



## FREELANCE FORUM

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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  
MAY 2006

THURSDAY, MAY 4TH MEETING

## Putting the *Free* in Freelance: *Free trials, free passes, free services and just plain free stuff*

BY POLLY WADE

Is there anything more thrilling than getting something for nothing? Or at least without paying for it? Not to veteran freelance writer and Forum member **Georgia Dzurica**.

Georgia has compiled various resources for the inside scoop on finding free stuff you can file under arts & entertainment, health, education and business.

She'll share her secrets at our May meeting, giving you the power to keep more cash in your pocket. We all have money-saving schemes of our own. So help us add even more value to the program by sharing one of your own tips during our Q&A discussion.

**WHEN:** May 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 \$15

**SEE LAST PAGE FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS**



## March Meeting Recap

BY JANINA EDWARDS, with contributions from Paul Glickstein and Hadley Richarde

**B**reaking with tradition, the April meeting, "It's Nice to Share," was conducted in small discussion groups facilitated by Freelance Forum members **Christin Whittington, Paul Glickstein, Lois Graham, Steve Marshall and Polly Wade**. The evening's overall topic was Critical Business Issues, specifically: Mining Your Clients for More Business; Networking Outlets; Coping with Stress; Negotiating Your Best Deal; and Success Stories for Bringing in New Business.

As usual, members had lots of experience to draw upon as they shared on the different topics. Below are some of the golden nuggets gathered from "the river of conversation."

### **Negotiating Your Best Deal**

- Provide estimate ranges or fixed fees for various services.
- Acknowledge steady or volume clients. Give them a discount or provide value

(added services—waived rush fees, non/cost final edits, tweaked comps, etc.).

- Specify the tasks or number of hours fees include. An additional hourly rate or service fees can cover tasks beyond that scope.

### **Coping with Stress**

- Create a strong agreement with your client from the outset of a project to avoid stress from clients who stretch project and financial boundaries.
- Consider physical activities to relieve stress: yoga, running, walking, etc.
- Prioritize projects to relieve the pressure of juggling them.

### **Success Stories for Bringing in New Business**

- Everyone is a potential client. Be enthusiastic about your work when you talk to people.

### GO TO THE SOURCE

Just click on  
**Find a Freelancer**  
at [freelanceforum.org](http://freelanceforum.org)  
to instantly connect  
with Atlanta's best  
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**Meeting Recap** *continued from page 1*

- Consider having both a physical and an online portfolio, plus a sample package and testimonial letters.
- Quarterly direct mailings are a good idea: promotional postcards, holiday cards, Daylight Savings Time reminders, etc.



**Networking Outlets**

- Look up and try out some new marketing organizations: both within and outside of your field.
- Your elevator speech should focus on client needs. For example, you're not a marketer, you "tell the news, attract a crowd and build a brand."
- Get involved, don't just attend meetings.



**Mining Your Clients for More Business**

- If you work in a client's offices, consider taking individual staff members to lunch.

*Clockwise from upper left:* Polly Wade makes a point about coping with stress. Jon Brady and Christin Whittington discuss networking outlets. Paul Glickstein demonstrates how to negotiate your best deal: smile and stand firm! David Knope and Lois Graham trade ideas for mining more business out of existing clients.

**"Bring A Friend" Guest Promotion**

BY POLLY WADE

If there's someone you'd like to introduce to the Freelance Forum, May is a perfect opportunity. We're encouraging everyone to "Bring A Friend"—a special guest you think might benefit from learning more about our group. To add a little spice to the evening, we're planning some extra door prize drawings for both members and guests.

Here's what's in store, in addition to our usual door prizes (two of the ever-popular \$25 gift cards, open to everyone on hand):

- Each *member* who brings a guest can enter the bonus drawing to win a \$50 gift card.
- We'll draw for another \$25 gift card—only *guests* are eligible.
- And one lucky *guest* will receive one year of free membership in the Freelance Forum, along with a one-year online portfolio—a combined \$135 value!

So if you've been meaning to bring a guest along one night—especially someone who's a great candidate for membership—May 4 is the right time to "bring a friend." With the extra drawings that night, you and/or your friend might be one of our lucky winners!

Remember they network with others in their field, i.e., your market.

- Ask for referrals from your current clients. Sometimes it's that simple.
- Make sure current clients know all the services you provide. Don't get pigeon-holed.

Overall the meeting was a resounding success. The discussion group format was great and may be repeated regularly.

**SUPPORT OUR SPONSORS**



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We want to hear from you.

## PRESIDENT'S CORNER



I hope you were among the lucky folks who were able to join us for the April meeting. We tried out a new concept—breaking into smaller groups for facilitated discussions on topics of mutual interest—and by all accounts, it was an extremely successful event.

Each group of 5 to 15 discussed topics such as networking, mining your clients for business, negotiating your best deal. We shared success stories on bringing in new business and tips for coping with success. From the feedback received by the board and program chair **Polly Wade**, it was a useful format that brought out some lively discussions and plenty of helpful advice for everyone.

I definitely want to credit our five facilitators—**Paul Glickstein, Christin Whittington, Steve Marshall, Lois Graham** and **Polly Wade**—for sharing their expertise, keeping the conversations flowing and making sure everyone contributed to the “mini-seminars.”

Once again, I think this program proves that our group’s greatest strength is the shared knowledge of our community. It’s great when we’re able to find ways like panel discussions and small group break-out sessions to draw out that expertise and knowledge.

In a similar vein, we’ll once again be drawing on our own membership for the May program. **Georgia Dzurica** will be sharing her tips on finding “freebies for freelancers”—all kinds of sources on free

stuff you can find to enhance your freelancing lifestyle. We’ll have plenty of room at the end of the program for you to share your own secrets—useful websites, research ideas, whatever unique freebies you’ve come across that the group can share. I’d like to challenge everyone to bring at least one “freebie secret” to the presentation.

