

July 22, 2011, Freelance Friday #EFAChat
Topic: Marketing tips for a balanced workload
23 contributors

@EFAFreelancers: Welcome to our July Freelance Friday! Use the #EFAChat hashtag to join the discussion. Our topic is marketing. #efachat

@virtuallori: Noneditors: I'm participating in the #EFAChat for the next hour. Please pardon me if I'm chattier than usual.

@EFAFreelancers: I'll be asking some questions to get the chat started. Feel free to jump in any time! Just remember to include the #EFAChat hashtag.

@EFAFreelancers: You may want to use this link to follow: <http://tweetchat.com/room/efachat> if you're new to Twitter chats. #efachat

@EFAFreelancers: Let's start off with some introductions first. Where is everybody from, and what do you do? #efachat

@KOKEdit: As @virtuallori said about herself, I too am participating in the #EFAChat for the next hour. Please pardon me if I'm chattier than usual.

@virtuallori: @EFAFreelancers Lori Paximadis, Cleveland, Ohio, freelance editor, proofreader, & project manager #EFAChat

@jamesfraleigh: I'm from northern NJ, and I'm a freelance copy editor, proofreader, and writer. Have been for just over 2.5 yrs. Loving it. #EFAChat

@KOKEdit: @EFAFreelancers Hi, all. I'm been a freelance medical copyeditor for nearly 17 years now. I hail from Long Island in NY State. #EFAChat

@LisaLOWens: Seattle. Write and edit for K-12 education market since 1993. Also a children's book author. #efachat

@wilcoxediting: #efachat I am a freelance fiction/creative nonfiction editor in Tucson.

@bluecrabedit: DC. Write, edit, and manage for the K-12, scholarly, and trade markets. #efachat

@ChampionEdit: #efachat Suzanne Champion, freelance copy editor, proofreader, technical writer. Silicon Valley. New projects welcome!

@GreenInkEdits: Charlottesville, VA. Been freelancing as an editor/writer for 2 months. Trying to get into fiction. #efachat

@EFAFreelancers: (@lieslw) editor & nonfiction copywriter in DC (Arkansas native though!), freelancing for about 4 yrs. #efachat

@ryanindexing: @ryanindexing @EFAFreelancers I'm a freelance indexer in Portland, Oregon. #EFAChat #EFAchat

@CCCopyEditor: I am a #freelance copy editor, proofreader, and indexer currently in Pocatello, ID. #efachat

@LisaLOWens: Fun to have a coast-to-coast chat. #efachat

@CCCopyEditor: If you use <http://tweetchat.com/room/efachat>, it will automatically put in the hashtag: #efachat

@jamesfraleigh: Wide spread of locales. Being near publishing hub (or "hub") NYC is clearly not a strict prerequisite for what we do! #EFACHat

@LisaLOWens: @jamesfraleigh I'm only just now working w/a local client for the first time in almost a decade. #efachat

@EFAFreelancers: If you're just joining, welcome to Freelance Friday. Jump in any time! Use #EFACHat hashtag in your tweets to join the discussion. #efachat

@virtuallori: @jamesfraleigh That's one of the best things about this day & age: No need to be in NYC to get work. #EFACHat

@EFAFreelancers: You can also follow the chat here: <http://tweetchat.com/room/efachat> & it automatically adds the hashtag. #efachat

@jamesfraleigh: @LisaLOWens I proofread in-office for one local client, but this week, for the 1st time so far, had to use UPS to ship proofs back. #EFACHat

@bluecrabedit: @jamesfraleigh Ditto. I've got clients around the world, and working from a distance is quick becoming a norm. #efachat

@CCCopyEditor: @jamesfraleigh I haven't worked for a local client in about 8 years. Currently have clients in NYC, UK, India, Utah, and Oregon. #efachat

@EFAFreelancers: (@lieslw): lots of local clients even prefer remote work: they don't have to give you a desk. ;) #efachat

@EFAFreelancers: OK, let's get started. What are some effective ways, in your experience, to reach out to prospective clients? #efachat

@GreenInkEdits: @jamesfraleigh I've fared better with local clients so far (not long). Having a rough time getting national work as a rookie. #efachat

@virtuallori: @EFAFreelancers It's been at least a decade since I've had a local client. Mine are all over US + UK.n #EFACHat

@jamesfraleigh: Speaking to everyone, whether they need me or not, about what I do, and handing out biz cards, has been very useful. #EFACHat

