

The Lucky Freelancer

Authentic * Creative * Abundant



Is your freelance lifestyle everything you want it to be? If not, join us to learn more about how you can build a business that supports the life you really want to live.

Maya Frost

Freelance Lifestyle Expert

We're delighted that NAIWE Expert Maya Frost will be phoning in from Argentina on September 23, 2009 for a teleclass on *The Freelance Lifestyle: How to Create Lucrative Work You Love Wherever You Choose to Live*.



She'll talk about:

- Overcoming obstacles—both real and imaginary
- How to reduce your costs and live more richly
- Why the old rules no longer apply—and which one you must follow now
- Leveraging your obvious talents—and discovering new ones
- Why place matters—and how to pick the best one for you
- The power of friends—and where to find them
- Going with the flow—creating your best work at any stage of life

Maya Frost has taught thousands of people how to pay attention to what matters most. Most recently, she's been focusing on innovations in education and how we can help our young people embrace their freedom to dig into the learning that lights them up. Her first book, *The New Global Student: Skip the SAT, Save Thousands on Tuition, and Get a Truly International Education*, was published by Random House/Crown in May.

Maya has spent most of her life in the Pacific Northwest, but has traveled extensively and lived in Japan, Mexico and Argentina. With her four daughters happily launched, she is currently living in Buenos Aires with her husband and writing a novel about expatriates from all over the world who create new lives abroad.

The more that you read, the more things you will know. The more that you learn, the more places you'll go.

—Dr. Seuss

Mary DeMuth



The newest member of the NAIWE Board of Experts is **Mary DeMuth**, Book Mentor for Faith-Based Writers. Author of seven traditionally published novels and parenting books, Mary DeMuth helps readers, listeners and writers turn their trials to triumph.

As Book Mentor at The Writing Spa (www.thewritingspa.com), Mary helps writers create the kinds of proposals that get editor's and agent's attention. She speaks nationally at several major writing conferences a year, and she's been published in *The Writer* and *Writer's Digest*.

Watch for her teleclass on *How to Write a Killer Nonfiction Book Proposal* early in 2010!

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I received an e-mail a couple of weeks ago from a prospective member who was struggling to make an adequate living as a freelance copywriter. The writer's credentials were outstanding, his list of previous clients was impressive, and his writing style was compelling, and yet he still struggled to stay afloat. His question was very basic; "I'm working 10 hours a day and barely making ends meet. How can I find more hours in the day?"

The question reminded me of the story that Stephen Covey tells in *The Seven Habits of Highly Effective People* (a book I recommend for anyone who wants to lead a more effective life) of the man who scaled a difficult wall, only to discover at the top that he'd been climbing the wrong wall. My correspondent didn't need to know how to find more hours in his day, he needed to learn how to more effectively use the hours he had.

If you're working ten hours a day and not making ends meet, something is wrong with your business model! Since NAIWE is focused on helping members build solid, profitable freelance businesses, one of the things I enjoy doing is slipping a bit of quick coaching into e-mail responses. I asked the writer several strategic questions designed to help him think through the elements of his business and point him in a much more profitable direction. This morning, I got another e-mail from him:

"Thank you so much for the questions you sent. I was annoyed when I got them, thinking that I didn't have time to answer a bunch of crazy questions, when I was bailing for dear life. I glanced over them, though, and the second question slapped me like a cold fish. You asked, "Do you ever bid too low for a job because you feel that if you charged for the real amount of time it would take, you wouldn't get the job?"

"I realized that I do this all the time. I end up working for peanuts, when I could work a lot less if I got paid decently for what I did. I'm still thinking about this. Your questions are pointing me in a new direction, and I'm learning new things just by going through them. Finally, I feel hope. I think I can see how to make it after all!"

Knowing which wall to climb and what to do when you're over the top is essential for becoming what I've called a Lucky Freelancer. Although it looks as though some people get all the breaks and are just plain lucky in their freelance

When is an e-mail not an e-mail?

When it's a mini coaching session!

business life, they've gotten that way by scaling the right wall, and learning what to do when they get where they want to go. "Lucky" is something that you can choose, but it takes time, effort, and purpose.

Where are *you* on the path toward Lucky?

So when is an e-mail not an e-mail? When it's a mini-coaching session! I've pulled together some of my favorite coaching questions into a Lucky Freelancer Quiz that is posted in the member area of NAIWE or available when you subscribe to The Edge, NAIWE's free e-zine.

Socrates knew that questions are one of the most effective ways of making people think, and they work as well today as they did in ancient Greece. These questions should help you evaluate what you're doing, assess whether it's effective, and move you toward a better business model. If you work through them thoughtfully, you'll find that they'll begin to change your mind, your habits, and eventually, your business.

If you'd like real-time, personal help with the transition, we're offering the Lucky Freelancer Fast Track, a group-coaching session that begins in September. It's like a mini-MBA in freelance business practices, and it's guaranteed to prepare you for a very different, more successful business in 2010. You can read more about it at www.LuckyFreelancer.com. I'd love to work with you!

To your growing success,

—Janice Campbell

Director, www.NAIWE.com

P.S. If you'd like to learn how **passive income** and **multiple streams of income** can transform your professional life, then the Fast Track is definitely for you.

The Lucky Freelancer™



This newsletter is published for the members of NAIWE. If you're not a member, please consider this sample issue an invitation to join us at NAIWE.com!

