

### Happy Holidays!

It's that time again, when we scratch our heads at the appearance of tinsel in the shop windows and wonder where the year went. After all, it's tradition! It's been an amazing year for me, full of new career highs and some awful personal lows. Some of us lost a dear friend this year and we still miss him. So, as this crazy year ends, remember to give your loved ones a hug and let them know you how much you appreciate them - especially if they make your freelance life that little bit easier. *AdHoc* will be back in February 2008. Until then, have a wonderful summer. And happy freelancing!

*Monica*



Merry Christmas from the little Family!

### Freelance F A Qs

*Dear Monica,  
I have a slow period coming up  
this Christmas and I'm not sure  
what to do with myself. Any  
suggestions? I'm a bit broke too.*  
W.B.D

Sounds like the perfect time to revamp your marketing, which doesn't have to cost too much. Normally I recommend doing your marketing when you're already busy, but it's also a tops idea when times are a bit slow.

- ◆ Get out and do some informal networking. It's party time, after all. What's your answer to that common question "And what do you do?" Remember to keep it light though - don't push!
- ◆ How's your marketing plan? Everybody needs one, so spend some time now and do your homework.
- ◆ What's your brand? Do you have one? Think about your image and spend some time developing and researching.
- ◆ And your website? Is it dead sexy, up to date and right for your market? Why not check?

Fancy an answer? Email [faq@freelancesuccess.com.au](mailto:faq@freelancesuccess.com.au) and we'll get back to you!

### Feature Article: When Are We Successful?

At this musing, end-of-year time, I'm very keen to figure out exactly what makes a person successful. The more I look into it, the more I'm convinced that it is an utterly personal definition. There is no easily measured definition of success.

Years ago, the workshop that inspired this organisation was called *Freelance Survival*, since that reflected more accurately where I was at the time. I soon realised that, while true, it wasn't the most inspiring title.

I was nervous, though, of asserting that *Success* was a possible part of the workshop, because it seemed like an arrogant and foolhardy thing to do. Deep down, though, it was a difficult position to assert simply because I actually didn't feel like a success myself.

Next year will mark the 15th year since I started running the workshops, and I'm now very sure that success can be an eventual part of being involved. However, I have a small secret. I still don't consider myself to be a success, even after all that time.

In an effort to find out more about creative freelancing, I have interviewed over 50 people on both sides of the planet who are 'successful' in various ways (those interviews will appear on the website and in print next year). Of each one I have asked the same final questions - "What does success mean to you, and are you successful?"

The range of answers I've been getting is extraordinary. I'm touched and reassured to say that, without exception, finances were not mentioned. Being rich was not a measure of success for anyone - nor was being famous.

I have spoken to well-known and wealthy people who didn't define themselves as successful, and unknown up-and-comers who proudly declared their own success in an instant.

Even when I answer for myself I'm annoyingly no closer to a definition. Am I successful? No. Why not? I suppose there's a fear that if I admit to success, it will vanish like a mirage. Plus, I'm always so busy looking out at the horizon, wondering what's to come, I forget to look back and reflect on where I've been.

Successful or not? Perhaps it's the wrong question. Happy is easier. I am that, with gratitude.

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# AdHoc

The Freelance Success Newsletter

### What's Up Freelance Success?

#### ◆ It's Party Time!

The time that all freelancers look forward to, our very own party! Let all those employees have their own shindigs, ours will be the best by far!! And we have lucky door prizes too. So there.

**When?** Friday 21st Dec, 8pm until 11pm. Don't forget the After Party as well, which starts later!

**Where?** Level 1 VIP Deck, Marlborough Hotel, Newtown. Cnr of Missenden and King. (Deck is out the back, past the main bar and near the pool tables). One again, apologies to non-Sydney friends!

**And it's free! So bring friends!** Nibbles, prizes and fun included. You can RSVP through the Events page of the Freelance Success website or email us!

#### ◆ Short and Sweet 2008

Freelance Success is happy to become a sponsor of Short and Sweet 08, the world's biggest festival of short plays. We are offering two free workshop placements as prizes for the Gala Final and Awards night, being held in late February next year. Visit [www.shortandsweet.org](http://www.shortandsweet.org) for more information and see if you fancy checking out a play or two?

#### ◆ Movember Madness!

Freelance Success was also a happy Movember sponsor this year. Our favourite man Steve was, until recently, sporting some very nice Wolverine-style facial plummage. Well done darl!

#### ◆ And now to next year...

Which will be as amazing as this one! More workshops and events Australia-wide, plus three new books and the launch of Freelance Success UK & NZ. Thanks to all of you for making this happen, and for believing in the possibility of making money and being happy. Youse all rock!!

Next mailout... Friday 1st February 08

*freelance success*  
Business Support for Creative People.

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