

It's never been a secret that I hate networking but thoroughly enjoy drinking and meeting people. It's also common knowledge that I'm heinously busy almost all the time and never get to see my pals. With that in mind, I've started a new Sydney night called *The Sandpit* - the tag line is, it's not networking, it's playing. A sentiment dear to my heart! I'm hoping to find some willing punters who'd like to take on the role of Sandpit organiser in their city too. For now, let's see how it goes, and if you're Sydney-based I might see you there! This month we also look at turning good ideas into money - more money for buying drinkies! And while you're at it, happy freelancing!

Monica



Freelance F A Qs

Dear Monica,
Everyone has a different opinion about what makes a good CV. What's your opinion (so I can add it to the mix)?

Sally M.

A recent student in Brisbane was bemoaning the same thing, so I'm glad you asked Sally. As with most freelance things, there aren't many strict rules about this.

Firstly, your CV should *not* look too much like an employee's CV. Take the opportunity to put some of yourself into it. It's all about creativity, and showing a bit of your own personality among your work history and quals.

Second thing - it really should be only 1-2 pages long. Resist the temptation to make it ultra-long and 'impressive'. I'm hiring people on a regular basis, and it really is possible to say all the important stuff on 1 page, if you can also make your CV creative, personal and interesting.

Lastly, and most importantly - your CV needs to be tailored. It's not really about you, it's about your potential clients and what they need. Tailor your CV to each client or role so that it's perfect. You'll then get the call, I hope!

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

Feature Article: Turning Ideas Into Money

They come unbidden in the wee hours of the morning, at the gym, even in the shower... good ideas. For creative people they are often as easy to come by as breath. They are also as valuable as air, and just as likely to be taken for granted.

Turning good ideas into money is something creative freelancers are used to doing - for other people. Investing in our own good ideas, however, is a particular challenge for some.

In the 'real' world of big business, developing good ideas is a very large investment indeed. According to the Department of Foreign Affairs and Trade, big business spends over \$10 billion each year on R&D (aka research and development), including \$1.7 billion on business services.

In terms of having a lifetime of creative work, developing good ideas is actually more important than any one job or client. While a good project or client can result in money, good ideas can mean an income for the rest of your life. That said, it's often easier to concentrate on the solidity of a client or project, over the vague possibilities of a good idea.

So, if we have good ideas all the time, then why aren't we rich? Developing a good idea is what results in income. Ideas are often the victims of bad planning, poor research and a lack of personal investment, both in terms of time and money. Also, if you're not prepared to take risks for your good idea, it will languish. In the absence of commitment, a great idea is essentially worth nothing.

In developing a good idea, you need to ask some questions:

- ◆ How much time and money are you prepared to invest in developing this idea?
- ◆ Is this really an original idea, or a reinvention of the wheel?
- ◆ How is this idea going to work in real life, and how much research do you need to do?
- ◆ Can you find an inexpensive way to test-run your idea?
- ◆ What is the Intellectual Property (IP) situation? Who owns copyright?
- ◆ What is your market? How will you sell this idea, to whom, and for how much?

Sometimes, good ideas need time to develop, like fine wine. If your idea isn't yet ripe, leave it. Put it somewhere safe to mature and revisit when it's ready.

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AdHOC

The Freelance Success Newsletter

What's Up Freelance Success?

◆ Early Bird enrolment available for the next *Freelance Success* workshop in Sydney!

The end of the financial year is nigh, which means there's a Freelance Success workshop coming soon to you. The next one in Sydney is running for 3 Saturdays from 9th to 23rd August, 9am to 5pm each day. And instead of \$330, **enrol before 1st July and receive \$55 off!** What a bargain. For more info visit the website at www.freelancesuccess.com.au/enrolment or call the office.

◆ Fancy having a play in *The Sandpit*?

No, it's not networking, it's playing (also known as drinking and making friends). Rather than a stiff and formal networking event, where everyone has a business card and an agenda, *The Sandpit* will be a fun and relaxed affair. Starting in Sydney at first, we're hoping to spread to Melbourne and Brisbane soon. Even better, it's **free!** If you're interested, just come along between 6:30 and 9pm to The Marlborough Hotel in Newtown on Wednesday 2nd July. No need to RSVP, and bring your mates. If you'd like more info visit www.freelancesuccess.com.au/thesandpit or text 0408211318.

◆ *Running Your Own Creative Business* is in Melbourne next week ...

Enrolments are actually closed but if you're in Melbourne and very keen to attend a Freelance Success event, call the Centre for Screen Business on 03 9602 2300 or email csb@aftrs.edu.au. You can also visit our Events page and follow the link directly. We're also coming to Fremantle in WA soonish, so stay tuned for more!

Next mailout... Friday 11th July 08

freelance success

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