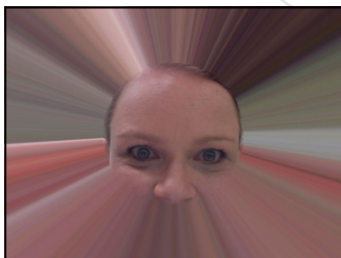


Welcome back! I've been quiet all summer, I know. 2008 ended with a whimper, not a bang, and I have to say it was good riddance! Not that it was a terrible year, but I was certainly ready for something new. 2009 already looks like an interesting year, despite all the doom and gloom of the global economy. Here's hoping interesting turns into lucrative and profitable as the months roll by. And to those of you who are feeling the effects of the downturn, keep your chin up. We freelancers can sometimes make the most of a declining economy by offering our services without requiring commitment. In many ways you're a better bet than an employee, and this month we look at how to work that angle in your marketing. We also have new workshops, an updated website and so much more. Have a wonderful month, and happy freelancing!

Monica



Spooky Gaura Man!

Freelance F A Qs

*Dear Monica,
Can I claim the work I do for free as a tax deduction?* Pam

Something can only be a tax deduction if it costs you money, and that cost directly relates to the running or development of your business. So that means no. It's a shame really. And be careful about working for free - it can be the fast lane to ongoing and unpleasant exploitation! Make sure you get some benefit.

I can't get a mortgage and I want to buy a house. Ideas? A.B

To be truthful there's only four ways out of this one. 1) Save up a massive deposit. Most banks will give you a loan if you have 50% of the cost. 2) Buy with someone else. Get a contract! 3) Get a real job in the short term, wait for your first group cert, and then try. 4) Become a company and then be an employee of that company. Complicated!

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

Feature Article: Recession Marketing

If work is drying up for you, you might be tempted to pull back on your costs, but don't make marketing one of them. Now is the time to ramp up and remind your clients (and potentials) about the benefits of hiring you in an unsteady market.

It might be cynical to exploit a bad economic situation, but being freelance means you can do the work of an employee without requiring any real commitment. Since hiring employees is complicated, costly and long term, freelancers can be an attractive alternative for clients. Even though companies might lay off workers, there's still work to be done. And you could be the one to do it.

So, what are the benefits of hiring freelancers instead of employees that you can include in your marketing?

- ◆ For a start, we're cheaper. Not for our rate, necessarily, but because we don't need insurance or tax withheld or even super if we charge by the job. Bonus!
- ◆ We're more flexible. We can work whenever, wherever a client needs us to. We ask for nothing in return except swift payment and consideration for more work down the track
- ◆ There's no history. While employees who have been laid off might seem a natural choice for contracting work, they could be resentful of their old company. You're a fresh face and there's no bad blood.

The best way to remind your clients about your existence is a phone call. People prefer email because it's less scary, but chances are you'll get lost in the fray. Call your clients and see how they're going. Offer them a meeting without charge to go over how you might be able to help them in this scary economic time. You may not get work immediately, but at least you'll be in mind.

And make sure you keep your website up to date and fabulous, attend loads of events and make more time for your marketing (you need to devote at least one day a month, or even one a week). New clients may appear.

Keep reminding clients of their bottom line, and how good you can be for it, and your recession could be less painful than you predict.

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AdHoc

The Freelance Success Newsletter

What's Up Freelance Success?

◆ We're back! First, a full workshop for those of you in Sydney...

Three days is all you need to acquire the tools that will turn your career from an out of control spin on the hamster wheel to a strong and dependable income. A big claim, yes, but after all these years we know it's true!
When? 3 Saturdays, starting on Saturday 7th March and finishing Saturday 21st March 2009.

Time? 9am to 5pm each day.

Where? Mechanics School of Arts, Pitt Street Sydney.

Cost? \$330 full or \$275 conc. The workshop covers 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 or call the office during business hours on 02 9516 5312.

◆ And a workshop for those charming Canberrans...

Finally, we journey to the lovely ACT for the full workshop, run by CSB and called *Running your Own Creative Business*. It's more or less the same as the usual workshop, and you'll get all the info you need to be a success in your chosen creative career.

When? 3 days, starting Wednesday 4th March and finishing Friday 6th March 2009.

Time? 10am to 5:30 each day.

Where? Canberra Museum & Art Gallery, Public Meeting Room.

Cost? \$150! (it's subsidised) For more information please visit www.freelancesuccess.com.au/calender or call the CSB during business hours on 03 9602 8300.

◆ Updated website and new stuff in the works for 2009...

Stay tuned for more info about new workshops and mentoring...

Next mailout... Friday 13 March 09

freelance success

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