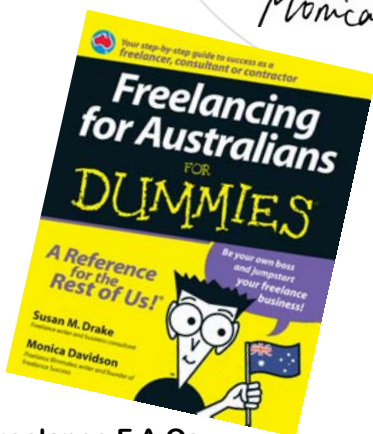


I've been having a heady time of late, discussing with Wiley publishers how my new book will be marketed. *Freelancing for Australians for Dummies* is printed and ready to go, and it really is a jolly strange sensation seeing your own name on the cover of a book, even if it's something you've been working towards for a long time. The publishers have decided to use my reputation as an 'expert' to help sell the book. It's a good idea, even though I think it's strange to be feted for something that really happened by accident. When I started out all those years ago I certainly didn't intend to be an expert on not having a real job! So, this month we talk about how to turn yourself into an expert, as a marketing tool. And keep an eye out for *Freelancing for Australians for Dummies*, available in shops in September. Happy freelancing!

Monica



Freelance F A Qs

Dear Monica,
I'm about to have a baby and I was wondering how I can juggle kids and freelancing?

Mum-To-Be CM.

Ooh, big question. For me, the trick to freelancing and parenting is to forget about the way you were raised. Most of us didn't have freelancing parents, so their way of juggling work and family was different to what we can do. You're starting from scratch here so make it up as you go along. Find what works for you and your family, and stick with it. Who cares if it looks weird to the outside world? If it works, do it.

And remember that kids can be trained to respect your work area and time, just as they would for non-freelancers. If you respect your work life, so will they.

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

Feature Article: You, The Expert

Chances are that if you have a few years of experience in your creative field, other people might consider you to be an expert. You'll certainly have more experience than those just starting out, so why not use your skills as a marketing tool?

By becoming a recognised expert you can continue your usual paid work, as well as informing others about your area of expertise. This increases your profile and lets people know who you are. It's also another way to generate income, either directly (by being paid for your expertise) or indirectly (by luring clients).

75% of people say public speaking is their greatest fear, which rates higher than the fear of death. However, if you're not too alarmed by the prospect of standing in front of others and talking, this can be a great way of getting started. If teaching is your thing, you can start by working as a trainer in adult education, be an expert guest lecturer, or devise and run your own workshops.

If you need some training to get started, you can study part-time for the nationally recognised Certificate IV in Training and Assessment in most established educational facilities. Groups like Toastmasters also help people improve their speaking and leadership skills.

If the idea of speaking in front of a crowd leaves you cold, then writing can be another way of distributing your expertise. If you're not already a writer, then take a short course, particularly in journalism. Freelance journalism is an excellent way of making money, especially as a sideline to your existing business.

Becoming a published author is the fast track. There are literally thousands of magazines and websites across the globe devoted to the arts, and they all need words to fill them up. *Proptology* is a Canadian journal for puppet designers and props makers. *All about Jazz* magazine even has a jazz humour section! Start your research on the internet, and see how many journals you can find that suit your area of expertise. You'd be surprised how many are thirsty for your kind of content.

Being an expert can enhance your profile and extend your network of potential clients. You might even make a buck or two!

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AdHoc

The Freelance Success Newsletter

What's Up Freelance Success?

◆ Places are filling in next *Freelance Success* workshop in Sydney!

Starting August is the next *Freelance Success* workshop, and since the financial year has just ended perhaps this is the perfect time for you to enrol find out how to make your whole creative life a tax deduction? It's running for 3 Saturdays from 9th to 23rd August, 9am to 5pm each day. Course fee is \$330/\$275 conc. running at The Mechanic School of Arts. For more info try www.freelancesuccess.com.au/enrolment or call the office on 02 9516 5312.

◆ *The Sandpit* makes networking child's play!

Actually, it's less about networking and more about meeting people over a few drinks. The first Sandpit this month was a bit of a hit, we had about 20 people come along and fun was had by all. A few connections were made as well, even better. If you're based in Sydney then come along to the next one - it's free! 6:30 and 9pm to The Marlborough Hotel in Newtown on Wednesday 6TH August. No need to RSVP, and bring your mates. For info visit www.freelancesuccess.com.au/thesandpit or text 0408211318.

◆ FS network member Tracey is looking for someone to share office space...

She has one space left in shared creative workspace located in Randle Street, Surry Hills. It's \$100pw, a window space 10msq. Includes cleaner, electricity and internet. Stones throw away from Central and close to cafes. Share with producers in film and television industry - all you need is to be creative and fun. Call Tracey Savage 0414 365 838.

Next mailout... Friday 22nd August 08

freelance success

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