net

Karen Denovich
770-672-0506

karendenovich@yahoo.com

NEWSLETTER

Janina Edwards
404-288-5924

justwrite@mindspring.com

David Knope
770-390-0386

knope@mindspring.com

PROGRAMS

Irene Pierce
404-260-4514

irene@impactcopywriting.com

REFRESHMENTS

Ray Pelosi
404-377-4728

raypelosi@yahoo.com

SPONSORSHIP

Lois Graham
770-939-8948

lois@grahamgraphics.com

WEB DEVELOPMENT

Steven Knapp
770-434-2352

steve@knappcommunications.com

Best Practices Recap *continued from page 1*

- Put details in your invoice to remind your client of everything you did.
- Time records also help you estimate future projects.
- Keep in touch with your clients—and make it personal.
- Be a partner, not a vendor.
- Network—go where your clients go.
- Understand your client's business cycles.
- Recognize that clients need variety—they won't hire you every time.
- Remember personal interests of your clients.
- The price triples if they publish your stuff without paying for it.
- Words mean different things to different people.
- Keep your records in IRS tax categories to simplify tax preparation.
- Always keep business and personal money separate.
- Don't forget to reimburse yourself for business expenses.
- Don't have fine print in your contract.



Our expert panel of freelancers share their wisdom. From left: Paul Glickstein, Steven Knapp, Bonnie Buckner Reavis, Charissa Schultz, Jennifer Medina, Jay Montgomery and John Slemp. Photo by Tim Shannon.

- Have an elevator speech to explain what you do in 60 seconds or less.
- Your portfolio, business card and Web site should work together.
- Explain your process to a new client.
- Non-professional relationships can lead to business.
- Sometimes just asking for work is better than a campaign.
- Don't aim too high in a company. Vice Presidents aren't likely to hire you.
- Be sure to have an online portfolio (like the one Freelance Forum offers!)
- Rejections can still lead to work down the road—don't burn bridges.

Member Benefit: New Member Lunches

BY MICHELE RYAN & KAREN DENOVICH,
Membership Committee co-chairs

In an effort to add even more value to your Freelance Forum membership, our committee offers new freelancers the opportunity to learn more about our organization and boost their careers by making important connections.

Held every other month, New Member Lunches give attendees the opportunity to ask other freelancers questions in a small group setting.

Sometimes these inquiries are industry-specific, but other times we share experiences about the freelance life in general. The outcome is making connections one might not ordinarily have made at a regular meeting.

Our usual protocol is to send invitations to members who have joined in the two months following the last lunch. However, if they're unable to attend, we put them on the list for the next event.

New Member Lunches are held the third Thursday from 11:30 am to 1:00 pm at the Bridgetown Grill, 3116 Piedmont Road, Buckhead (at the corner of Piedmont and

Peachtree). Everyone pays for his or her own meal, and the restaurant makes it easy for us by providing separate checks.

Upcoming New Member Lunches will be held in September and again in November. As always, we will announce upcoming events at our regular meetings. You can also check the Folio for exact dates.

While the membership committee traditionally facilitates the lunches, we strongly encourage any freelancer in our group to consider attending an event. The more disciplines

we have represented, the more beneficial the exchange of information. Also, as many seasoned professionals have discovered, we can learn something from the rookies.

Another way everyone can be a deputy of the membership committee is to welcome our guests. One of our main goals is to convert members to guests, but we can't do it alone! It's great to enjoy the refreshments and chat with old friends, but making our guests feel welcome is important. So when you see someone with a guest name tag, take a few moments to introduce yourself and make another great connection!

NEW MEMBER LUNCHES

every third Thursday of the month
11:30 am–1:00 pm at Bridgetown Grill,
3116 Piedmont Road, Buckhead

FOLIO VOLUNTEERS**CO-EDITORS**

Janina Edwards
404-288-5924

justwrite@mindspring.com

David Knope
770-390-0386

knope@mindspring.com

DESIGN

Janie Morgan
Claudia Arkush

PHOTOGRAPHY

Tim Shannon

CONTRIBUTING WRITERS

Kathy Couch
Karen Denovich
Susan Drake
Laura Heck
Irene Pierce
Michele Ryan

DIGITAL DISTRIBUTION

Steven Knapp
Jack Massa

FREELANCE FORUM LOGO DESIGN

Charissa Schultz

SPONSORS**NEW LONDON PRESS, INC.**

Mandy Becker
770-442-1363

www.newlondonpress.com

TAYLOR LETTER SERVICE INC.

Kip Thomas
404-523-1618

ZENITH DESIGN GROUP, INC.

770-425-9474

www.zenithdesigngroup.com

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 made it to our Best Practices program in June. My neighbor reminded me of another one: vacation. She recently told me that she will have to quit her job to take their every-other-year annual family visit to England. She had put in for the time way in advance and was declined. Ah, one of the treasures of freelancing, I thought, to take vacation at will.

But the truth is . . . vacation plans can be challenging for freelancers as well. Sometimes we're too busy to walk away—sometimes we're not busy enough—and either don't want to miss a potential call or simply don't have the resources. Sometimes we're afraid of losing the business we've got. Sometimes we simply forget to make plans, and time just marches on.

My dad had some good advice for me when I first moved to New York City. A Manhattanite himself, he said: "Now that you're

here, don't forget to leave—and do it regularly. It's a good life, but an intense one—so you have to give yourself pauses from time to time."

So it goes with freelancing. We're not just creative professionals—we're business owners. And along with that comes a lot of extra time and energy. So give yourself permission and take a vacation! It'll recharge your creative batteries. It'll help you restore or maintain balance in your life. It'll create memories you'll own always. Particularly for those who work from a home office, getting away is essential.

