

“Spring is Sprung...

the grass is riz, I wonder where the flowers is?” Indeed, it’s starting to get sunny and that naughty slack feeling is creeping in. It’s tough sometimes to sit indoors and work when there’s outside fun to be had. Still, when your job is fun as well it feels churlish to complain! Lots going on for freelancers this month, and lots of it is coming from us! I hope to see you at one of your many events. And in the meantime ... Happy Freelancing!

Monica



puppeteer

Freelance F A Qs

*Dear Monica,
I'm confused - I sent an invoice to a new client recently and they sent it back, asking for a tax invoice. What's the difference? Have I done the wrong thing?*

G.D

To answer your question I need to ask a question - are you GST registered? If you are registered for GST, you have to send a tax invoice, which simply means an invoice with GST attached. If you are *not* registered for GST then you just send a normal invoice. They are essentially the same piece of paper, it's just the GST addition that's different. If you're not registered your clients may have assumed that you are, which means they've also assumed you're more profitable (and perhaps professional) than you are. Registering for GST can have that affect on your clients!

*Dear Monica,
Is it possible to have your cake and eat it too when you're a creative freelancer?*

B.M

Mmm, what an question! To be honest I've never understood that expression. Why have cake if you can't eat it? What else are you going to do with it? I'm a big fan of having it all, cake or otherwise. Maybe it's because I've been freelance all my life...

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

**Feature Article:
Following the Kids**

On a clear day I can see my fortieth birthday from here, and I admit that sometimes the latest web crazes seem like something just for the kids. Happily, though, even a Gen-Xer like me can learn to use the various new web crazes to promote my creative business.

Facebook, MySpace, You Tube, BeBo and blogs are just a few of the web crazes that are being snatched out of kids' hands and used in the mainstream. Most savvy marketers know that wherever the kids lead, the rest of us will follow, and certainly there have been some cynical attempts to exploit that online.

Having said that, these web networks and sites can be hugely popular and successful for the creative business. Canadian author Michael Winter has been publicising his new novel *The Architects are Here* on Facebook, posting notes and short synopses of chapters each week. The book will be published this week. In the UK, Newcastle based filmmaking group The Suggestibles have had over a million hits on their short films, uploaded to You Tube, including the smash *Pour Quoi*. Smart actors are now routinely putting together a My Space page as showreel/resume and emailing a link rather than using more traditional methods.

While each method may seem silly, even pointless, bombarding the web with your creative work can only have a positive effect in terms of another powerful tool, search engine optimisation. SEO means using the web's way of working to encouraging your site's appearance at the top of a search engine's results list. The more times people search for your business online, and the more times it appears on multiple sites, the higher it will appear in page rankings over time.

Similarly, any avenue that promotes your creative business can only attract attention. There's no harm in spending a few hours getting online, learning about these new sites, and figuring out how to exploit them for your own work. Even better, they are *all* free of charge and simple to use.

For more information, visit ...
www.facebook.com
www.myspace.com
www.youtube.com
www.bebo.com
www.artsblogs.com/blog

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The Freelance Success Newsletter

What's Up Freelance Success?

◆ **New Sydney workshop for the end of the year!**

Apologies to everyone who thought there would be no more Sydney workshops, my bad! I'm happy to say there will be one in Sydney starting Saturday 3rd November and finishing Saturday 17th November, in the city. If you're interested please visit www.freelancesuccess.com.au/enrolments, or call the office on 02 9516 5312. The cost is \$330.

Dates: 3rd, 10th & 17th Nov 07

Times: 9:30am to 5pm

Venue: Mechanics School of Arts Level 1, 280 Pitt Street, Sydney

◆ **Selling Yourself with SAMAG in Parramatta.**

I'll be sitting on a panel for Sydney Arts Management Advisory Group (SAMAG) about simple marketing techniques for artists, and you're all welcome! Monday 24th September, at Riverside theatre, from 6pm. Join us for a panel discussion and drinkies afterwards. Free for members, \$10 for non-members. Visit www.samag.org for more.

◆ **Running Your Own Creative Business comes to Perth.**

This new workshop, based on the *Freelance Success* workshops and led by moi, will be coming to Perth in late November. Film-makers, writers and anyone else interested in creative business will love it, and I'll get a chance to meet you! More details as we confirm our dates and the venue.

◆ **Running Your Own Creative Business in Melbourne...**

The AFTRS Screen Business Centre hosted the first of these workshops at the end of August. It was a smash! Thanks to David, Brian, Celeste, Lois and all the participants for making the event so marvellous. You spoil me!

P.S. A new website is coming...

Next mailout... Friday 5th October 07

freelance success

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