



## Sessions and Presenters (Days and times to be announced)

### **Friday, October 11 and Saturday, October 12**

#### • **You Oughta be in Visuals: Make Your Social Sizzle to Fire Up Your Freelancing, *Walt Jaschek***

Most of us are “word people,” but nowadays, it’s more and more important to promote a freelance business through visual media as well as the standard networking, social media (Twitter, LinkedIn, Facebook, etc.), website, press releases and other traditional efforts. Video content is expected to make up 80 percent of all Internet traffic by the end of 2019. Learn how to use video, Instagram, YouTube, Pinterest, podcasting and similar visual outlets to get the word out about your skills and services. This lively session will get you excited about adding visual elements to your promotional efforts.

#### • **Finding and Working with Independent Authors, *Dick Margulis***

Independent authors might be the best, and fastest-growing group of, clients for many freelancers to work with, especially because many will pay for skills and services in editing, proofreading, design and layout, and publishing. Learn how to build up your freelance business by finding clients in, and structuring effective, profitable working relationships with, this sector of the publishing world.

#### • **New Angles in Editing, *Marilyn Schwartz***

Those who revere Amy Einsohn’s classic *Copyeditor’s Handbook* will be thrilled to know that the University of California Press has published a new fourth edition, substantially revised and updated by **Marilyn Schwartz**, along with a new companion workbook prepared with co-author **Erika Bůky**. The *Handbook* has long served as a valuable resource for writers and an essential reference for editors and proofreaders at every stage of their careers and in all areas of editing. Get the insider’s take on both the timeless wisdom of this beloved text and some critical new angles in editing that are explored in the revised edition and its accompanying *Workbook*.

#### • **Working with Word/Acrobat, *April Michelle Davis***

Whether we like it or hate it, Microsoft Word remains the big dog on the word-processing playground and we all have to use it for writing, editing and proofreading work because it’s what most of our clients use — but using it effectively still presents challenges for many freelancers in publishing. Acrobat is also becoming a standard for not only proofreading, as it was originally designed for, but editing as well. Learn how to make the most of these essential tools, including practical tips and shortcuts/macros, educating clients unfamiliar with the programs, and rescuing documents from those dreaded crashes.

#### • **Build a Better Website to Promote Your Freelance Business, *Meghan Pinson and Ruth E. Thaler-Carter***

It’s become common knowledge that freelancers need websites to build and support their business efforts. Find out why, and learn how, with tips on how to name your site, what to include, what not to do, how to make your site — and your business — look their best, and how to generate traffic through effective search engine optimization. If you don’t have a website yet, this session will get you started. If you already have one, this session will help you make it better at promoting your business and laying the groundwork for better interactions with clients.

**7 p.m. Dinner (not included in registration) – group outing will be arranged**



- ***The Art of Persuasion: How to Get Paid What You Deserve, Jake Poinier***

Getting paid what we're worth is a challenge for freelancers both new and established. There always seems to be a new twist in how clients try to pay less than we expect or think we have earned. Pick up on practical, effective insights into positioning yourself with clients to ensure you generate the fees, rates and overall income that your experience and skills deserve, including tactics for increasing rates from current clients, developing referrals and more.

- ***Get it in Writing!, Dick Margulis and Karin Cather***

The very idea of a contract for freelance editorial work scares many of us silly, so we often agree to projects without having agreements or contracts in hand. That can work — but it can backfire. The authors of *The Paper It's Written On* (developed as a result of a previous Communication Central presentation) — one long-time freelance editor/book developer and one attorney/editor — will walk you through why a contract is important and what to include in one.

- ***The Business of Being in Business, April Michelle Davis***

It takes more than good writing skills, a sharp eye for typos, a love of reading, the ability to alphabetize, a cell-phone camera, etc., to be a successful writer, editor, proofreader, indexer, graphic artist or any other freelancer. Succeeding means taking seriously the concept of being in business. You can be brilliant at what you do and still fail if you don't set up your freelance effort as a business and treat it as a serious venture. Find out how to incorporate key business skills and tools to make your freelancing a success — or a bigger and better one.

- ***Effective Résumés for Freelancers, Rose "JobDoc" Jonas***

Even in these days of online visibility through websites, LinkedIn profiles and similar ways to tell the world how great you are in your freelance niche, you often still need a résumé. Crafting one that works is a challenge, especially for those turning to freelancing after (or while still) working in-house. Find out what does and doesn't work so you have the right document at hand whenever you need it.

- ***Your Best Publishing Option: Traditional, Hybrid or Entrepreneurial, Roger Leslie***

As a freelancer, you decide how your books come to life. Knowing the key elements of book production, marketing and distribution direct you to the best publishing option for you. Choosing the publishing route that best suits your time, money and energy empowers you to do what you love most as your business and brand grow from a colleague whose goal is to help you "Live the Life You Dream." Writers can use this session to get their work published; editors and proofreaders will find the session helpful in understanding how to work with aspiring authors.

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### ***Sunday, October 13***

- ***Freelancing 101: Launching and Managing Your Freelance Business, Meghan Pinson***

Freelancing is a dream for so many people nowadays, and the "gig economy" is only expanding as time goes by. Learn when and how to launch and manage your freelance writing, editing, proofreading, indexing, graphics or other publishing business to minimize the risks and maximize the advantages, along with tips about balancing work and family, among other important considerations.