



## FREELANCE FORUM

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[www.freelanceforum.org](http://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

AUGUST 2006

THURSDAY, AUGUST 3<sup>RD</sup> MEETING

## Protecting Your Business

BY POLLY WADE

"Whadya gonna do, sue me?" Freelancers always live with the fear that a client will refuse to pay. At our August meeting, we'll take that fear and turn it into action.

Long-time Freelance Forum member **Jon Lee Anderson** will lead a panel of legal experts in a discussion designed to help us navigate the murky waters of contracts, agreements and collections. A popular topic year after year, this program will offer practical advice on protecting your business, from developing a simple, effective contract to understanding your options in failure-to-pay situations.

**WHEN:** August 3, 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**



### Freelance Forum Sponsor

## Taylor Letter Service Does It All

BY KATHY COUCH

**W**hen you need printing for a client or your own business, check with Taylor Letter Service for a fast quote. A Freelance Forum sponsor for two years, Taylor is a full service offset printer that can do everything from business cards to full-color folders and brochures.

Started by Ed Taylor in 1962, the company weathered the dramatic changes in the printing industry as it went from the old days of mechanicals and film to today's computer-to-plate digital technology. Today, Taylor's pre-press department has deep experience in all current design software and can provide whatever level of support designers and clients need to produce a quality job.

"We have everything from duplicators to a 20 x 28 four-color press, so it's a rare job we can't handle," said Ed's son Brian, who now runs the business. "We print quantities of 500 to 50,000 or more."

Taylor has an in-house bindery that can do most finishing operations and works closely with an outside mailing house that has very

affordable pricing. Located downtown near Atlanta's expressways, the company is easy to get to when you need to check a print job as it goes on press.

Check out Taylor's website at [www.taylorls.net](http://www.taylorls.net) for more info and the special section on how to make a high-resolution PDF from various files, allowing you to cut down on prepress costs. And remember to support our sponsors!

## July Meeting Recap

BY CHRISTIN WHITTINGTON

**Matt Tommey**, CEO of Kairos Marketing, told attendees at July's Freelance Forum meeting, "Marketing is about working the numbers. Unless you have control of the numbers, you can't grow." Most people, he admitted, "never measure anything."

The most cost-effective solution for growing a business is what Matt calls "alliance marketing." Forging an alliance goes beyond networking or getting the occasional referral. An alliance partner is a company

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### GO TO THE SOURCE

Just click on  
**Find a Freelancer**  
at [freelanceforum.org](http://freelanceforum.org)  
to instantly connect  
with Atlanta's best  
creative talent.

[www.freelanceforum.org](http://www.freelanceforum.org)

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## July recap continued from page 1

that is not in direct competition with you, yet it deals with the same prospective customers you're trying to cultivate. A joint marketing campaign with an alliance partner can present an attractive package of products and services—the best of both companies.

Matt presented his top five best practices, based on an article he recently wrote for TechLINKS magazine, "Alliance Marketing for Dummies."

### 1. "Dance with the one who brung ya."

Develop partnerships with people you can trust because you've already been doing business with them.

**2. Motivate and educate your team.** Train your sales staff to recognize joint business opportunities—or even make joint sales calls with your alliance partner. You'll reap the rewards of customer satisfaction.

**3. Develop a clear strategy with measurable goals.** On the phone and in

person, always ask, "Where did you hear about us?" Use response codes in your mailers and emails. Put a simple response form on your website. You'll see how effective your marketing dollars are.

**4. Focus on relationships.** Endorse your alliance partner to your customers. Show your customers how they will benefit from using your trusted partner.

**5. Utilize technology.** Use auto-response emails to acknowledge every query that comes in. Include an advertising message in the signature line on your outgoing emails. Add a personalized marketing insert when you mail invoices. Employ search engine optimization and database management to collect leads on your website. These are all ways to let technology work for you.