@CCCopyEditor: I look online for groups and associations in my niche (scholarly books and journals) and then join or search their directories. #efachat

@LisaLOWens: It's very important to have a web presence. Website, EFA Member Directory, blog (if it makes sense), LinkedIn. #efachat

@virtuallori: @EFAFreelancers Almost all of my work comes from word of mouth, some from EFA list. I cultivate those relationships. #EFACHat

@EFAFreelancers: @jamesfraleigh you must have a great "elevator pitch"! #efachat

@jamesfraleigh: Getting folks to know what I do so I'm front of mind in case they have friends or coworkers who voice a need for my skills. #EFACHat

@wilcoxediting: #EFACHat Getting acquainted with other freelancers can lead to work since they know your specialties and you know theirs.

@EFAFreelancers: @CCCopyEditor good tip! do you go to any local events in those groups for networking? #efachat

@virtuallori: @CCCopyEditor Joining groups in your niche is a great idea. The web makes this so much easier, too. #EFACHat

@LisaLOWens: I don't do much reaching out now beyond replying to specific project calls/ads. 95-100 % of my biz comes from referrals each yr. #efachat

@EFAFreelancers: @LisaLOWens another good tip, and not too difficult to establish these days with wordpress #efachat

@LisaLOWens: Networking with colleagues and talking about your biz to friends is also crucial. #efachat

@wilcoxediting: @virtuallori #EFACHat I also tend to put a lot of energy into maintaining the client relationships I have...leads to referrals.

@CCCopyEditor: @EFAFreelancers Sadly, Idaho is not an area rich with professional organizations! So far, I'm only working online with groups. #efachat

@jamesfraleigh: @wilcoxediting good point; i've gotten referrals that way from booked-up fellow editors who want to keep client's projects moving. #EFACHat

@KOKEdit: Much of my work comes via client referrals, but it also comes via colleague referrals and via Twitter and LinkedIn. #EFACHat

@virtuallori: @LisaLOWens My website is so pathetically out of date. n #EFACHat

@claritywriter: Beth in WashDC. Plain Language and translating mediacese, legalese and geek speak. Actively marketing since getting laid off. #efachat

@luluchadora: #EFACHat Howdy from the Lone Star State! My editing services run the gamut, from developmental work to copyediting to pub. consultation etc.

@jamesfraleigh: my site is up, but needs new entries. i've been sucked into pay copy often enough for blog writing to be an afterthought. #EFACHat

@LisaLOWens: @virtuallori @LisaLOWens I've been there. It can be hard to keep up. #efachat

@CCCopyEditor: @virtuallori My website is more or less just a placeholder, tho I try to update its content now and again. Need to get on that. #efachat

@EFAFreelancers: Lots of you getting new business thru referrals from clients & word of mouth: how do you maintain those relationships? #efachat

@jamesfraleigh: hello and welcome, lulu and beth! #EFACHat

@claritywriter: How long did it take you all to get regular income? I've had only 1 paying client so far. Doing all the right things. #efachat

@KOKEdit: Both my web site and my blog also bring in clients. #EFACHat

@EFAFreelancers: @LisaLOWens @virtuallori (from @lieslw): getting my website up & running is my summer project in my "spare time" #efachat

@CCCopyEditor: I will be sending out greeting cards with my business cards and personal messages to all my previous clients very soon: new for me. #efachat

@jamesfraleigh: Writer Keith Ferrazzi in "Never Eat Alone" has a method he calls "pinging": quick, short emails or calls, even just saying "hi" #EFAChat

@LisaLOWens: @EFAFreelancers Stay in touch, even just to say hi (without asking for work). Always do your best work. #efachat

@GreenInkEdits: Any SEO tips? When I google "copyeditor" and my city, it's 8 pages before my biz shows up! #efachat

@wilcoxediting: #EFAChat It is amazing how quickly a website can become out of date, for sure. Just realized that myself yesterday.

@virtuallori: @EFAFreelancers Relationship maintenance: Following & engaging on FB & Twitter, checking in if haven't had a project in a while... #EFAChat

@EFAFreelancers: @KOKEdit that's great! do you think people are finding you through search or via other sites' links? #efachat

@jamesfraleigh: I try to ping past clients every so often, a/w/a sources i've used for stories.

