



F R E E L A N C E

folio

E-NEWS FOR
MEMBERS & FRIENDS of
THE FREELANCE FORUM
NOVEMBER 2006

FREELANCE FORUM

PO Box 250024
Atlanta, GA 30325
www.freelanceforum.org

Annual Membership Dues:

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

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Members Portfolio Show Flaunts the Year's Best Work



BY POLLY WADE

See the creations of Atlanta's freelance community, enjoy tasty hors d'oeuvres and cocktails and mingle with your colleagues at the Freelance Forum's Members Portfolio Show.

Scheduled this year at The Defoor Centre, this annual event features the work of illustrators, writers, designers, photographers and other creatives in a festive setting—lots of

opportunities to eat, drink and wander. So whether you're looking to talk craft, check out the talent for an upcoming project or catch up with friends, the Members Portfolio Show is the place to be on November 2nd.

Admission is FREE for both members and guests; however, only members may exhibit.

NOTE: WE WILL NOT MEET AT THE CREATIVE CIRCUS IN NOVEMBER.

SEE PAGE 4 FOR MAP AND DIRECTIONS TO THE DEFOOR CENTRE

MEMBERS PORTFOLIO SHOW DETAILS

NOVEMBER 2, 6:00-8:30 pm
(exhibitors arrive 5:30 pm
for set up)

WHERE

THE DEFOOR CENTRE
1710 Defoor Avenue NW
Atlanta, GA 30318

ADMISSION

FREE for Members and Guests
(only members may exhibit)

October Meeting Recap

BY JANINA EDWARDS

Question. What is the number one consideration all creatives should make for their portfolios, according to the review panelists at the Freelance Forum's October meeting?

Answer: Location, location, location.

No, really! Portfolio location is the number one consideration. How so, you say? Well, do you have a portfolio? When a well-earned interview opportunity arises, can you locate your portfolio? Ah so, grasshopper . . . now you understand.

continued on page 2



Lauren Schuler, Danielle Dehass and Stephen Brown enjoy the lively discussion at October's meeting.

Jan Stittleburg

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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Above: Freelance Forum members await feedback on their portfolios from the evening's panelists.

Right: Lauren and Danielle listen as Stephen shares his insights on the portfolio and interview process.

October Recap

continued from page 1

In October, Manning, Selvage and Lee representatives, **Stephen Brown** and **Danielle DeHass**, and **Lauren Schuler**

of Edelman Atlanta gave us their thoughts on what makes a great portfolio. The top three considerations:

1. Have a Portfolio. You may want to have both a physical and web-based portfolio. You might consider having hand-out DVDs, or postcards or all kinds of nifty things, but whatever you do . . . have a portfolio.

2. Have an up-to-date portfolio. While there is a case for including older projects you may have created, there's no excuse for a portfolio that looks its age. Your mother was right, you only get one chance to make a first impression.

3. Have an up-to-date portfolio and be excited about it. If you don't champion your work who will? Represent! Be prepared to talk about yourself in an elevator or expound at length. Know what distinguishes your work from the crowd and don't be afraid to indicate a specialty.

Stephen, Danielle and Lauren had many other tidbits to share, but I can sum up their



main advice in three little words. Feel free to sing along—location, location, location.

By the way, have you found your portfolio, yet?

A Cool Resource for Creatives

The American Society of Journalists and Authors (ASJA), is a high-powered organization that provides vital information to freelance writers. Its annual conference took place in April 2006 and included seminars on all aspects of the business and craft of freelance writing. Examples include: "The Craft of Narrative Nonfiction," "Effective Networking for Writers," "Writer-Editor Negotiations," etc. Audio CDs or tapes of most of the sessions are available for sale starting at \$13. Interested? Go to: www.conferencemediagroup.com and insert "American Society of Journalists and Authors" in search engine.

New meeting location this month only! We'll be back at Creative Circus in December.

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PRESIDENT'S CORNER

Eighty percent of success is showing up.

—Woody Allen

At my first Portfolio Show in the fall of 2003, I had the good fortune of sharing a table with **Tom Barry**, the veteran Georgia journalist, editor and freelancer. Tom's written for almost everyone in Georgia. Most of my background had been writing for papers in Tennessee, and I was anxious to pick up some freelance work with publications in the Atlanta area. Tom is a frequent contributor to the *Atlanta Business Chronicle*, and knew they were preparing to broaden their freelance staff. He kindly shared with me the names and email addresses of his three editors, and within a few weeks, I was a contributing writer. (He did the same that night for another Forum member, **Karen Dean**, who's still writing for the ABC.)

With a few recent samples from the ABC to back up my years-ago samples from my Tennessee newspaper days, it wasn't long before I was also contributing to several other publications, including *Points North* and the Connect Marketing series of magazines—*North Fulton Living*, *Cobb Living*, etc. But the greatest benefit of that "chance encounter" came in February 2004, when I answered an ad on Media Bistro to freelance for an online/new media publication covering mergers and acquisitions. While my business writing background at that point was pretty sparse, I did have that first article from the ABC to show my recent work. Months after I began working for MergerMarket, I asked my editor how he chose between me and the other finalist for the position. His answer was simply that I was actively writing for the ABC, whereas the other candidate had not done any business writing in several years.

