

Welcome to the Year of the Tiger! Not the "eye of the tiger", of course, although I'll probably be humming that song more—it's in my brain right now! I've just had a lovely lllloooooonngg holiday with my family, which was wonderful. We hardly saw each other in the last months of the year so it was great to be able to have a good long chat. And First Born Daughter is about to go off to high school this week, which is a huge shock. How did I get that old! As for the rest of 2010, it's starting to take shape. So far it's happy-busy but not crazy-busy, I'm hoping I have time to go through my goals and redo my marketing plans for 2010. With that in mind, our feature article is all about creative marketing, thanks to guest writer Brook. I hope this helps you get the ball rolling on your Tiger Year, may it be fun— and work-filled for you! Happy freelancing!

Monica



Year of the Tiger – ROAR!!

Freelance F A Qs

Dear Monica, I've been offered a creative job three days a week, and I can be either a part time employee or a contractor. Which is better? TP

It depends on where you want to go with your career. If you're happy to move as a freelancer from one employee position to another, that's fine and certainly the less stressful option. If, on the other hand, you want to become a creative business, you're going to have to get an ABN and invoice for your work at some stage. You'll also need to take care of your own taxes and think about your superannuation. Personally, I've always preferred to throw myself into scary new tasks and learn on the job, but you might prefer to take it more slowly. Up to you!

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

Feature Article: Marketing Creatively

It's a brilliant time to market your freelancing business. Since the advent of blogging, widespread broadband, and countless social/share websites, a plethora of do-it-yourself possibilities puts creative freelancers with limited budgets at an advantage.

A blog is one of the best and most effective ways to build your online presence, attract visitors and clientele, and pull your online marketing together. Update regularly with highlights of your work, distribute it on other sites, and make it easy for others to distribute by adding things like 'AddThis' gadgets.

YouTube has 13 ways to share content – a good start. Try making short videos of yourself sharing something useful. Embed video into your website, blog landing page or homepage. Refresh these regularly, it helps your search engine ranking. Don't forget that YouTube is part video, part search engine, so spend time in your description and keywords.

Twitter is a fantastic marketing medium to educate your 'followers' on what you do, listen to potential and actual customers, and connect with useful businesses. Called 'Facebook on amphetamines', it is time-consuming, but it's free and effective once you gain momentum. Facebook is far from dead and great for building your professional identity through content, shout-outs and connections.

Sending out regular email newsletters educates people on what you do, builds your profile and reputation, and keeps you top-of-mind next time a creative freelancer is needed. Many people prefer to receive information to read at their leisure and it's a luxury having a database of people anticipating your emails – so treat them well.

Remember to tweak your message on each different channel so it's suitable, relevant, succinct and smart. Share and share alike – frequent the websites you'd like to be on, listen to what people are saying there and contribute to the discussion by promoting others' work, as well as your own.

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AdHOC

The Freelance Success Newsletter

What's Up Freelance Success?

◆ Thanks to Brook McCarthy for the guest article!

Brook contributed the article that you can read to the left here. For more info about Brook, visit her at www.YogaReach.com.au. If you'd like to contribute something to *AdHoc*, email monica@freelancesuccess.com.au for more info. Great work!

◆ The Sandpits Keep on Coming!

Our non-networking night is cooling off a little over summer but there are still a couple of events coming up. Why not come along and bring your pals? Upcoming Sandpits are...

Sydney—Wed 27th January from 7pm at the fabulous and exotic Zanzibar Rooftop in Newtown.

Others are gearing up in Melbourne, Brisbane and ACT. Find us on **Facebook** or visit www.freelancesuccess.com.au/thesandpit. Want to start your own? Get in touch now!

◆ Workshops are a-coming for 2010...

Sydney, Melbourne and Brisbane workshops are all booked for early this year, so you're sure to find one close to you!

Title? Running Your Own Creative Business

When? 3 days, Wednesday to Friday, 9am to 5pm each day. And those dates are...

Sydney: 3rd to 5th March 2010
Melbourne: 25th to 26th March
Brisbane: 16th to 18th April

For more information please visit our calendar on the website at www.freelancesuccess.com.au/calendar or call the office on 02 9559 1901 or 0408 211 318.

Next mailout... Friday 19th Feb 2010

freelance success

Business Skills for Creative People.

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