One of the great benefits of the Freelance Forum is the camaraderie and validation of each others' experiences as freelance creative professionals. Hearing how others deal with the challenges of freelancing is enlightening and reinforcing. Please join us for our August 4th meeting. Hope to see you there!
—Laura Heck

WELCOME, NEW MEMBERS

Pamela Adams, web developer



MEMBERS IN THE NEWS

Georgia Dzurica has an article running in the August edition of *US Airways'* in-flight publication, *Attaché*, which has been picked up to run online for an additional 18 months. Her subject in *It's About Time* is the Crypt of Civilization, the world's first time capsule, at Oglethorpe University. The Crypt is a decommissioned swimming pool scheduled to be opened in the eighty-second century.

Remember, if you've got great news to share, contact one of our Folio editors: **Janina Edwards** (justwrite@mindspring.com) or **David Knope** (knope@mindspring.com).

Remember, if you've got great news to share, contact one of our Folio editors: **Janina Edwards** (justwrite@mindspring.com) or **David Knope** (knope@mindspring.com).

RECOMMENDED READING

Flawless Consulting—A Guide to Getting Your Expertise Used by Peter Block, published by Jossey-Bass/Pfeiffer. It is "a practical and useful consulting guidebook with a focus on specific consultant behavior." On the Web at www.pfeiffer.com.

JOB LEADS: ANOTHER MEMBER BENEFIT

Did you know that about 35 job leads were emailed to Freelance Forum members in the first six months of this year? Many thanks to **Sue Pearlman**, our Job Leads Coordinator.

If you have a job lead, freelance, temp or full time, send the information to info1@freelanceforum.org and it will be emailed to all Freelance Forum members.

SUPPORT OUR SPONSORS



DIRECTIONS TO CREATIVE CIRCUS

REMINDER: No More Slippin' In the Back

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!

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.

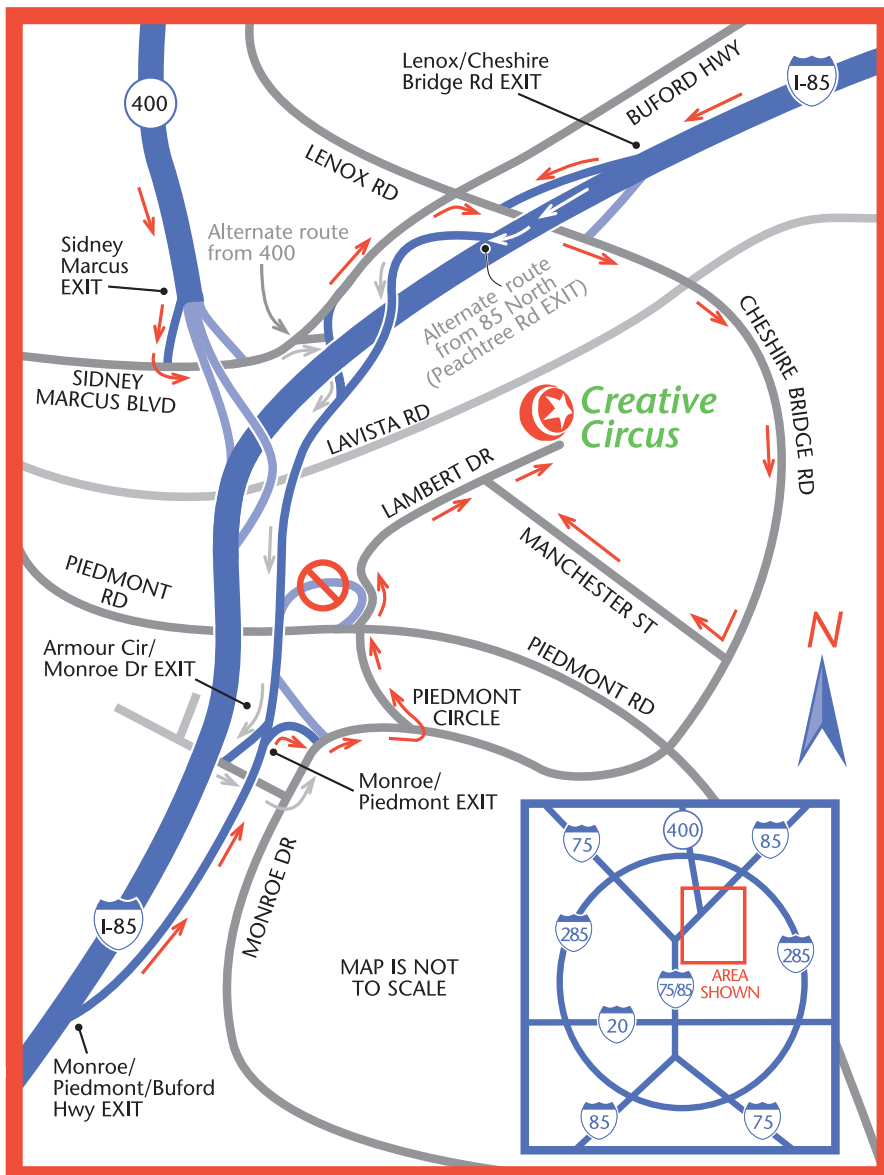
OR: Take the Peachtree Rd exit (Exit 88) onto the access road. Take the first exit (Armour/ Monroe). At the end of the ramp go left to the next light and turn left onto Monroe. Turn left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of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

WARNING! IF THERE'S BARKING, DON'T BE PARKING!

Sometimes the lot at Creative Circus is overflowing and you have to look elsewhere for a place to park. But whatever you do, don't park at Barking Hound. They tow, as several members have discovered.



Map: Janie Morgan