@LisaLOWens is right: Don't even have 2 ask 4 work. #EFAChat

@virtuallori: @EFAFreelancers ...holiday cards, remembering birthdays -- all without being a stalker, though. It's a fine line. #EFAChat

@CCCopyEditor: @claritywriter Depends on what you mean by "regular" income. Took a few years to get to half time, altho I wasn't trying hard then. #efachat

@wilcoxediting: #EFAChat But I try to at least post project news on my blog, even if my portfolio needs updating: wilcoxediting.com

@BookEditorLM: #EFAChat I'm a developmental editor+ghostwriter working w/authors (Philadelphia) Cultivating contacts via Twitter has paid off, over time

@bluecrabedit: I've found LinkedIn to be far more useful than fb, which I rarely use. Mostly, I benefit from word of mouth and existing contacts. #efachat

@KOKEdit: @GreenInkEdits For good SEO, have lots of incoming & outgoing links to your web site, & appear in several online venues constantly. #EFAChat

@FrugalMarketing: My site could use updating as well. I'm in the process of switching to a Wordpress template, possibly adding a blog. #EFAChat

@wilcoxediting: @virtuallori "All without being a stalker" That's the real trick. LOL. #EFAChat

@EFAFreelancers: @CCCopyEditor great! do you send holiday or birthday cards too? thank you notes can also keep you in front of current clients. #efachat

@CCCopyEditor: @Greeninkedits You can also set yourself up to come up in your area with different search terms on Google, for free. #efachat

@EFAFreelancers: @jamesfraleigh sounds easy and effective: how often does he do those "pings"? #efachat

@luluchadora: #EFACHat referrals are wonderful. I offer a discount to current clients who refer. Many also come from EFA, Twitter, and Google.

@FrugalMarketing: Bluecrab, I'm glad I'm not the only one who doesn't see the business sense of FB! #EFACHat

@CCCopyEditor: @EFAFreelancers This will be my first time sending cards. I like the idea of sending them NOT at holiday time, to stand out. #efachat

@LisaLOWens: @BookEditorLM Welcome! Same here - social networking contacts pay off over the longer haul. At least for me. #efachat

@BookEditorLM: RT @EFAFreelancers: Welcome to our July Freelance Friday! Use the #EFACHat hashtag to join the discussion. Our topic is marketing. #efachat

@scieditorIM: Adrienne, here north of Lk Ontario. Never been near a client in 14 yrs freelancing (dev & CE) el & hi-school res', mostly sci. #EFACHat

@KOKEdit: @EFAFreelancers Clients find me thru search: my site is in top 10-20 results for "copyeditor" & top 10 for "medical copyeditor." #EFACHat

@jamesfraleigh: I send holiday cards w/ business cards to hand out, & call/email if I know the person's b'day. I've also sent small year-end gifts. #EFACHat

@BookEditorLM: @LisaLOWens #efachat But that's mostly a long and convoluted haul, in my experience, not at all instant! Still ...worth it.

@luluchadora: #EFACHat this might sound silly, but I always send Xmas/holiday cards to clients to say thanks and hello. Helps maintain relationships.

@LisaLOWens: @KOKEdit Those are some amazing search stats - way to go! #efachat

@KOKEdit: @EFAFreelancers One reason my site's so high in search results is its Copyeditors' Knowledge Base, which lots of sites link to. #EFACHat

@wilcoxediting: #EFACHat I haven't yet. I would really like to this year. I'm so strapped for time during holidays, but think it's a classy thing to do.

@EFAFreelancers: @wilcoxediting "news" about achievements, completed client projects, new offerings, even personal projects is great way to update #efachat

@FrugalMarketing: Any thoughts on how to break away from a single, limited niche to other, broader areas like small business? #EFACHat

@bluecrabedit: In my job as FT editor, I hire freelancers, and one indexer sends chocolate turkeys at thanksgiving. I keep hiring her for them! #efachat

@CCCopyEditor: @luluchadora Doesn't sound silly at all. #efachat

@jamesfraleigh: @EFAFreelancers Ferrazzi does them on a regular schedule. Don't recall what it was, but there's a comfort zone for both parties. #EFACHat

@KOKEdit: @LisaLOwens Thanks, Lisa. It took years of my being highly active online to get that high up in search results. #EFACHat

@claritywriter: I have web, big stack of brochures in my purse and give them to everybody, cards, linked in, personal FB page, Google map link #efachat

