

**I've been a bit quiet lately** (which isn't like me, admittedly) but I have very good reason. After a flurry of activity in August I popped over to Ireland (as one does) for a variety of personal and business reasons. I had a fabulous time, not least when I met with a few individuals and groups of creative freelancers making a go of it in the Emerald Isle. Once again, as I did after my UK research trip last year, I was comforted by the fact that the situation for freelancers is the same-only-different all over the world. The only real difference is that Irish creatives don't pay tax - lucky bastards! This month we take a look at conferences, and there's a bit of news as we start the year-end wind down. Until next month (our last for the year), happy freelancing!

*Monica*



*Monica and the biggest Guinness ever.*

## Freelance F A Qs

*Dear Monica,*  
*Can I use my own personal bank account for collecting business payments?* K.A

You can, if you are using your own name as your business name. If you have a separate business name, then you need a bank account in *that* name. Plus, while using a personal bank account is legal, it can get very confusing. A separate business bank account makes good sense because you can avoid spending business money on personal things, which is a no-no.

*How long does a client have to pay? Indefinitely?* F.K

They have to pay within the timeframe you set, which is called *terms*. If you say 14 day terms, then they have 14 days to pay. If you don't specify, then they can take 90 days, which is the most amount of time possible. Always tell them terms on your invoice!

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

## Feature Article: Working the Conference

At this time of year I seem to spend a lot of time at training events, conferences and other shindigs. While it's fine to just rock up to such an event, it doesn't hurt to have a plan of campaign that will help you make the most of your time.

### Before You Go

- ◆ Figure out your objectives. What are you hoping to achieve at this event?
- ◆ Make sure your business cards and your website are up to scratch. Nothing says amateur like a card bedecked with liquid paper or a website which is "under construction".
- ◆ Go through the program and plan your attendance. You'll conserve energy if you work out which sessions to attend and when to have a break.
- ◆ If you're going with someone else, split up to maximise your chances of meeting people and taking the best notes.

### Once You're There

- ◆ Put shyness aside and make the first move when you meet someone new. A big smile is a great icebreaker.
- ◆ When you meet someone, repeat the other person's name immediately and again when you part. You'll be more likely to remember it!
- ◆ When you receive a business card, find a quiet private place after and write on the card how you met the person and how you plan to follow up.

### Afterwards

- ◆ Make time soon after to go through any notes and ideas you created.
- ◆ Devise a plan based on your thoughts and objectives, and put ideas into your diary to be developed or acted on.
- ◆ Go through collected business cards and identify whether or not they are cold leads, warm leads or hot leads.
- ◆ A cold lead card can be responded to with a simple 'howdy' email, just in case.
- ◆ A warm lead card is also best followed up with an email, and a specific mention of catching up or pursuing specific issues that were discussed.
- ◆ A hot lead should be handled with a friendly phone call, no more than a week after the event. Hot can turn to cold quite quickly if the fire isn't fueled as soon as possible.

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# AdHoc

The Freelance Success Newsletter

## What's Up Freelance Success?

### ◆ Two weeks til the last Sydney workshop for 2008 in November...

Things are winding down for us this year, but we have one last hurrah in Sydney coming up - our last until April next year. If you fancy getting organised for 2009 then this is the time to start!

**When?** 3 Saturdays, starting 8th and finishing 22nd November 08.

**Time?** 9am to 5pm each day.  
**Where?** Mechanics School of Arts, Pitt Street Sydney.

**Cost?** \$330 full or \$275 conc. We'll be covering everything, from setting up, handling money, tax, law and marketing. With several enrolments already you might want to jump right in there! For more information please visit [www.freelancesuccess.com.au/workshop](http://www.freelancesuccess.com.au/workshop) or call the office during business hours on 02 9516 5312.

### ◆ The last Sydney Sandpit for the year is also coming up...

Again, for Sydney people (sorry others) we have our last informal drinkies coming up in November. Why not come and join us - it's **free!** We'll also be giving away free copies of a fab new book (not mine). 6:30 and 9pm to The Marlborough Hotel in Newtown on Wednesday 12th November. No need to RSVP. For more visit [www.freelancesuccess.com.au/thesandpit](http://www.freelancesuccess.com.au/thesandpit) or text 0408211318.

### ◆ Get ready for Christmas...

With three kids Christmas is not something we ignore until the last minute in our household, nor at FS! If you fancy coming along for drinks, food, and loads of prizes PLUS free entry, keep the evening of Friday 12th December free. We'd love to see you at the Marlborough Hotel in Newtown (our favourite). Stay tuned for details in the next *AdHoc* news, the lucky last for 2008!

Next mailout... Friday 21 November 08

*freelance success*

Business Skills for Creative People.

[www.freelancesuccess.com.au](http://www.freelancesuccess.com.au)  
[info@freelancesuccess.com.au](mailto:info@freelancesuccess.com.au)  
Telephone: 02 9516 5312  
Mobile: 0408 211 318