

Ho Ho... Hop?

I was shopping with the wee munchkins the other day and their squeals alerted me to the lurking presence of Easter eggs on shelves that had just been filled with tinsel... ye gods! The year feels like it's plummeting out of control already. The good news for most of us is that the autumn busy season is on, when our clients get over their summer slackness and start spending their yearly budgets so they can get more money in June. Bonus! Here's hoping work flows your way, as well as chocolate...

Monica



Freelance F A Qs

*Dear Monica,
When writing an ad for my services (private acting tutoring) how do I get past my "no, this isn't good enough" thoughts, and just write the damn thing?*

J.F.

Creative people tend to be very critical of our own work, which is fantastic when it makes us strive to be the best. It's bad, though, when it hampers us completely. Stop focussing on what you think, start thinking about what your potential students want and need, and tailor your ad to suit them. Trust your instincts where they are concerned, you know what they're looking for - after all, you used to be one of them!

*Dear Monica,
I've been offered freelance writing work in the UK. Do I need a work visa if I'm being paid through my own business?*

Mystery Man

Writers, composers and artists who are self-employed and able to sustain themselves financially don't usually need a visa for the UK. You can even apply for an indefinite 'leave to remain' after 5 years. Visit workpermit.com/uk/ and check out the menu for the "other categories" list for more.

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

Feature Article: Protecting your Pitch

As I work my way through some pitches aimed at various new clients, I'm struck once again by how frightened we sometimes feel about asserting our right to protect our ideas. Copyright can protect our creative material, but how many of us use confidentiality?

Copyright can only protect something that exists in a tangible form, which means it can't protect ideas, conversations or a pitch. Confidentiality can help here, because it is a set of laws that protect secret information. If information is told in confidence then you can use it to help in any situation where your thoughts might be stolen by unscrupulous types.

There are three main elements that create a situation where confidentiality law can exist: (1) The information must be a secret; (2) The party hearing the confidential information must understand that; and (3) If the person hearing the information steals it and uses it without your permission, there could be some loss to you, probably financial.

If you're the one needing confidentiality, it's up to you to assert that before you open your mouth. Don't expect your potential clients to automatically understand the situation.

A simple way to establish confidentiality is to simply say so. Just start your pitch by using words like "All the information I'm about to discuss is confidential in nature and cannot be used without my written permission".

Another way to handle it is to request a written confidentiality agreement. If you're worried that this will put people off, bring it up in a friendly way that won't get anyone's back up. I always focus on how they will benefit, rather than the potential risk to me.

The final step is to keep quality written records of all the ideas you have out there in the wider world. Remember who you've pitched to, who has your thoughts and who you've communicated with. Keep in touch with your potential clients and if they don't use your ideas, take them back.

Your creativity is money in the bank. Don't let disorganization, fear or a lack of awareness steal your income from you. Protect your ideas, stick up for yourself and reap the rewards you!

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AdHoc

The Freelance Success Newsletter

What's Up Freelance Success?

◆ Saturdays in April are back in North Sydney!

If you fancy squashing everything you need to now about creative freelancing into an intensive 3 days, then the next Sydney workshop would suit you.

In April...

Where? North Sydney Community Centre

When? Saturday 14th April for 3 Saturdays, to 28th April.

Times? 9:30am—5pm
Enrolments are already open at www.freelancesuccess.com.au.
Places are filling so jump in!

◆ Monica has an Arts Blog...

If you want to see my ramblings and musings on the freelance life, visit the website at...

freelance_success.artsblogs.com



◆ I forgot to thank people!

Last AdHoc I gave a shout out to Polkadot PR and totally forgot to thank Andrea, who is responsible for those lovely photos of me you've seen around (ok, I added to mo). I forgot to thank Greg of Trigger Design as well, who made me prettier and younger!

www.antheawilliamson.com
www.triggerdesign.com.au

And apologies for the absence of a March newsletter! Work overwhelmed me!

Next mailout... Friday 4th May 07

freelance success

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