

Issue 28 - Oct 2009

Wow, who knew I was capable of a vanishing act! My great apologies to everyone who thought I'd dropped off the planet completely. Things are usually hectic around here, but this year has been particularly mad. As well as the usual work craziness, in the last few months I've had a knee operation (ouch!), helped my oldest daughter get into high school (yikes!), moved house (eeeergh) and got engaged to my handsome Irish boyfriend (yay!). I've also just come back from a month overseas, fifteen planes in four weeks (which is my idea of heaven). I went to the soft launch of some short films I made in Scotland, I survived the Correfoc fire festival in Barcelona, and I attended my first Premier League football match (come on the Gunners). And now that we're on the home stretch for 2009 and 2010 is just around the corner, in this newsletter we look at the all important task of acquiring new clients. We also chat about paying yourself, and the few little events still to come on the Freelance Success calendar. And until next month, all the best with your freelancing!

Monica

Freelance F A Qs

*Dear Monica,
Can I claim the money that I pay myself as a tax deduction? Dan*

It depends, are you a sole trader or a company? Your business structure helps you answer the question. As a sole trader, you and the business are the same thing as far as the ATO are concerned. In other words, any money that you spend on business expenses are a tax deduction, but the money you take for your personal spending is *not*. After all, it's all still your money. On the other hand, as a company you have set up a completely separate business entity from yourself. If you employ yourself, and therefore pay your own PAYG and super and become an employee of your own company, then all that money you spend (even super) becomes a tax deduction. Call the ATO for more on 13 28 66.

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

Feature Article: Client Acquisition

Next year is coming, and for some of you it may be a nerve-wracking prospect. Do you already have work lined up? Or is 2010 still a giant blank slate? Unless your dance card is already full, it's time to get some new clients.

Step 1: What Do You Do?

Time to sit down and really identify what you have to offer. Is there anything new you'd like to add to your services or products? Is there anything to get rid of? What's your core business? What are your add-ons? For example, in Freelance Success my core product is The Workshop, but my add-ons include modular short courses, consulting to business organisations, mentoring, hosting events, and writing.

Step 2: Who are your clients? Maybe it's time to get clear about your client profiles. Who are they and what do they want? Do you have more than one kind of client? Do they require different marketing strategies to reach effectively?

Step 3: Get off your butt. Try the following and see if it gets some results:

- ◆ **Reach Out**—cold calls to strangers, warm calls to potential clients you've met before, meetings for coffee with clients from the past, it all helps.
 - ◆ **Increase your online presence**—Get your website up to date and sexy. Start a blog. Get a mailing list happening and send a regular newsletter. Work on your Search Engine Optimisation (SEO). If you don't know what that is, find out!
 - ◆ **Gain credibility**—Potential clients are more likely to find you if you become a recognised expert in your creative field. Enter competitions. Learn how to do public speaking. Offer to speak at conferences. Get your Certificate IV in Training and Assessment and become an educator. Learn how to write articles and start contributing to publications and websites in your professional field.
 - ◆ **Start tendering.** If you've never considered doing government work, think again. State and federal bodies are often looking for creatives, if you're prepared the opportunities out there.
- Good luck for 2010!

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AdHOC

The Freelance Success Newsletter

What's Up Freelance Success?

◆ We've been so busy that there's hardly any year left!

Only one more workshop coming up, in Sydney at the Sydney Community College. It contains all the usual wonderful information that you need about being in creative business, including setting up, managing your money, tax necessities, legal stuff and marketing.

Title? Creative + Business

When? 3 Saturdays, starting on Saturday 21st November and finishing Saturday 5th December.

Time? 9am to 4:30pm each day.

Where? Leichhardt High School, Cnr Moore St West and Balmain Rd Leichhardt. Parking available.

Cost? \$249.

This is the last workshop until February next year. To enrol, or for more information please visit www.sydneycommunitycollege.com.au/course/BSCD2 or call the office during business hours on 02 8752 7555.

◆ The Sandpit is on in four cities with more to come...

It started with Sydney, and since then we've been joined by Canberra, Brisbane and now Melbourne. The first Melbourne Sandpit went completely off, with more than 30 people coming along to drink and chat. Well done Kyra and Co. So, what's The Sandpit? It's **networking** for people who'd hate to network. It's about having fun and making like-minded friends. No wankers allowed, and it's **free!** Visit www.freelancesuccess.com.au/thesandpit or find us on **Facebook**, just search for The Sandpit group. Want to start your own? Get in touch now!

Next mailout... Friday 20th Nov 09

freelance success

Business Skills for Creative People.

www.freelancesuccess.com.au
info@freelancesuccess.com.au
Telephone: 02 9559 1901
Mobile: 0408 211 318