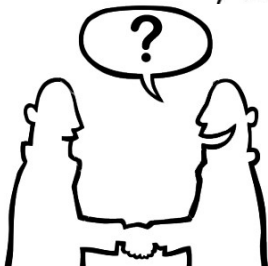


It's almost the end of the year and hopefully it's been a good one for you too. Things have been all systems go around here, I've just returned from a part-work part-pleasure trip to the USA, which included a terribly exciting evening at the New York Film Festival to see the opening of Martin Scorsese's new doco. I felt super glamorous even though I had to queue for tickets, not quite on the red carpet yet! I've also been lecturing all over the shop since it's the end of the academic year, trying to educate young-ish minds about the business of their creativity. Thanks so much to my students who have listened to the best of their abilities despite the fact that I usually see them on the last few days of their course and the bar beckons! This month we look at writing your own bio. I'm heading to heaps of events and conferences in the next few months, and a new bio was crucial. We also have a new [course](#), and I'm offering one-on-one [coaching](#) for the very first time. Until next time, happy freelancing!

Monica



Freelance F A Qs

Dear Monica,
Is the cost of my course a tax deduction? Some people say yes, other say no. Help! Brian

Well, it depends. If you were working in the field of study before your started the course, and you intend to stay working in the field when you finish, then your course is called a 'self-education expense' and is most likely a deduction, at least in part. How much you can claim depends on how relevant the course is to your work. The bad news, though, is that you can only claim the deduction if you paid the fees. Any deferral of fees, including HECS or Fee HELP, are not eligible for the deduction. See this [fact sheet](#) for more information.

Fancy an answer? Email Monica at fag@freelancesuccess.com.au and we'll get back to you soon!

Feature Article: And Who Are You Again?

Your bio, or biography, is the way people get to know a bit about the personality behind the freelance or creative service you provide. You'll use it on your website, as well as your on resume, your other marketing material, and in your networking chit chat.

Your bio needs to be **well written**, first of all. If words are not your strong point, get a media-savvy friend to write it for you. The words need to be interesting, relevant and strong.

Start by **summing up the basics**. "Joe Blow is a photographer who helps real estate clients to get better results for their properties". In other words, try adding your name + your profession + your clients + results. This is your best opener.

Using **third person** voice is usually best, and expected. Don't say "I am a photographer", say "Joe Blow is a photographer". It seems more professional and gives the impression that you have a marketing department who wrote it for you.

Also consider your personal style and freelancing **brand**. Are you a pretty casual person? Then make sure your bio reflects that. More conservative? Then use language that conveys that.

Make a mention of any main **qualifications**, awards and achievements if appropriate. Also make note of any of your big name or famous clients, it makes you sound more powerful.

Never ever **fabricate** your bio. Lying is not your friend. Don't claim awards you haven't won, or clients you've not worked for. The world is far too small a place and you're likely to get caught out.

Write a few **versions**, and tailor them to your readers. Also have different lengths, from a sentence to a page.

For heaven's sake, **proofread** and proofread again. Spelling mistakes and typos are an instant way to destroy credibility.

Lastly, keep it **updated**. Take some time every 6 months or so to make sure your bio is still up to date and effective.

Most of all, your bio needs to help people understand you and give them a reason to hire you. Use it to build trust and welcome all those lovely new clients.

AdHOC

The Freelance Success Newsletter

What's Up Freelance Success?

◆ The final *Running Your Own Creative Business* is on in December, roll up!

It's back, better than ever. This comprehensive three day workshop is a one-stop-shop for everything you need to know about running a creative and/or freelance arts business. Writers, filmmakers, actors, designers, photographers, all welcome to come and learn about business, money, tax, law and marketing. Phew! It's on at AFTRS Fox Studio, Friday 2nd to Sunday 4th December. Cost if \$495, and probably a tax deduction to boot! For more info or to enrol, visit the [AFTRS Open Program website](#).

◆ We're offering a mentoring service for those who need the one on one help.

Monica at Freelance Success is now working as a one-on-one coach for people who need help with their freelancing every now and then. We also offer a more intensive and ongoing mentoring program for those of you who want continuous support and assistance as you build your business. Both programs are reasonably priced and your first meeting with Monica is both cost and obligation free! Visit our new [website](#) for more details.

◆ Fancy celebrating Xmas with other freelancers?

Jolly Solo is on again for those of us who don't get our own staff party. Friday 2nd December at 6:30pm at The Shore Room, Mantra in Chatswood. For info visit the [Jolly Solo website](#). And if you want to join us for a more casual drinkie, [The Sandpit](#) is back in Sydney for one last hurrah - Wednesday 14th December from 7pm at the Zanzibar in Newtown.

Next mailout... February 2012

freelance success

Business Skills for Creative People.

www.freelancesuccess.com.au
info@freelancesuccess.com.au
Telephone: 02 9559 1901
Mobile: 0408 211 318