*Matt Tommey's TechLINKS article and other helpful information can be found on his website, [www.KairosMarketing.com](http://www.KairosMarketing.com).*

## Another Successful Freelance Forum Referral

BY LAURA HECK

Freelance Forum members **Laura Heck** and **John Slemp** recently concluded a successful referral. The project was a two-sided postcard featuring John's stunning photography for a home accessories firm. John had already shot the images, and his client needed someone to design the card and see it through production. John referred him to me, and we just delivered a sharp-looking piece that everyone is happy with.

I first contacted John through our Freelance Forum website to ask him about copyrights for my fine art photography. Little did I know he was president of the American Society of Media Photographers at the time, and he turned out to be a wonderful resource. I was impressed with how helpful and frank he was in answering my questions—I've found that to be a common trait among Freelance Forum members.

Last year, John and I served together on the board of directors. It was a great way to

continue building our relationship through common interests and goals for the group. I got to see the kind of go-to guy he was by volunteering with him, and soon became confident about referring work to him.

That works both ways, of course, resulting in this recent referral. Furthermore, the client has expressed an interest in working with me on additional projects . . . ones that John will shoot. I call that a win-win-win!

## WELCOME, NEW MEMBERS

**Arthur Johnson,**  
art director

**Julia Stover and Jason Thomas,**  
motion graphic designers

## MEMBER NEWS



Greg Mooney

**Greg and Andrea Mooney's** daughter, Madison Carol Mooney, was born on June 22, 2006 at 3:19 PM. She weighed in at 8 lbs. even and 19 inches, with strawberry blonde hair and blue eyes.

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We want to hear from you.

## PRESIDENT'S CORNER



It was gratifying to see the strong turnout for our July meeting. We had a strong mix of members and guests on hand to hear **Matt Tommey** of Kairos Marketing share his guidance on building our businesses through affinity marketing.

As Matt was telling the story of how he built his business to more than \$1 million in annual revenues over the past four years, I was struck by some of the decisions he made. And not just the details of how he marketed his company, but the larger issues of what he wanted his company to be, what his ultimate role would be and exactly how he measures success.

Like many of us, Matt started his business because he enjoyed the creative process, and he wanted to combine his career with his passion. But as the business grew, he soon found himself doing less creating and more administration, management, etc. At some point, he realized—as all of us realize after we've been “solopreneurs” for a while—there are only so many hours in the day and only so many tasks you can reasonably

accomplish while still leading a balanced life.

Matt first hired a project manager to handle the details of his creative projects. Over time, he farmed out more web development, marketing projects and graphic design tasks to freelancers. Now, he devotes himself full-time to sales and strategic planning, only occasionally taking on creative projects that appeal to him and his schedule.

That's how Matt views it, but all of us make our own decisions. Personally, my definition of success came about a year ago, when I became too busy with my existing client base to take on new work. I spent years in my corporate “previous life” as a staff and project manager, and I had enough of managing other people's problems to last a lifetime. My one-person shop is plenty big, so I've cut back on my marketing and refer most of the new work that comes my way to other freelancers (preferably within the Forum).

So, how do you define success? What are your goals for your creative business—and how will you get there? There's no one right answer. It's something we all have to resolve for ourselves. And as freelancers, we always have the flexibility to change our mind in the future.

—Bobby Hickman

## “Orphan Works” Bill Update

BY JAN STITTLEBURG

*[Editor's Note: The April 2006 Folio includes an article on the “Orphan Works” bill and its impact on photographers and illustrators.]*

The “Orphan Works” bill is still being pushed through the Senate by big business. The “Orphan Works” bill says, in effect, that one must make a “good faith” effort to find the creator of an image or any piece of artwork before using that art in any way, shape or form—and taking all the credit and the money. It will be very easy for anyone to say he or she made the effort, but could not find the creator.