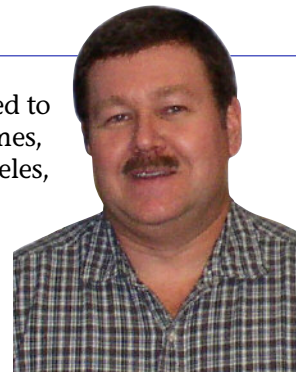
Since that time, *MergerMarket* has consistently been among my top two clients each month (and will probably be my main client beginning January 1st—but that's another story.) As the organization grew, I moved beyond freelance writing into a semi-management position—an editor, a manager of the other stringers spread across the country, a writing coach and trainer. (All of which means my writing sales are now supplemented by a retainer.) Beyond the money I've made from that open-ended

contract, I've traveled to New York several times, plus visited Los Angeles, Seattle, Denver, San Diego, Houston, Washington D.C., Philadelphia, Ottawa, Toronto—all at no personal expense. The friends and colleagues I now have stretch from London to Mumbai.

Would all that have happened if I had not attended that first portfolio show? Maybe; maybe not. The point is: it did happen. Because—as Woody Allen notes—I showed up at the right place, at the right time. Success favors the prepared mind, and you'll always miss 100% of the shots you don't take, and there are plenty of other clichés I could throw in here. But the point is: I showed up, and things happened.

Will you show up at The Defoor Centre in November? I hope so.

—Bobby Hickman



GOT SOMETHING GOOD TO SAY?

Stan Schnitzer of the PR committee is collecting "success stories" from members to promote the Freelance Forum in area magazines.

Contact him at 404-851-1804 or stan@theschnitz.com.

SUPPORT OUR SPONSORS



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!

Mission: Redactable!

The Freelance Forum is looking for a volunteer co-editor for the Folio newsletter. Your mission: collect and edit news on a bi-monthly basis and deliver it to our graphic artist. (No undercover work necessary!) Should you decide to accept, contact **Christin Whittington** at 404-406-5204 or christin@solutionsinwriting.com or **Bobby Hickman** at 770-529-9189 or bhickman@bellsouth.net.

Renew Your Online Portfolio Today!

Don't let your online Folios portfolio go dark. Your fee buys everything you need to strut your stuff online for a full year. Add \$50 to your membership fee and mail to **David Knope** at 4989 Vernon Oaks Drive, Atlanta, GA 30338 or add it to your order when you renew online. If you're not a Folio subscriber, there's no better time to sign up.

FYI: Websites to Check Out

www.census.gov

See what your tax dollars provide: statistics galore. It may seem unwieldy at first, but using the American Factfinder button can help chop it all down to size. You can search by city, state, town, and zip code.

www.hoovers.com

This nifty source can provide an address and phone number for major companies, amongst other things. It can be very helpful when you want to make real world contact with an internet-based company, for example.

DIRECTIONS TO THE NOVEMBER MEETING

WHERE: FORUM AT DEFOOR CENTRE
1710 Defoor Avenue, Atlanta, GA 30318

Take I-75 to the Howell Mill Road exit. Go south on Howell Mill (toward downtown). Turn right on Defoor Avenue. The Forum is on the left at the corner of Taylor Street and Defoor Avenue.

There is free parking onsite.

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in December.**

2007 Freelance Forum Board Elections—Get out the Vote!

Nancy Spraker and **Kellie Frissell** are joining four veteran Freelance Forum board members as candidates for election to the board of directors in 2007.

Kellie and Nancy are being nominated to serve as our newest members-at-large on the board. The returning members are **Bobby Hickman**, **Jerry Silverstrini**, **Jan Stittleburg** and **David Knope**. Bobby and Jerry are nominated to return in their current posts as president and vice president, respectively. David and Jan would trade positions: David would become secretary next year and Jan would assume his current role as treasurer.

Leaving the board will be **Laura Heck**, who has served two terms as president and is currently past president; and **Charissa Schultz**, our current member-at-large.

The slate of nominees will be officially presented to the membership during the November meeting. An election by email will follow in early December. So, watch for the ballots in your mailbox later this year!

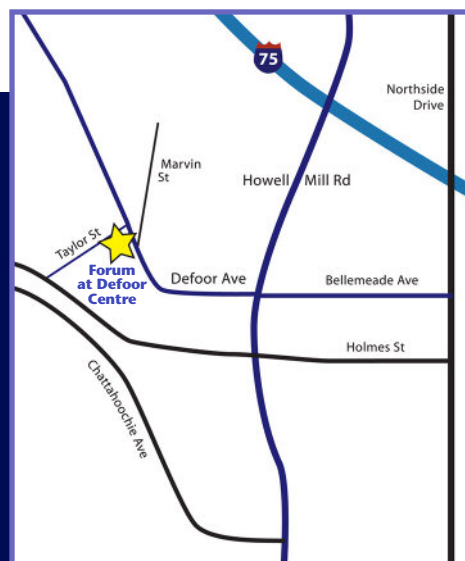
WELCOME, NEW MEMBERS

Tania Marino, web designer

Lee McNeeley, web designer

Mary Ann Siegel, writer

Empish Thomas, writer



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:

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We want to hear from you.