

I started off the year with my usual feelings of trepidation, worried that there would be no work after the long, dry summer break. How wrong I was! The workshop bookings and writing assignments are rolling in, thankfully. Still, I'm looking for more film work and as such I had to make a difficult decision this week. I turned down paid work in favour of spending some time on looking for tenders. It probably seems counter-intuitive, but in my gut it feels right to say no to a day of go-nowhere money work for the potential payoff that comes from a full-on marketing and research punch. Only time will tell, so we'll see! And speaking of which, this month we look at the tendering process. Not something that suits everyone, but worth a look. There's also loads of news from Freelance Success, so read on! And happy freelancing!

Monica



Freelance F A Qs

Dear Monica,
How can I ensure that my ideas are protected when I attend a pitch meeting? Barb

Firstly, make sure you have written material that you can pass around, with the words "In Confidence" printed on it, and use the copyright symbol © on every page. You can also use the law of confidentiality to protect you. This law protects private or secret information. The most important thing to remember is that the onus is on *you* to request confidentiality. There's no expectation on the person *hearing* the information to keep it secret, the person *telling* has to ask for it. For more information about confidentiality I highly recommend the Arts Law Centre of Australia. Visit www.artslaw.com.au for more.

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

Feature Article: Tenders and EOI

It seems that not a lot of creative freelancers consider tendering as a way of finding work. While it can often be time consuming and very challenging, tendering can also result in some awesome (and big budget) opportunities - as long as you can find them.

A tender is like a job application for businesses. Organisations (both public and private) ask for submissions for certain projects or services. For example, here at Twoshotmedia we have bid for tenders to make video projects for a variety of government agencies. And yes, with some success!

The first step is to find out where tenders are advertised, and what organisations want. Government agencies routinely put out tenders and advertise in the newspaper. You can also visit their websites, or join a website that searches tenders for you. For more links, visit the new Tenders page on the Freelance Success website.

Tenders usually have a budget of \$50,000 and above. If the budget is smaller, agencies will ask for an EOI or Expression of Interest. It's very similar, although the application process is often less strenuous.

It's vital that you read any tender documents provided by the organisation thoroughly. I have not submitted on plenty of occasions because we simply didn't have the resources to do the job perfectly. While there's usually no harm in bluffing with a small client or a little budget, tendering is not the time to exaggerate what you can do. Honesty is by far the best policy.

This is a highly competitive process, so provide the best quote you can. The budget can be a bit of a mystery, the documents aren't always helpful, but this is where small freelance businesses can really rock. We usually have fewer expenses than big companies and can give more economical quotes.

Finally, if you want to submit a tender, you'll need an ABN GST registration. You may also need Professional Indemnity Insurance, which protects clients against the consequences of your wrong-doing. Good luck!

© Monica Davidson 2010

AdHOC

The Freelance Success Newsletter

What's Up Freelance Success?

◆ The Freelance Success website has a makeover...

It's always been pretty good, but now we think it's great. Why not check it out, including our new Blog, NetWork and Tenders pages. You'll find the website at www.freelancesuccess.com.au.

◆ Freelancing for Dummies is in a Book Club!

We're very excited that the book has been chosen to be the first featured in 2010 by the NSW Small Business Book Club. Monica is doing a reading and giving advice if she's asked. It's a free event, so for more info visit www.smallbiz.nsw.gov.au/initiatives/hbb/bookclub or see our Events page. It's on March 17th and 18th, from 6pm.

◆ The new slate of Workshops is coming...

Sydney, Melbourne and Brisbane workshops are all booked, so why not come along! The dates are...

Sydney: 3rd to 5th March

Melbourne: 24th 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.

◆ The Sandpits are back bigger than ever.

If you want to meet some like-minded creatives and enjoy a bevvy then come along to our non-networking nights. Sydney, Melbourne and Brisbane are all going strong, but we need someone to host the Canberra event. Interested? Call us or visit www.freelancesuccess.com.au/thesandpit. You can also find us on Facebook. See you there!

Next mailout... Friday 19th March 10

freelance success

Business Skills for Creative People.

www.freelancesuccess.com.au

info@freelancesuccess.com.au

Telephone: 02 9559 1901

Mobile: 0408 211 318