@wilcoxediting: @LisaLOwens @KOKEdit What Lisa said. You go, girl! #EFACHat

@virtuallori: @FrugalMarketing It's about building relationships. I'm social & so are my clients, so FB works for me. But it's not for everyone. #EFACHat

@CCCopyEditor: @FrugalMarketing If I wanted to branch out to small business, I'd go local, targeting in my town and people I know here. #efachat

@SVB_Editor: Hi, everyone! I've tried "pinging" ex-clients but got no reply or apologetic "no freelance work" replies. #EFACHat

@scieditorIM: 14 years ago, I made cold calls & mailed resumes. #efachat

@KOKEdit: @claritywriter You're on the right track with those brochures, cards, and online presence. #EFACHat

@LisaLOwens: @luluchadora I exchange w/a few very similar colleagues, and that helps keep us on each other's minds if we can't take a project. #efachat

@GreenInkEdits: @scieditorIM How often have cold calls/emails worked for you? #efachat

@scieditorIM: Today, I email contacts about my blog posts, hoping they'll help make their work easier. No more CVs. #efachat

@CCCopyEditor: I thinking "pinging" or even sending cards is just a long-term, low-cost way to keep yourself in their minds. Patience required. #efachat

@claritywriter: Hubby is embarrassed to take me anywhere. Every waitress/cashier gets a brochure. #efachat

@wilcoxediting: #EFACHat Recently got more work from a dormant client just by following up to see if I could get a sample copy of the first project.

@KOKEdit: @scieditorIM Thank goodness that social media have become the new "cold calls & mailed resumes." I hated those days! #EFACHat

@luluchadora: #EFACHat I also maintain a client mailing list w/ MailChimp, so I *occasionally* send newsy greetings that way. It's a great free mktg tool.

@EFAFreelancers: @FrugalMarketing others today say research trade groups in your target market, use those mbr directories for prospecting #efachat

@LisaLOwens: @wilcoxediting Love that story! #efachat

@claritywriter: All work and all good leads have come from friends. Anybody every use Elance? #efachat

@virtuallori: @KOKEdit @scieditorIM Me too. *HATE* cold calling. I think I use up all my phone mojo in high school.n #EFACHat

@scieditorIM: My clients (publishers) don't use SM or websites. They just ask each other for recommendations. #efachat

@BookEditorLM: @FrugalMarketing #EfaChat Create clear link between work U've done & specific sm biz & approach them individually; best 2 have a contact 2

@jamesfraleigh: @CCCopyEditor Exactly right. And one good return hit can pay back the time and expense of materials, contacts. A gradual process. #EFACHat

@virtuallori: @luluchadora Mailchimp is awesome! I use it for my jewelry business; haven't used it for editing yet. Hmmm... #EFACHat

@FrugalMarketing: Thoughts on all these sites offering freelance projects/gigs? Anyone gotten meaningful work? I've had small, but limited success #EFACHat

@scieditorIM: Luckily, high turnover at publishers means rapid cross-pollination of my contacts. #efachat

@bluecrabedit: @claritywriter I refuse to lowball bid for work on sites like elance. #efachat

@KOKEdit: @claritywriter Your hubby won't be so embarrassed when your constant sharing of brochures eventually keeps you booked w/ work! ;-) #EFACHat

@GreenInkEdits: I forward potential publishers to my amateur author clients. #efachat

@SVB_Editor: My marketing = cards, LinkedIn, some cold calls/e-mails. Not very effective, though I have enough work for now. #EFACHat

@ryanindexing: @claritywriter I think Elance is a waste of time. Was asked to bid on 300+ page indexing project; they only wanted to pay \$100 max! #EFACHat

@virtuallori: @scieditorIM: YES! Me too. // Luckily, high turnover at publishers means rapid cross-pollination of my contacts. #EFACHat

@wilcoxediting: @luluchadora #EFACHat I am just about to get a newsletter up and running, for those who don't know RSS, FB, Twitter, or are just into it.

