



FREELANCE FORUM

PO Box 250024
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www.freelanceforum.org

Annual Membership Dues:

Individual - \$75
Couples/Partners - \$120
Student - \$60

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F R E E L A N C E

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E-NEWS FOR
MEMBERS & FRIENDS of
THE FREELANCE FORUM
APRIL 2002

Thursday, April 4th Meeting

Members-Only Show & Tell

No booths. No promos. Just a fun, informal opportunity for FreeLance Forum members to show their portfolios to other members! Be sure to check out everyone's work this month because May's meeting is devoted to members networking with other members to team up on future projects. Don't miss this once-a-year chance to see the work, creative styles and approaches of art directors, graphic designers, illustrators, photographers, videographers, Internet and multimedia specialists, writers, editors, public relations specialists, marketing consultants and related creative services professionals—in short, some of the most talented creatives in the Atlanta marketplace! Each member will have one-half of a six foot table as display space. Be sure to bring any equipment and extension cords you need. This is very informal, so no elaborate displays.

Guests are welcome to attend, but can show their portfolios only if they become members at the beginning of the meeting.

WHEN: April 4, 6:15–8:30 PM
ADDRESS: 1152 Spring Street

WHERE: The Hampton Inn, Piedmont Room
ADMISSION: FREE for Members/Guests \$10

DIRECTIONS: The Hampton Inn (404-872-3234) is conveniently located at 1152 Spring Street, immediately south of the intersection with 14th Street. Look for the Inn on the right-hand side of Spring Street, which is one-way southbound. Go through the lobby to the continental breakfast area for refreshments and networking.



Got Your 2002 SourceBook Yet?

The 2002 FreeLance Forum *Creative SourceBook* will be available at the next two monthly meetings. If you have not received your copy yet (one per member, please), be sure to ask for it at the check-in desk. The *SourceBook* has been mailed to 1,100 creative buyers in metro Atlanta.

WELCOME, NEW MEMBERS

A big welcome to eight new members who joined this month:

Elizabeth Jarnagin, bookkeeper;
Tobie Kranitz, marketing consultant;
MiRia Mukasa, web designer;
Leslie Nichols Raith, writer;
Sherman Wellons, web/interactive designer; **Bryon Wilson**, designer;
David Woody, writer; and
Peggy Wu, designer.

The First Year. . .

Making Peace with Feast-or-Famine

By Suzanne Wright

(This is the first in a series of articles about surviving and succeeding in the first year of freelancing.)

I became a freelancer for a lot of reasons. But one of the most important was achieving a more balanced lifestyle.

Working for yourself means a different rhythm. It means there are periods that are busy and those that are less busy. Trying to force an eight or nine-hour day of creative work—in my case, writing—is not only impossible, it's undesirable. I can't write well for that long, nor do I want to sit in front of my computer that long.

During the fallow periods I sometimes panic, convinced I'll never have another paying job. But I know that the slow times

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Feast-or-Famine (continued)

are good for several reasons. One, I can recharge my batteries by visiting an art gallery or seeing a movie or calling a friend for a long lunch. Two, I can step up my networking, cold calling or self-promotion. Three, I can whine with other empathetic freelancers who welcome the miserable company. Four, I can travel.

During the busy periods, I have similar options. One, I can put away money for the inevitable slow periods. Two, I can subcontract work to other colleagues. Three, I can complain about being too busy with similarly stressed-out freelancers. Four, I can plan my next trip. The key here is to focus

The History of Freelancing

By David Knope

The earliest known use of the word “freelance” dates back to the Middle Ages. The knights of that time apparently had the freedom to rent themselves—complete with horse, armor and lance—to fight for whichever side would pay for their services. Sounds a bit like Afghanistan today.

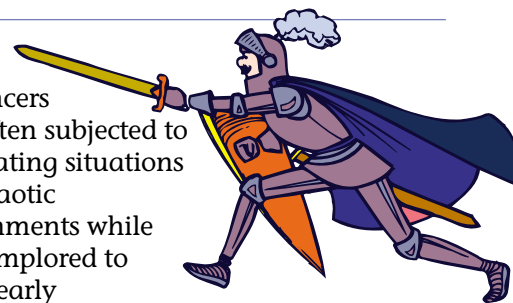
I imagine there was enough work to go around. There always seem to be people ready to fight about something. So being a free lancer must have had a certain appeal. Besides being free to choose when and where you work, there was also the romantic imagery of being a knight in shining armor—valiant, heroic and glorious. Except for the persistent risk of getting killed, of course. Definite downside there.

And then there were the inevitable business expenses, which at the time were not even deductible. Feeding the horse. Sharpening the sword. Oiling the armor. It can be expensive to get into the free lance business. Every time you give a free demonstration to market your services, you risk giving up the main thing you have to sell—your life. As near as I can tell after studying the matter, health insurance for free lancers cost about the same then as it does now.

Working conditions varied. While essentially fighting from home, these Middle Age

on things you have control over, unlike the phone not ringing. It is instructive to remember that the antidotes I mention are some of the reasons I got into this business—probably the same reasons you are a fulltime freelancer.

I’ve learned that I don’t always have mastery over the battling emotions of scarcity and abundance, faith and fear. But I’m learning greater control of them through positive action, so they don’t control me. And the good news is I’ve got a lot of company to discuss these issues with when I’m in a famine period.



free lancers were often subjected to humiliating situations and chaotic environments while being implored to meet nearly impossible goals and objectives. The knights often worked at night and on weekends.

The going rate for the services of free lance knights rose and fell with the market. Many didn’t last long enough to command the princely sums that fell to those few who succeeded. Kings naturally resisted efforts to establish standardized pricing. They often hired inexperienced warriors who soon littered the battlefield. This made it more difficult for the veteran knights to either swash or buckle.

The only conclusion I can draw from all this is that some things never change. From our vantage point here at the dawn of the 21st century, we still hear the age-old question: are freelancers really free?

Did You Hear . . .

TOP HONORS

Illustrator and long-time FreeLance Forum member **Jay Montgomery** was recently honored with the Graphic Artists Guild’s *National Volunteer of the Year Award* for 2001. He received the award in recognition of his longstanding efforts to build a GAG chapter in Atlanta. Jay is president of the Atlanta chapter. Way to go, Jay!

If you have news to share about yourself or your business, send it to couchcom@mindspring.com.

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