



FREELANCE FORUM 1995-2005

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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
SEPTEMBER 2005

THURSDAY, SEPTEMBER 1ST MEETING

Do-It-Yourself Search Engine Optimization

BY IRENE PIERCE

Where does your website fall in Google's search results these days? What key words would improve its standing? When your clients want help on a website, are you able to answer their questions about optimizing search list placement? Wouldn't it be great if you could ask some search engine optimization experts?

Get your questions answered at the next Freelance Forum meeting. Our program will feature a panel of three experts on search engine marketing who will explain why it's important, how search engines work and what a non-expert can do to optimize content.

Panelists will be **Stacy Williams** of Prominent Placement, **Todd Michaels** of Paint Creek Consulting, and **Derek Fulford** of Medium Blue Search Engine Marketing.

Help yourself and your clients—join us to educate yourself about this key marketing tool!

WHEN: September 1, 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



New Member Lunches (not just for new members)

BY MICHELE RYAN & KAREN DENOVIK
Membership Committee Co-Chairs

Attention new members! Add even more value to your Freelance Forum membership, learn more about our organization and boost your career by

making important connections at New Member Lunches! These events give you the opportunity to ask other freelancers questions in a small group setting. Sometimes these inquiries are industry-specific, but at other times we share experiences about the freelance life in general. New member **Christin**

Whittington, who attended the most recent lunch, said, "I thoroughly enjoyed lunch today and was glad both to talk one-on-one with you about the writing biz and to get Pam Adams' perspective on how she's growing her business."

Lunches are held every other month on the

third Thursday, 11:30 am to 1 pm, at the Bridgetown Grill, 3116 Piedmont Road, Buckhead (at the corner of Piedmont and Peachtree). Everyone pays for his or her own meal.

Invitations are sent to members who joined during the two months since the last lunch. Anyone who is unable to attend is placed on the list for the next event.

The next new member lunches will be held in September and November. We always announce upcoming events at regular meetings. You can also check the *Folio* for exact dates.

We strongly encourage all Freelance Forum members to attend an event. The more disciplines represented, the more beneficial the exchange of information. As most seasoned professionals know, we can always learn something from the rookies and new members!

NEXT NEW MEMBER LUNCH

September 15 (the 3rd Thursday)
11:30 am-1 pm at Bridgetown Grill
3116 Piedmont Road, Buckhead

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August Meeting Recap

Successful Selling

BY DAVID KNOPE

Renee Walkup of SalesPEAK engaged us in a thought-provoking review of advanced sales techniques at the August meeting. Her topic was "Selling Value Instead of Price."

As we have come to expect from her previous presentations to the Freelance Forum, Renee soon had us on our feet and talking to each other. After we tried to verbalize the individual strengths and skills that make us "fabulous," she asked us to consider what we had said. Most of us had discussed features of our work (creative ideas, etc.) but had failed to mention benefits.

Focusing on how our work benefits the client is the key to successful selling. Most of us, as we had just demonstrated, forget to tell prospective clients exactly how we can help them. According to Walkup, there are only five basic benefits: make more money, save time, reduce stress, reduce costs and increase profitability. She also recommends a "check-in" step to find out which features and benefits are most important to the client.



Other insights from Renee's presentation and the group discussion included:

- Talk about what you have done, not what you will do.
- Ask "tell me" questions to get the information you need.
- Don't be too available—sound like you're running a real business.
- Don't mess with your fees.
- Organize your presentation to focus on the client's real needs.
- Email doesn't build relationships.
- Tempt prospects with one or two bits of free advice.

To learn more about SalesPEAK or Renee's latest book, *Selling to Anyone Over the Phone*, please visit www.salespeak.com. At her website you'll also find information on a series of Sales Boot Camps she has planned for September. Look under Training and Seminars.

From top: Paul Gilckstein and Michele Ryan man the check-in desk. Jon Anderson and Linda McCulloch, Kathy Couch and Honey Rubin enjoy the greet and eat portion of the meeting. Renee's presentation held everyone's attention. Photos by Steve Knapp.

REMEMBER: SEPTEMBER MEETING IS EARLY IN THE MONTH

The next Freelance Forum general meeting is Thursday, September 1st.

WELCOME, NEW MEMBERS

Julie Grace, designer
Cathy Lee, writer

TAKE TIME TO WELCOME OUR GUESTS

It's great to enjoy refreshments before the meetings and chat with old friends, but please remember to make our guests feel welcome. When you see someone with a guest nametag, be sure to introduce yourself and make another great connection!

TIDBITS

Great News: Members can now renew online with a credit card via PayPal.

The Marketing committee is looking for volunteers. Please contact Paul Glickstein, 404-329-0206 or paulglick@mindspring.com, for more information.

Watch for info on the 2005 Members' Portfolio Show

Our annual **Members' Portfolio Show** is coming up this fall. This is our once-a-year event where members show their work, eat, drink and chat with other creatives. Guests are welcome as always, but only members can exhibit their work. There are no attendance or exhibitor fees, but you must register in advance to exhibit. So start getting your samples prepared, and look for the sign-up email coming soon!

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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



My dictionary defines *referral* as the condition of being referred: to direct or send for information or another purpose; to assign or attribute to a group, class, etc.; to turn, as for information, help, or authority.

The Freelance Forum defines *referral* as a benefit of membership; a natural consequence of involvement.

Future referrals are what help define our upcoming **Members' Portfolio Show**. It's an opportunity to show your work to other members, and to have them see yours. One great power of our network is the partnerships we build by getting to know one another through the organization. Sometimes partnerships are the result of actually working together on a project; other times it's simply passing a project on to someone with the proper skill set. Our Members' Portfolio Show is an excellent

chance to see other members' styles and skills. I can honestly say that I've gotten a significant amount of work from other members' referrals.