@jamesfraleigh: @scieditorIM One editor friend has been "carried along" to a couple of dift pub houses via moving PEs; gets onto new CE rosters. #EFACHat

@FrugalMarketing: I agree some sites, like elance, are quite a waste of time. But a few others seem more real in their expectations & pay. #efachat

@CCCopyEditor: @scieditorIM I recently lost a great contact who disappeared into the ether after leaving her job. Another reason to use LinkedIn. #efachat

@EFAFreelancers: @bluecrabedit good point no low bidding. @claritywriter: see common rates here: <http://the-efa.org/res/rates.php> #efachat

@KOKEdit: @ryanindexing @claritywriter @FrugalMarketing Yes, online bidding sites = waste of time. I'd rather cut out the middleperson. #EFACHat

@scieditorIM: @CCCopyEditor @scieditorIM Right! LI is a great way to track contacts as they move about. #efachat

@claritywriter: Anybody on federal contractor registry? I'm all set to click but \$300 is steep. A federal contract got snatched up by an intern #efachat

@EFAFreelancers: @bluecrabedit @claritywriter those rates give you a ballpark for bidding & estimating #efachat

@LisaLOWens: @KOKEdit @ryanindexing @claritywriter @FrugalMarketing Agree. I would stay away from elance and similar sites. #efachat

@luluchadora: @virtuallori I used it when I relaunched my editorial website w/ current clients and contacts. It got fwded A LOT. #efachat

@bluecrabedit: @claritywriter I used to be on it since I did for the NIH. Nothing else came of it. FWIW. #efachat

@claritywriter: Yeah, I know bidding stinks but I've had some good interest at reasonable rates. Not full rates. #efachat

@alaltenburg: Hello all! Marketing is a friendly enemy. #efachat

@KOKEdit: @scieditorIM You'd be surprised how many publishers use social media--FB, Twitter, definitely LinkedIn. #EFAChat

@ryanindexing: @claritywriter CCR registration and obtaining a DUNS number is free. #EFAchat

@wilcoxediting: @KOKEdit #EFAchat I have a friend who's just starting out, and need to emphasize that point. She is getting discouraged with online bids.

@CCCopieditor: Another thought on joining professional groups: even if you don't get clients, membership fees are tax-deductible. #efachat

@LisaLOWens: @alaltenburg Welcome! #efachat

@EFAFreelancers: @KOKEdit @scieditorIM LinkedIn great for reconnecting w/ past employers & clients. Ask them for recommendations/testimonials! #efachat

@SVB_Editor: @claritywriter I'm not on federal registry, but I did get on registry of int'l development org. No cost, but lots of "paperwork." #EFAChat

@EFAFreelancers: If you're just joining, welcome to Freelance Friday. Jump in any time! Use #EFAChat hashtag in your tweets to join the discussion. #efachat

@luluchadora: #EFAChat moo cards have been another handy mktg tool. They're really customizable, affordable, & come w/ keychain card holders.

@alaltenburg: I never bothered with online bidding sites because I wanted more of a relationship with my client. #EFAChat #efachat

@scieditorIM: @KOKEdit @scieditorIM Well, I see my mgrs on FB, so I guess so. But, dear God, I need a place to be unprofessional with friends. #efachat

@alaltenburg: Twitter is awesome for networking #efachat

@claritywriter: CCR free? Gotta look again. I thought it was and then saw the fee. Thanks @ryanindexing #efachat

@jamesfraleigh: @CCCopyeditor True that. I've gotten good results from EFA's job list by joining the org. #EFAChat

@LisaLOWens: I love LinkedIn for the past bosses and clients I don't want to connect with on FB. #efachat

@CCCopyEditor: RT @alaltenburg Marketing is a friendly enemy. // Like taxes and accounts receivable! #efachat

@scieditorIM: @luluchadora Moo? #efachat

@EFAFreelancers: You can also follow the chat here: <http://tweetchat.com/room/efachat> and don't forget the hashtag #efachat

@claritywriter: Moocards? #efachat

@LisaLOWens: (Not that I don't love all my past bosses and clients.) #efachat

@alaltenburg: Are moo cards when you ask your cows to walk with signs on their bodies? #efachat

@KOKEdit: @CCCopyEditor Yes, joining professional organizations--more than one!--has lots of benefits: <http://url.ie/cjsb> #EFAChat

@jamesfraleigh: RT @alaltenburg: I never bothered with online bidding sites because I wanted more of a relationship with my client. #EFAChat #EFAChat

@virtuallori: @scieditorIM @luluchadora <http://us.moo.com/n> #EFAChat

@CCCopyEditor: I have used both Moo and VistaPrint business cards, like Moo's styles better. #efachat

@EFAFreelancers: <http://us.moo.com/> for Moo Cards: u can put ur own photos on the back! #efachat

@bluecrabedit: LinkedIn is great. I was just approached out of the blue and asked to apply for a full-time position, based on mutual contacts #efachat