If this bothers you at all, please write or fax your senator right now. For more information, email Jan Stittleburg at [jan@jsphotofx.com](mailto:jan@jsphotofx.com) or <http://www.techlawjournal.com/topstories/2006/20060522.asp>. Use [http://www.illustratorpartnership.org/01\\_topics/article.php?searchterm=00175](http://www.illustratorpartnership.org/01_topics/article.php?searchterm=00175) to get information on the senators on the forefront of this legislation and to get a link to your own senator.

### 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.

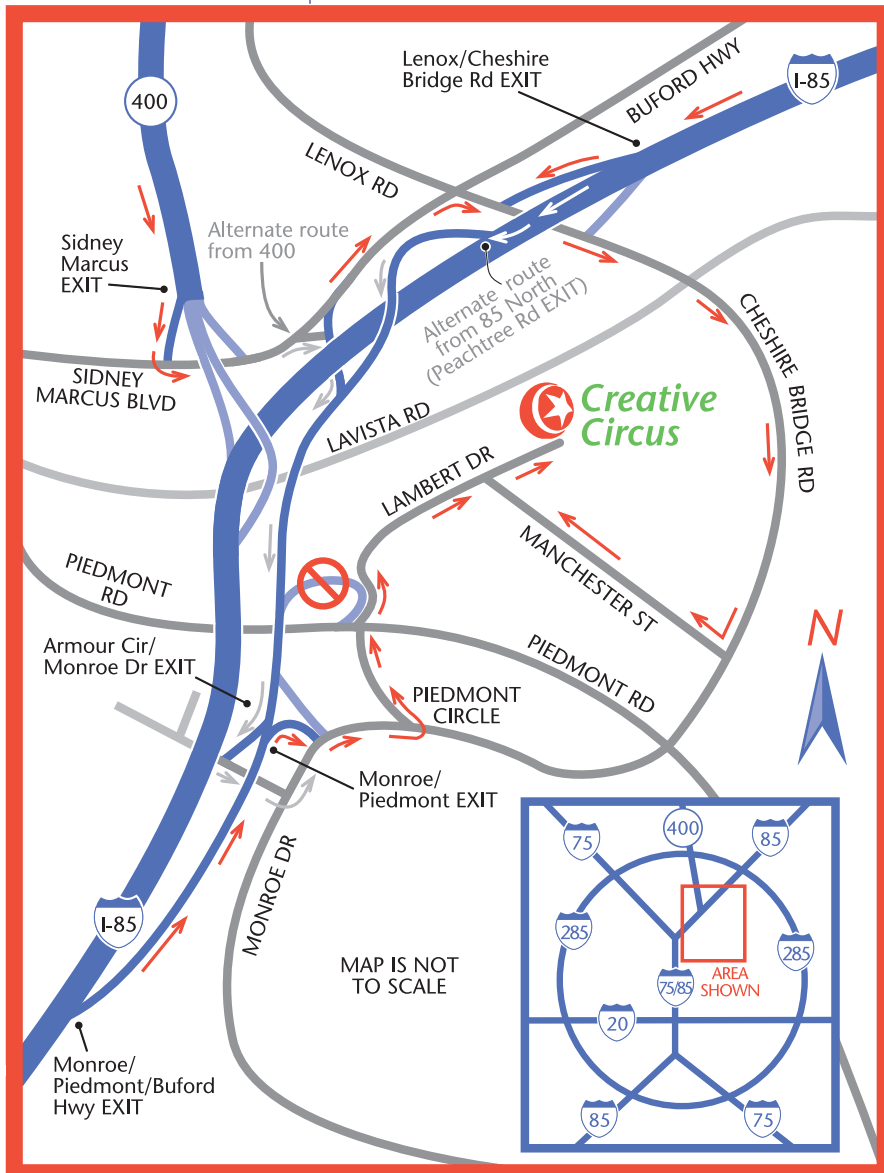
**FROM I-85 NORTHBOUND:** Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the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



Janie Morgan