

Marketing Conference for Creative Freelancers: Finding and Keeping Work in a Tough Economy

Bastyr University, Hemlock Room #1062

March 27, 2010

8 a.m.-5:30 p.m.

Agenda

8-8:30 a.m. **Check-in and breakfast**

8:30-8:45 a.m. **Welcome**

8:45-9:45 a.m. **Diversify or Starve! How to Stay Busy in a Tough Freelance Market**
Michelle Goodman, Freelance Writer, Careers and Self-employment, Seattle

Savvy freelancers know that diversification is the key to staying busy. Branching into other industries, technologies, and skill sets can make the difference between staying self-employed and returning to the cubicle. But if all your professional contacts know you as a technical writer, how do you get them to see you as a technical editor, copywriter, or web designer too? In this session, freelance writer and author Michelle Goodman discusses how to identify markets that are a natural extension of your current skills, break into them, and promote your various niches on your website and marketing materials. She'll also talk about avoiding the freelancer's kiss of death: spreading yourself too thin.

Michelle Goodman is a Seattle-based freelancer who writes about careers and self-employment for ABC News, *Entrepreneur*, the *Seattle Times*, Yahoo, and others. She's author of *My So-Called Freelance Life: How to Survive and Thrive as a Creative Professional for Hire* and *The Anti 9-to-5 Guide: Practical Career Advice for Women Who Think Outside the Cube*. For more information, see <http://www.Anti9to5Guide.com>.



9:45-10 a.m. **Break**

10 a.m.-noon **Effective Job Search Techniques for Social Networking**
Ed Marshall, Principal, Marshall Documentation Consulting, Boston

During the past five years, social networking has grown rapidly in popularity. Today, it's an essential component in promoting small businesses and finding work.

In this presentation, Ed Marshall, an independent technical communications consultant who has used social networking successfully to land paying projects, introduces us to some of most popular, helpful professional and social networking sites, such as LinkedIn, Twitter, and Facebook. He also explains how to use each site for expanding your job search beyond your immediate network to:

- Advertise that you are looking for work
- Post your resume
- Collect recommendations
- Research companies

In addition, Ed covers these topics:

- Best practices and examples for using social media safely
- Lesser-known tips for effective online resumes, profiles, and snapshots
- The advantages of having your own Web site and blog

Ed Marshall is an independent technical writing consultant and sole proprietor of Marshall Documentation Consulting, with more than 22 years of experience. He specializes in APIs/SDKs (application programming interfaces/software development kits), Web services products, and other types of documentation aimed at developers. Throughout his career, Ed has developed expertise in using tools to "let the computer do the work," such as advanced tools for editing files, comparing files, and searching and replacing text in files.



Ed is a popular speaker at a variety of professional development conferences, locally and nationwide. His previous appearances include events sponsored by the Society for Technical Communication (STC), WritersUA, and DocTrain. For more information about Ed's experience and services, see <http://www.marshalldocumentationservices.com>.

noon-1:30 p.m.

Lunch (on your own)

1:30-2:30 p.m.

Working with Contract Agencies

Cheryl Landes, Owner, Tabby Cat Communications, Seattle

More creative jobs are becoming project-based or on contracts through placement agencies that can range from one month to a year or more. In this session, Cheryl Landes, an experienced contractor, provides tips on how to work with agencies that place creatives on contract assignments. She also describes the current climate at the agencies and how job seekers can navigate this intricate maze so that their resumes will be noticed and presented to the hiring clients.

Cheryl Landes, an award-winning technical writer and STC Associate Fellow, is the owner of Tabby Cat Communications in Seattle. She has more than 19 years of experience as a regular, full-time employee and contract technical communicator in several industries: computer software, marine transportation, manufacturing, HVAC, energy metering and monitoring systems, and the trade press. Her experience as a technical writing and indexing contractor through agencies spans 15 years for clients in the Northwest and Northeast. She is also a published travel writer with more than 100 articles and three books: *Beautiful America's Seattle*, *Beautiful America's Idaho*, and *Those Wild Northwest Days*.



Cheryl is a member of the Board of Directors for the American Society for Indexing (ASI). She is active in two STC chapters, Puget Sound and Boston, and three international SIGs. She speaks frequently at ASI and STC meetings throughout the United States and Canada. For more information about Cheryl's experience and services, see <http://www.tabbycatco.com>.

2:30-3:15 p.m.

Starting and Maintaining a Freelance Business: Share Your Approach (Part 1)

A discussion facilitated by Nancy Gerth, Nancy Gerth Indexing, Sagle, Idaho, and Cheryl Landes (Nancy pictured at right; Cheryl's picture in "Working with Contract Agencies" session)

Here's a chance for you to network and learn from your peers. Using the information from our speakers today, we will guide each participant in creating a personal marketing plan for 2010. Bring your laptops or work on paper.

In the last part of the session, we will share stories about marketing techniques that have worked for us in the past. This should be quite a brainstorm!

After teaching philosophy at the college level for 10 years, **Nancy Gerth** designed and documented a fully integrated five-module accounting software package. She has written, edited, published, and indexed (where appropriate) books, manuals, grants, instructional material, magazine and newspaper articles and poetry (unpublished). An indexer since 2005, Nancy has a B.A. from the University of Pennsylvania, and a M.A. and Ph.D. from Cornell University. Nancy is currently president of the Pacific Northwest Chapter of the American Society for Indexing (PNW/ASI).



3:15-3:30 p.m.

Break

3:30-4:30 p.m.

Price Negotiations and Personal Brand Value

Jeff Barlow, Principal and Creative Director of Jelvetica, Seattle

In an economy of shrinking budgets, it's important to be valuable to your potential customers. This presentation covers how to approach the subject of money with budget-conscious clients, and how to build your value by creating a personal/company brand.

Jeff Barlow specializes in idea generation and brand-building. His work and ideas have been featured in *Communication Arts*, the *HOW International Design Annual*, and the *HOW Self Promotion Annual*. His annual report and non-profit work have also been honored by *Creativity 27*, *Print magazine* and other publications. His strategic and design experience includes work for Expedia, The National MS



Society, The Make-A-Wish Foundation, Nickelodeon, and Disney.

But creative strength is only a part of his success. In addition to being a skilled designer, he has bridged the gap from being just the creative lead to acquiring the skills needed to be a successful business operator—because creativity is most valuable when it's backed by keen business sense, collaborative client relations, and meticulous project management ability.

Jeff is also currently the president of the Seattle chapter of AIGA (the professional association for design) and is responsible for leading the 700+ local members in the use of designing as a professional craft, a strategic business tool, and a cultural force. For more information about Jeff's experience and services, see <http://www.jelvetica.com>.

4:30-5:15 p.m.

Starting and Maintaining a Freelance Business: Share Your Approach (Part 2)

For details, see part 1 of this session on the previous page.

5:15-5:30 p.m.

Wrap-up