@claritywriter: FB personal account is for whining, bragging on the kids. FB business and LI are my professional areas. #efachat

@claritywriter: @bluecrabedit Will you go full time or do you want to stay FL?n #efachat

@LisaLOWens: Definitely join more than one relevant org if you can. I get different but tangible benefits from the variety. #efachat

@EFAFreelancers: @KOKEdit @CCCopyEditor lots of #EFAMembers say they get new biz from EFA's mbr directory & job list #efachat

@scieditorIM: I just threw out 300 of the 500 cards I had printed 10 years ago. But I also just made a QR code. #efachat

@alaltenburg: I have not found much luck with linkedin, but I keep using it with hope. #efachat

@CCCopyEditor: Marketing Venn diagram: you might be with me on both LinkedIn and Facebook, but probably not. Separation can be good. #efachat

@bluecrabedit: @claritywriter I'm already both. :-) #efachat

@claritywriter: Easy to make a QR code? #efachat

@luluchadora: @scieditorIM Moo is a biz card company I've used for years. Can't rec them enough. #efachat

@EFAFreelancers: @KOKEdit @CCCopyEditor (from @lieslw): a client from Germany found me in EFA mbr directory! Reminds me, need to update my listing #efachat

@SVB_Editor: @jamesfraleigh I also get a lot of my work from EFA job list. A lifesaver for slack marketers like me! #EFACHat

@virtuallori: @alaltenburg I don't do much on LI. Need to make time to do more. #EFACHat

@GreenInkEdits: You can set up lists in FB to limit who sees what of your posts and photos. Google+ is even BETTER for that, though. #efachat

@alaltenburg: QR codes are great for business cardsn #efachat

@scieditorIM: @claritywriter There are many free QR makers. Easy as typing in a couple fields. Hit "go" #efachat

@luluchadora: @virtuallori @scieditorim thanks, lori! :) #efachat

@jamesfraleigh: I keep a high wall between FB and other online presences. It's the rumpus room of my social network house. #EFACHat

@scieditorIM: @alaltenburg QRs on your bag, website (for vCard), ads, swag... #efachat

@CCCopyEditor: @EFAFreelancers Yes, my longest-running client came from the EFA JobList. Have edited 30+ books for them. #efachat

@claritywriter: @jamesfraleigh Rumpus room. Exactly. My FB page is also too political. #efachat

@jamesfraleigh: scieditorIM @alaltenburg QRs on sticky notes, too. Hmmmm...may have to hit local printer... #EFACHat

@EFAFreelancers: What's your best tool for keeping in touch with your current clients? Is it online, paper, phone, other? #efachat

@scieditorIM: I stopped to photograph the "editor" sandwich board on one guy's lawn. #efachat

@alaltenburg: I keep facebook for social and no business activity, other than the occasional shout out to let friends know I'm looking for work. #efachat

@KOKEdit: @lieslw Yes, important to update your listing in any online pro directories and to update your resume wherever it's downloadable. #EFACHat

@claritywriter: I drool over EFA job lists but not enough experience for most.n #efachat

@SVB_Editor: @alaltenburg Explain QR codes? #EFACHat

@scieditorIM: Friend told me of an "editor" ad in the previews at a rep movie house. #efachat

@KOKEdit: @EFAFreelancers Best tool for me for keeping in touch with current clients is old-school: e-mail. :-) #EFACHat

@GreenInkEdits: @claritywriter Ditto! #efachat

@scieditorIM: @KOKEdit @lieslw Love LI for keeping my CV current and accessible. I don't send them anymore. It's also on my website portfolio. #efachat

@jamesfraleigh: Online, primarily, and there it's 95% email. I call sometimes to make a more human connection. W/ others I have weekly conf calls. #EFACHat

@LisaLOWens: @EFAFreelancers Email for me, hands down. #efachat

@EFAFreelancers: @virtuallori @alaltenburg Tips on using LI for biz here:
<http://www.hubspot.com/linkedin-for-business-marketing-hub> #efachat

@claritywriter: @KOKEdit E-mail is old school? Sigh. #efachat

@KOKEdit: RT @SVB_Editor: @alaltenburg Explain QR codes? // Yes, I'd like to know about these too. #EFACHat

@bluecrabedit: @KOKEdit Couldn't agree more! E-mail all the way. #efachat

@SVB_Editor: @claritywriter I don't have experience for most EFA posted jobs either, but I only need to snag 1 or 2 a year. #EFACHat

