

**We're back...**

Hello, and welcome to a fabulous new Year of the Rat! Rats are pioneers and leaders, charming, passionate, practical and hard working. Sounds like the traits we freelancers have as well! Perhaps this is a good sign for our year ahead. This month we launch two new Freelance Success events, including the first of our series of one day workshops. This March we're focussing on marketing, and with that in mind we have an article on keeping your existing clients happy, because it's easier than finding new ones! And here's hoping you have a fabulous freelance year.

*Monica*



**Freelance F A Qs**

*Dear Monica,  
This might sound like a stupid question, but can I claim the work I do for free? And what about bartering services, is that a proper way to do business?*

*Worried*

No need to be worried my friend, but you do need to be careful. You can't claim the work you do for free, but you can claim any of the expenses related to the work if you're a registered business. For example, if you design some postcards for a mate, you'll have to absorb the cost of your time but you can still claim any direct costs, like printing. Bartering is trickier, and definitely 'proper' because we all do it! Just be aware that the ATO counts any bartered goods or services you receive as income, here \$1 in trade being the same as \$1 in currency. This includes GST as well, if you're registered! It's best to get to know the business trade and exchange organisations that exist, if this is important to you. Bartercard is the biggest of these, so visit [www.bartercard.com](http://www.bartercard.com)

Fancy an answer? Email [faq@freelancesuccess.com.au](mailto:faq@freelancesuccess.com.au) and we'll get back to you!

**Feature Article:  
What Clients Want**

For most of us repeat business is our lifeblood. It's those reliable favourites, the return clients, who keep our cashflow ticking over. If we take care of the clients we have, we can save money on marketing and promote better word of mouth.

"What's going on?" is the one question your clients should never have to ask. One of your chief responsibilities is to keep them informed about a job's progress, even before they want to know. With just a quick update, you can contribute to their ability to relax and sleep easily at night; that's a trait that will make you well liked and re-hired!

Keep your clients up to date by gathering all the information needed, such as where you stand, whether you're on time and within budget, whether you're experiencing any obstacles (and how you will overcome them), and whether you need any help from the client. Prepare a quick and bulleted report, and deliver it to them in *their* preferred method and at *their* preferred time.

By anticipating questions, you can look well prepared and keep your client feeling comfortable that you have everything under control. That feeling of trust is essential for happy clients.

The two pieces of bad news you may have to someday give a client are that you can't meet their deadline or that you've gone over budget. If you have to give a client bad news, deal with it immediately. Don't hesitate, hoping the problem will resolve itself. The sooner you let the client know, the better. It allows your client to prepare his or her boss for the news or to make other arrangements to handle the situation.

You also need to know what caused the situation and be prepared to explain. Don't blame others, take responsibility for it. Give your client the options you believe are best for handling the situation. Be prepared to outline what the solutions will cost and how long they will take.

Happy clients are usually understanding and willing to help find solutions as long as you don't wait until the last minute when they're backed into a corner. If you leave time to take another route, you won't be looking for a getaway yourself!

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# AdHoc

The Freelance Success Newsletter

**What's Up Freelance Success?**

◆ **Freelance Success workshop back with a vengeance in Sydney**

So many of you contacted me over the break, and in plaintive tones asked "When is the next workshop going to be?" Well, Sydneysiders can relax, we're back this coming April! It's also bigger and better than ever.

**When?** 3 Saturdays, starting 5th April and ending 19th April 08.

**Times?** 9:30am to 5pm each day

**Where?** Mechanics School of Arts, 280 Pitt Street Sydney

**Cost?** \$330 full or \$275 conc. For more info or to enrol online, [www.freelancesuccess.com.au](http://www.freelancesuccess.com.au)

◆ **All new one day workshop series launched with Making the Most of Marketing in Sydney.**

This year we're trying out a few different things, including one day workshops and master classes. Our first for the year is a practical marketing workshop, providing you with hands-on help in focussing your **marketing**, developing a marketing plan, and creating both a personal brand and word-of-mouth campaign to help you get more work. Offered in Sydney only at this stage.

**When?** Saturday 15th March 08.

**Times?** 9:30am to 4:30 pm

**Where?** Rex Centre, Macleay St Potts Point (near Baroda street )

**Cost?** \$110 for the day, includes materials and refreshments.

For more info or to enrol online, [www.freelancesuccess.com.au](http://www.freelancesuccess.com.au)

◆ **Short and Sweet 2008**

Freelance Success is happy to become a sponsor of Short and Sweet 08, the world's biggest festival of short plays. Visit [www.shortandsweet.org](http://www.shortandsweet.org) for more information and see if you fancy checking out a play or two. We might see you there!

Next mailout... Friday 7th March 08

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