

**Merry Christmas!  
Happy Hanukkah!  
Happy Festivas!**

God, what a year! It's been up and down and back again for Freelance Success this year. Honestly, when we relaunched in February I had December as a deadline - if I wasn't financially afloat by the end of the year, I'd pack it in and try something else. Although I can't say I've become rich this year, my head is above water and I can see land from here. Best of all, I'm excited about the new year, and that's the best Christmas present I could ask for. Have a wonderful holiday season, whatever you're celebrating, and remember - if you do what makes you happy, you'll never be poor. Love,

*Monica*



**Freelance Noticeboard**

**The Freelance Factory!**

This is very exciting! I've just found out about this fabulous website, you must check it out!

[www.freelancefactory.com.au](http://www.freelancefactory.com.au)

For the first time we have an Australian creative freelancers directory! The Freelance Factory is a directory of all freelance creative talent covering advertising, marketing, graphic design, web design, multimedia, photography, illustration, editorial, journalism, film and TV. You can register your details for a small fee and then loads of businesses can find you. Fabulous work!

**Crew Needed for Indie Pilot**

Freelance Success friend Chiara Giuliani is looking for various crew for a pilot that's aimed squarely at the US market. If you are interested in being involved, Chiara is seeking a production designer, art director, make-up, wardrobe and continuity persons. Call Chiara on 0400 374 112 or email [chiara@chiaragiuliani.com](mailto:chiara@chiaragiuliani.com).

**Freelance F A Qs** will be back next year. Email your questions to [faq@freelancesuccess.com.au](mailto:faq@freelancesuccess.com.au) and we'll get back to you in 2007.

**Feature Article:  
Ahoy! Slow Times Ahead**

The summer months are a blessing to the long suffering wage slave - holidays and warm weather signal slower work days and lots of time off. But what of us, the hapless freelancers? For many of us the summer can mean weeks without work. How do we manage the slow times?

First step - Learn about the ebb and flow of your business. If you've been freelancing for a while you should already have a good idea of when your work slows down. If you're just starting out, pay attention. Being a small fish in a big ocean means we get jostled by forces beyond our control. Start looking out for those times. Work will come back eventually, but that thought might not help if you're unprepared. You need a plan to survive.

Step two - Marketing before you need to. Once you've learned when the slow times are coming, devise a marketing strategy to put in place *before* it happens. Remind your existing clients that you're around and heading into a non-busy time. Think of some innovative ways to grab potential new prospects who may not be swayed by the same market forces. For example, things may be getting warm and relaxed here, but in the cashed-up Northern hemisphere they're heading into a productive winter. Why not explore the web, maybe some overseas freelancing directories, for opportunities.

Step three - Save your pennies. If there's no chance of grabbing new clients in this time, you'll need to be prepared financially. Put money aside to cover you for the rent, at least. Leave it sitting in the bank, and use it as an emergency fund if times get very tight. Remember to top it up through the year.

Step four - Diversify. If you have some money put aside but no clients, use this time to try something new. Broaden your business horizons, it will mean more income streams later. You probably have dozens of ideas for new creative experiments.

No money saved and no work? Never ever give up. Slow times are not a good reason to succumb to wage slavery. Grab something to get you through (dole, part-time work, sugar daddy). And if you can find a way, remember to enjoy summer!

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# AdHOC

The Freelance Success Newsletter

**What's Up Freelance Success?**

◆ **PARTY PARTY PARTY!**

Yep, it's party time. The long awaited Freelance Success Christmas party is finally here!

**When?** Friday Dec 1st, 7pm

**Where?** Level 1 VIP deck, Marlborough Hotel, cnr of King St and Missenden Rd, Newtown ... and it's **FREEEE!** Yay!

It will be a blast! We've also had a whole lot of lucky door prizes donated from such lovelies as Red Room DVD, Dendy Films, the ABC Shop, 2SER radio, Tootstar.com and loads more. There'll be nibblies, music, pool, grooving and a cool karaoke after-party as well. No need to RSVP at this stage, just come along. Bring your friends! Visit [www.freelancesuccess.com.au/events](http://www.freelancesuccess.com.au/events) for info. See you there!



◆ **2007 Workshops will be open for enrolments from January 2007.**

All the workshops for first term (Feb to June) will be uploaded to the Enrolment page on the website. I'd get in early if you're interested, I'm doing a big publicity push with the gorgeous Polkadot PR in the new year, and I'm expecting big things! And remember, if you Pass It On you get a gift voucher!

There's no newsletter in January, I'm on hols! Happy New Year!

Next mailout... Friday 2nd February

*freelance success*

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