@virtuallori: @SVB_Editor QR codes are like print bookmarks for websites. Snap a photo w/smartphone and it takes you to a site. #EFACHat

@alaltenburg: A 3D bar code you scan with your smartphone and info shows right up. Good to save contact info. SVB_Editor Explain QR codes? #efachat

@scieditorIM: Conferences! I *loved* the sci teachers conference, & always looking for others to attend. cross-pollination #efachat

@FrugalMarketing: Am I the only one having the issue of trying to find enough time to do all the social media stuff to promote myself? #efchat #efachat

@wilcoxediting: #EFACHat I also use email more than anything. It has a personal touch. Open to other ideas, though.

@CCCopyEditor: @claritywriter The JobList is a waiting game, but something will come along, and be brave in answering the ads! You never know. #efachat

@claritywriter: QR codes are those funny boxes on ads that look a bit like a crossword puzzle. Scan with phone and bingo. #efachat

@KOKEdit: @claritywriter I've read articles by marketing pundits calling e-mail old-school, yes. ;-)
#EFACHat

@scieditorIM: @virtuallori @SVB_Editor QR codes can contain any info you want, like vCard data. But only simple, it seems #efachat

@techcommdood: ...When they resolve. I've had more 404 on me than not. RT @alaltenburg: QR codes are great for business cards #efachat

@jamesfraleigh: I keep them rolling in despite experience. Get a sense of what's being offered & current prices. But I do sometimes shoot the moon. #EFACHat

@EFAFreelancers: Re: marketing tools, anyone doing regular e-newsletters? Or mostly one-off emails to specific clients? #efachat

@CCCopyEditor: @EFAFreelancers What's your best tool for keeping in touch with your current clients? // E-mail, definitely. #efachat

@bluecrabedit: @scieditorIM You have to pick the "right" conferences though. Most are attended by marketing reps and can't help editors. #efachat

@LisaLOWens: With every project, I make a point to schedule a call. That personal connection is key to staying on someone's mind. #efachat

@KOKEdit: MT @CCCopyEditor: Be brave in answering [JobList] ads! You never know. //Yes. Success at freelancing requires persistence & guts. #EFAChat

@scieditorIM: @FrugalMarketing Set aside time to grow your business, whether that's SM, conferences, training, bookkeeping... Some say 10hr/wk #efachat

@SVB_Editor: @alaltenburg Thanks for explanation of QR codes. Guess I'd have to buy a smartphone to take advantage of this. #EFAChat

@jamesfraleigh: Biggest EFA list client was via an unrelated gig; they asked if I could dev-edit a book. Why, yes, I can in fact. BOOM. #EFAChat

@luluchadora: @jamesfraleigh me too. #fb is my much-needed "personal use only" space on the web. #EFAChat

@alaltenburg: Not enough clients yet for a newsletter, but maybe when I go full time #efachat

@claritywriter: I attend local lectures, especially medical and stalk the bad speakers who need an editor. #efachat

@alaltenburg: you do not need a smartphone to create a QR #efachat

@virtuallori: @EFAFreelancers email, email, email -- don't think I've ever had a phone convo w/ most of my clients. #EFAChat

@LisaLOWens: Ha, just missed the QR codes talk. But can go back and look later! Yay Twitter! #efachat

@scieditorIM: @SVB_Editor @alaltenburg But you don't need a smartphone to _make_ a QR code. :-)
Not to deter you. #efachat

@EFAFreelancers: @LisaLOWens yes, we'll post a transcript later on #efachat

@scieditorIM: rare, but Skyping more now RT @EFAFreelancers email, email, email -- dont think Ive ever had a phone convo w/ most of my clients. #efachat

@alaltenburg: You can use a QR generator online and then post it like a picture onto anything you like #efachat

@jamesfraleigh: @claritywriter Love that technique. #EFAChat

@KOKEdit: MT @scieditorIM: Set aside time to grow your business ... Some say 10hr/wk. // Yes. It's *only* way to beat feast-or-famine cycle. #EFAChat

@alaltenburg: I prefer email over phone calls any day. It is great for going back and reading for clarification. #efachat

@luluchadora: #EFACHat linkedin has been great for connecting, but I've been disappointed by their groups. Some are really a mishmash of topics/users.