Members: Please send news items and calendar events to editor@naiwe.com. © 2009

Simplify

It's the Key to Working Smarter

Efficiency is more important than ever for writers and editors. It seems that everyone's calendar has been put on fast-forward, and productivity demands increase daily. One of the key elements of working smarter is simplifying the way you work, and where you work. Here are some tips:

- Schedule routine tasks into four segments: early morning, late morning, early afternoon, and late afternoon. Decide which tasks you perform best at what time of day.
- Organize your workspace. Remove from your space anything that you don't need constant access to, like a stapler or three-hole punch. Keep papers in appropriate baskets: pending, action, active project, or to be filed. Deal with paperwork when you do administrative work. Open mail next to a trash can or shredder, toss what you don't need, and immediately file what remains.
- Keep two lists: a priority list and a to-do list in order to manage projects and activities. The short priority list can help you create a to-do list with activities that move you toward your most important goals.

A calendar-based planner such as those sold by Franklin Covey can help keep life and lists in order. I recommend having a tabbed monthly section for at-a-glance planning, a weekly overview page for priorities, and a daily section

Calendar

September 9, 2009- Shel Horowitz, NAIWE's Grass-roots/Ethical Marketing Expert will be a Book Chat guest on *The Freelance Life*, talking about *Principled Profits*.

September 23, 2009- Maya Frost, NAIWE's Freelance Lifestyle Expert will call in from Argentina for a teleclass on *The Freelance Lifestyle: How to Create Lucrative Work You Love Wherever You Choose to Live*.

Looking Ahead

We're scheduling now for October-December. We have a great line-up of teleclasses from our Experts, but we'd like to feature NAIWE members on *The Freelance Life* podcast in either a Book Chat (discussing their own books) or a Member of the Month interview. Remember, if you have a special event coming up, you can e-mail it to editor@NAIWE.com for inclusion in the NewsWire blog. Don't miss your marketing opportunities!

WORK SMARTER, NOT HARDER

for your to-do lists. Self-stick notes can work well for projects and reminders that need to move from day to day.

On your weekly list, you can place jobs into the following categories:

1. Must be done on a specific day (write it there).
2. Must be done, but any day will do.
3. Just doesn't need to be done— maybe ever!

In addition, white boards, blackboards, or bulletin boards, placed in a prominent place, are a good way to remind yourself and others at home or at work of things that need to be done or important dates. A white board or blackboard also is good for a "running" shopping list. When family members or office staff discover that something is in short supply, they can write it on the board. The only caveat is to keep these tools clean and clutter-free so they don't disturb your creative flow when you're working. No matter where you work, a clean uncluttered space will help you be more productive.



Live Before You Write

Spend some time living before you start writing. What I find to be very bad advice is the snappy little sentence, "Write what you know." It is the most tiresome and stupid advice that could possibly be given. If we write simply about what we know we never grow. We don't develop any facility for languages, or an interest in others, or a desire to travel and explore and face experience head-on. We just coil tighter and tighter into our boring little selves. What one should write about is what interests one.

—Annie Proulx

TIME TO GROW!

*Freedom is not in doing what you want to do,
but in becoming what you want to be.*

—Ardis Whitman

Benefits of Blogging

I just came across an excellent article discussing what blogging can do for your business (it doesn't matter whether you write fiction or do copyediting—you're an entrepreneur). In "Blogging: The Best SEO Tool for Small Businesses," *Small Business Trends* writer Janet Meiners Thaler reports on a Hubspot study that shows "companies that blog have far better marketing results" than companies that don't, including:

- 55% more visitors to their website
- 97% more links to their website
- 434% more indexed pages

A blog is a particularly potent tool for writers. I've discovered many of my favorite authors through their blogs. I find if I enjoy what they write there, I can be fairly confident that I'll enjoy their books as well.

Every time a member blogs on one of the NAIWE-linked blogs, the entire site receives an SEO boost, and the blogger rises in Google search engine rankings. I've informally tested how long it takes for a NewsWire post or one of my personal posts to show up in Google Alerts or on the front page of Google, and it's often less than an hour. The search engines love the PHP format and fresh content!

The lesson? Post something on your blog at least once a week. If you're not sure where to start, Thaler offers helpful tips and links to other resources, or you can simply take note of blogs you enjoy and see what makes them work. Blogging can be a key promotional strategy, and it's an easy way to build your professional reputation and network.

If you'd like to read the referenced article, visit the NAIWE NewsWire blog (news.naiwe.com) and you'll find links to the article and the original study.



Lucky Freelancer Fast Track Members get \$149 off!

The Lucky Freelancer Fast Track program is built on the premise that when you know better, you can do better. As a freelancer, you'll find there is much to learn beyond your core skill. If you're a writer, you need to know how to position yourself so that the readers you write for can find you. If you provide writing or editing services, you need know how to market yourself so that you can attract and retain your ideal client. When you begin trying to convert your time and talent into income, you simply can't know all that you don't know. The Lucky Freelancer Fast Track is designed like a mini-MBA for freelancers, and it really can put you on the fast track to success—however you define it. There is a \$500 Early Bird Discount (in addition to your member discount) that expires September 9, 2009, so don't wait!

www.LuckyFreelancer.com



National Association of
**Independent
Writers and Editors**

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