As online portfolios have become an industry standard, they also create additional challenges to get buyers to spend an evening personally reviewing work. That's why our annual Members' Portfolio Show has become more of a for-members-and-guests event over the years. And that's why the referral opportunities of this annual evening are so unique.

I invite you to participate when the sign-up email comes around soon. Exhibiting is free for members, but you must make a reservation. The value of successful referrals and the good will they generate is tremendous. For example, for years we encouraged a long-time client to consider establishing a website. When he was finally ready, he didn't know where to turn. He asked us, his print designers, for a referral. We confidently referred a Freelance Forum member who is a web designer, and she won the gig. He is thrilled with her service, and we added value by backing up our advice with a quality referral.

However you define referrals, you'll welcome the chance to increase yours—through our Members' Portfolio Show and through involvement in our fine organization. Hope to see you at the September 1st meeting!
—Laura Heck



MEMBERS IN THE NEWS

Kudos for Freelance Forum Members!

BY BOBBY HICKMAN AND JAY KAPP

A website designed and written by three Freelance Forum members has won a national award as 2005's "Best Website on Health Promotion and Disease Prevention" at the recent National Health Wellness and Prevention Congress.

The site, **www.health-ettes.com**, is for Health-Ettes, a new Atlanta area company that promotes healthy lifestyles among children. Sandra B. Jones of the CDC is the principal of Health-Ettes.

Graphic designer **Jennifer Medina** led the Health-Ettes project, which includes the website and a promotional brochure. Jennifer, one of our July meeting panelists, brought in copywriter **Bobby Hickman** and web designer **Jay Kapp** for the engagement.

Also, Bobby was instrumental in helping LOMA Society of Atlanta earn its second consecutive national "Outstanding Society Award" for communications and public service. Bobby is president of the local society, and produces the newsletters, press releases, website and other communications for which the Atlanta chapter won awards in 2004 and 2005. The local LOMA Society site is **www.loma-atl.org**.

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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.

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

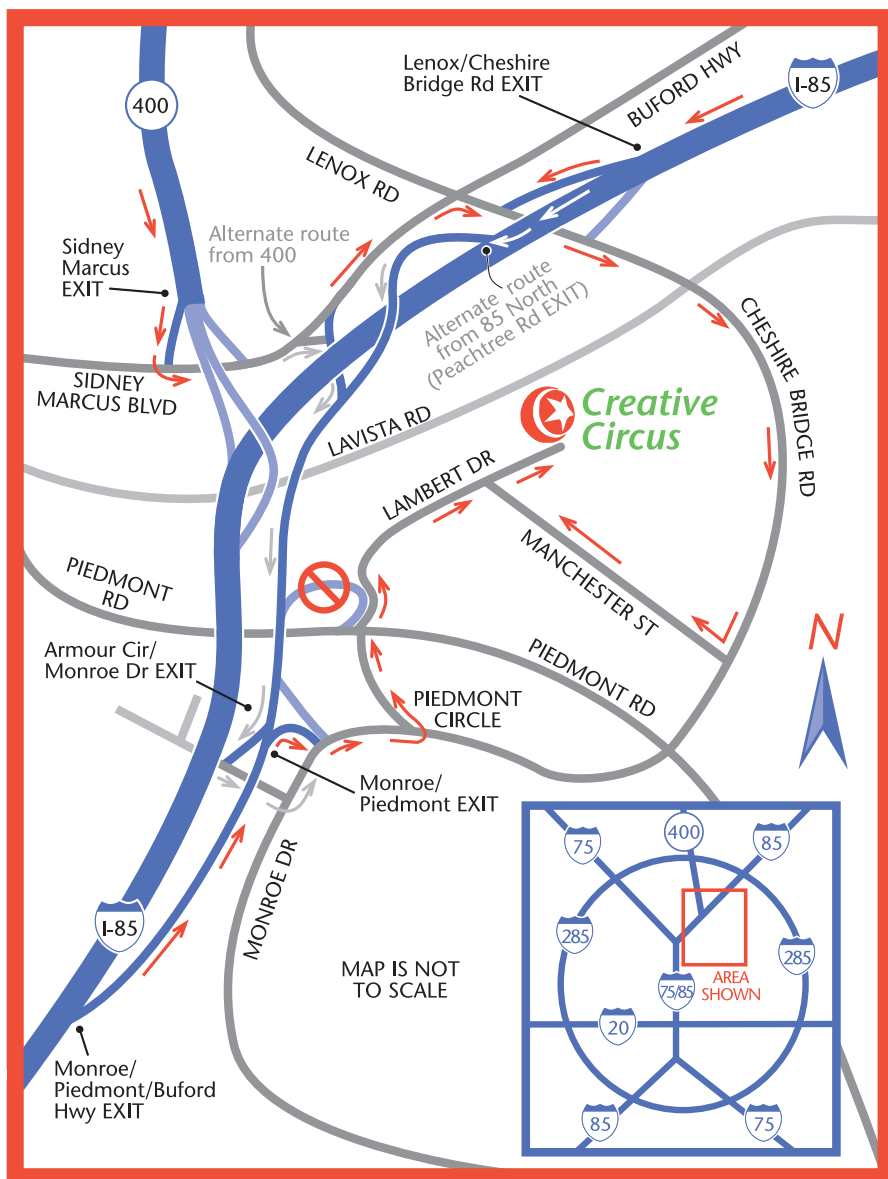
Sometimes the lot at Creative Circus is overflowing and you have to look elsewhere for a place to park. But whatever you do, don't park at Barking Hound. They tow, as several members have discovered.



**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!



Map: Janie Morgan