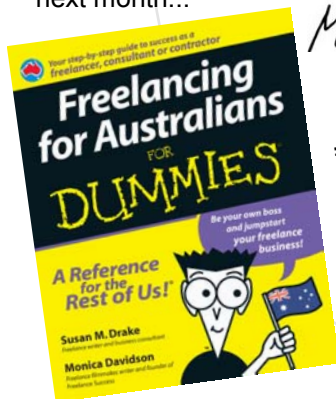


Issue 21 - April 2008

We're a bit late this month...

but I have a good reason! I've been deep in the final proof of my new book *Freelancing for Australians for Dummies*, which is due to hit your shelves in July. It's called 'first pages' and it's so exciting! The package containing my almost-finished book arrived at the post office and I just had to tell the woman at the counter what was inside. I also told the bus driver, the printer, the guy down the road... anyway, this month we're talking about how to network more effectively than just accosting random strangers. Until next month...



Monica

Look! It's real!

Freelance F A Qs

*Dear Monica,
How do I form partnerships with other freelancers, and when is it the right time?* Kate V.

For starters, the time is right when you can no longer handle the work alone. Maybe there's too much to do, or you don't have the necessary experience, or you're simply feeling lonely.

Making a formal business partnership is very complicated, but you can remain independent and work with each other without having to join together formally. As usual, I recommend making a contract of some kind, dealing with all the different aspects of the partnership and how everything will work in real life.

*Dear Monica,
How much experience do I need before going out on my own?* Stephanie

In my case, none at all! For 20 years I have said 'yes' first and worked out how to do it later. Experience will come, so focus on becoming as strong and confident as you can, and you'll be up for anything from day one!

Fancy an answer? Email faq@freelancesuccess.com.au and we'll get back to you!

Feature Article: Networking Made Easier

Networking is one of those marketing things that we know we should all be doing, and usually try and avoid (I tend to, at any rate). While meeting people and chatting are among my favourite hobbies, usually networking leaves me cold.

It's the contrived nature of those networking events and opportunities that make the experience feel so odd. There's an artificiality and a pressure to perform that I find unbearable.

If you also feel awkward about networking, here are some tips. Start with your state of mind. Are you venturing into networking feeling ill at ease and tongue tied? Perhaps if you think about it more in terms of a social event than serious networking, you'll find it more manageable. While the idea might make some of you cringe, I find the idea of going to a party when I know no-one a much more motivating situation!

One of the things I find most unsettling about networking is the sight of everyone clambering to meet as many people as possible with a selfish agenda at heart. If you enter a networking situation with a selfless attitude, it can be much easier. Think more about how you can help others, and build relationships, rather than what you can get for yourself. Really listen when people are talking, and ask lots of questions. Everyone likes to talk about themselves to a willing audience, and an easy contact is made.

Also look for people who seem similar to you. Is there someone standing uncomfortably in the corner, looking lost? Chat to them first. I attended a 'speed networking' event that was very badly organised, noisy and confusing. As I was trying to leave I met another little gang of escapees, and we ended up chatting outside the venue quite by accident. We were all bonded by our dislike of networking!

If you simply can't tolerate the idea of networking, attend a training event or conference. As you'll be in the same boat as your fellow attendees, you'll already have something to talk about.

And no matter what, have your business card at the ready. Don't push it on people, but hand it over if a contact, or a friend, is made. Give them something to remember you by, and hopefully a long lasting connection is made

© Monica Davidson 2008

AdHOC

The Freelance Success Newsletter

What's Up Freelance Success?

◆ **Freelance Success for uni, TAFE, organisations, agencies and more...**

I'm happy to say we've acquired a few regular clients now for the mix-n-match version of the Freelance Success workshops - and we'd like some more! Do you work for an organisation or educational institution that could use the services of Monica and her award-winning workshop? Give us a call or drop us an email and we'll send you our new Info Kit, which contains a description of all the training packages available, case studies of previous and current clients, promo stuff, prices and lots more. We'd love to present a workshop to your client base that would make their creative careers more organised and more lucrative!

◆ **New software to help you keep track of your time...**

FS network member and fellow freelancer Phil Read has asked us to mention his new time-tracking software for those of you who charge by time. ATT tracks activity periods, clients, billing time and the rates you charge. You can also print time sheets instantly, and prove to your clients that you're *not* overcharging them. For a free 14 day trial www.vizualweb.com/time-tracking-software.html.

◆ **Dates are set for our travelling show...**

Once again, thanks to our client, the dapper and convivial Centre for Screen Business, we're hitting Melbourne and Brisbane soon for some Workshop fun. Rebranded as **Running Your Own Creative Business**, we'll be in Brisbane 13-15th June and in Melbourne 26-28 June. Venues TBA. We'll be in Sydney too, and who knows where else, so stay tuned!

Next mailout... Monday 5th May 08

freelance success
Business Support for Creative People.

www.freelancesuccess.com.au
info@freelancesuccess.com.au
Telephone: 02 9516 5312
Mobile: 0408 211 318