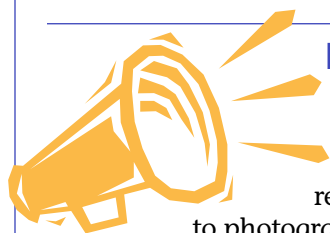
If that wasn’t motivation enough, we’re also going to repeat the “Bring A Friend” promotion that we first tried in February. Every member who brings a guest will be entered into an additional drawing for an extra door prize—and the guests themselves will be entered in a drawing for door prizes topped off by a year’s free membership. We realize many folks weren’t able to come to AIA or get their friends lined up in time for the first event, so here’s another chance to “Bring A Friend to the Forum.”

Here’s looking forward to seeing you—and a guest!—at the Creative Circus on May 4th.

—Bobby Hickman

### HELP THE FREELANCE FORUM GROW!

Every new member brings a unique perspective on how to survive and thrive in the creative industry. To join the Membership committee, contact chair **Ray Pelosi** at 404-373-1956 or [raypelosi@yahoo.com](mailto:raypelosi@yahoo.com).



## MEMBERS IN THE SPOTLIGHT

**John Slemp** was recently hired by the Atlanta annual report firm Seeseeeye to photograph the 2005 Post Properties annual report. A new visual direction was desired, and in a break with the past emphasis on their properties, John was brought in for his expertise in photographing people in their working environments.

It was a plus that John could capture people in motion, thereby taking what might otherwise be “static” images, and infusing them with a newfound sense of vitality and

animation. This was accomplished with a subtle mixture of strobe (to freeze the motion), and extended times, sometimes for several seconds, for the shutter to remain open. The result is a dynamic mixture of motion and sharpness that the client sought. In addition to shooting in Atlanta, the job called for travel to Washington, D.C., to photograph a new project that is under construction there. While there John also captured images of a Post-sponsored charity auction for the Susan G. Komen Breast Cancer Foundation. The project was completed on time and on budget, and will be printed by the end of March 2006.

# 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.

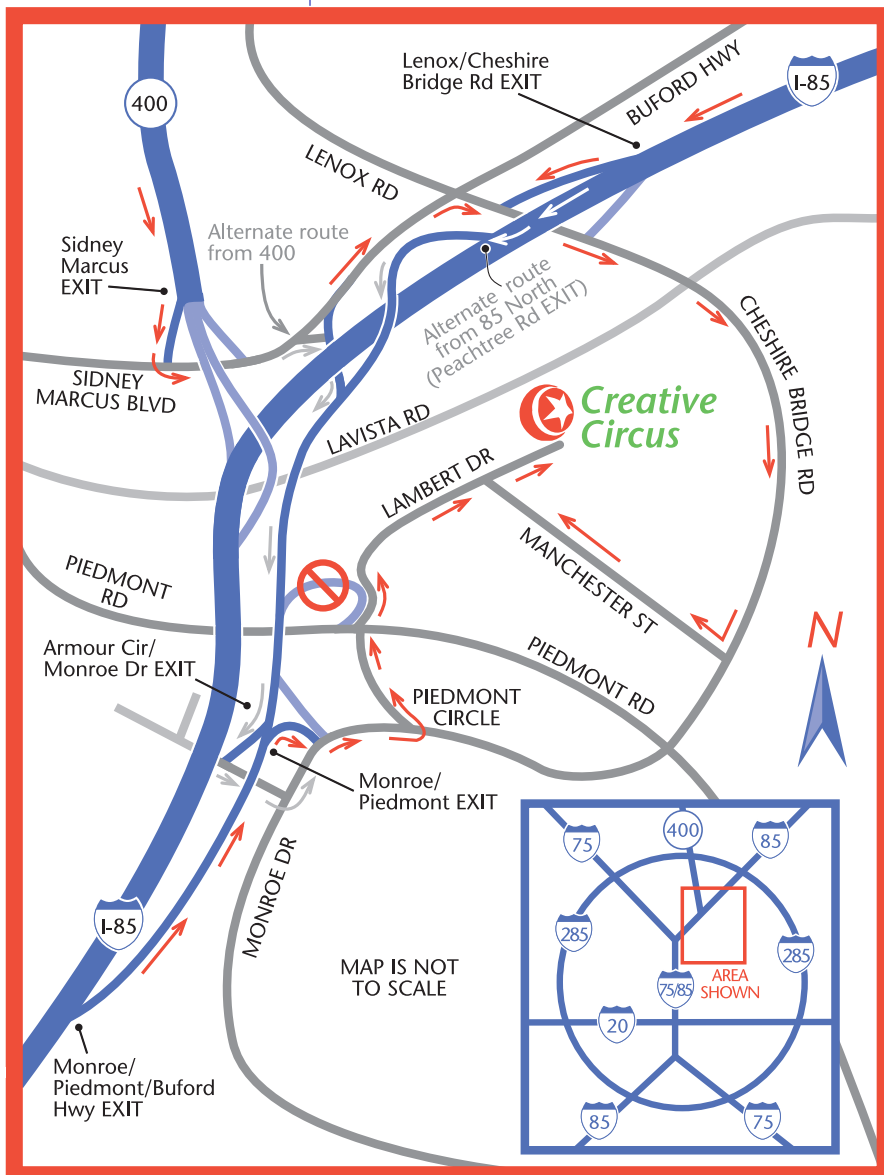
**FROM I-85 NORTHBOUND:** Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the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



Map: Janie Morgan