@FrugalMarketing: Has anyone here set up a Google Voice #? Just did so in last couple wks. Your experience w/ 1 # to reach you anywhere? #efachat

@wilcoxediting: RT @LisaLOWens: With every project, I make a point to schedule a call. That personal connection is key to staying on someone's mind. #efachat

@CCCopyEditor: @scieditorIM I love Skype but so far only for personal use. Seems perfect for business use. #efachat

@jamesfraleigh: If I'm ultra-booked & have to say no to client, I give them an idea of when I will be free, so we can connect on their next job. #EFACHat

@claritywriter: I even joined my 30th high school reunion page to make connections. Ick. I was desperate. #efachat

@CCCopyEditor: @luluchadora I have found that with LinkedIn groups too. Some require far too much skimming of useless posts. Others are great. #efachat

@alaltenburg: I have used skype to chat with my husband when he was on tour, never used it for professional use. #efachat

@FrugalMarketing: @claritywriter LOLn #efachat

@claritywriter: @FrugalMarketing What is advantage of Google VM over cell phone? #efachat

@jamesfraleigh: Joining LI groups lets you communicate w/ fellow members w/o buying credits or premium LI. Used that to find contacts for articles. #EFACHat

@CCCopyEditor: @claritywriter That's not desperate, that's creative! And where better to find work than with those who know you? #efachat

@wilcoxediting: RT @KOKEdit: MT @scieditorIM: Set aside time to grow your business ... Some say 10hr/wk. // Yes. It's *only* way to beat feast-or-famine cycle. #EFACHat

@KOKEdit: Selectivity is key when participating in LinkedIn groups. #EFACHat

@SVB_Editor: @luluchadora Aye. LinkedIn groups are very hit-and-miss affairs for me. #EFACHat

@claritywriter: I joined too many LI groups. Had to unclog my inbox. I follow just a few. #efachat

@virtuallori: @claritywriter YES! If I'm too booked, I'll say sorry, but my cal frees up next Wed (or whatever). Often get a project. #EFACHat

@EFAFreelancers: Have you ever partnered with other freelancers to "outsource" when you need or have too much work? Pros/cons? #efachat

@FrugalMarketing: Google Voice give clients 1 # to reach you--it will ring in several places at once--say cell and home office or whatever.n #efachat

@alaltenburg: My blog today is about how to market when you are busy with deadlines. JUST FYI #efachat

@jamesfraleigh: And to accepting LI invites. Many just hoard connections. I've learned to politely reject those if I'm gonna be 1 of 1000s. #EFACHat

@LisaLOwens: @KOKEdit Agree about selectivity w/LI groups. I'm in a lot, though, so I can post EFA education announcements! #efachat

@GreenInkEdits: @alaltenburg Link? #efachat

@FrugalMarketing: I'm in an area where my cell is sporadic at home, so Google Voice seemed to make sense to try. Plus, got a great #, 770-60-WRITE #efachat

@wilcoxediting: #EFACHat I see mostly pros to partnering out. It's great karma for those times when you need someone to throw you a job they can't take.

@CCCopyEditor: @EFAFreelancers I haven't outsourced due to a full schedule but I have referred when a client needed a skill I couldn't offer. #efachat

@scieditorIM: Yes, I've subcontracted both ways. Not often good, since neither party can mind read, nor has the time for coaching. #efachat

@claritywriter: @FrugalMarketing My cell has great reception. Don't use any other #. I have a home # but don't remember what it is. Never use it. #efachat

@luluchadora: @SVB_Editor yup. Way too much self-promotion on LI groups, IMHO, not enough actual networking or info exchange. #efachat

@alaltenburg: @GreenInkEdits @alaltenburg <http://www.morespecifically.com> #efachat

@virtuallori: @EFAFreelancers I have not partnered, only because solid booking is recent for me. I'd have to be super-confident in their skills. #EFACHat

@CCCopyEditor: @jamesfraleigh I will only accept LinkedIn contacts from those I know, with a few exceptions. Better to focus, in my mind. #efachat

@scieditorIM: RT @luluchadora: @SVB_Editor yup. Way too much self-promotion on LI groups, IMHO, not enough actual networking or info exchange. #efachat

@wilcoxediting: #EFACHat The con is that you miss out on working with that client, including future work with them and potential referrals.

@LisaLOwens: @EFAFreelancers I've used subcontractors and been a subcontractor, but it is rare that one of my clients would allow. #efachat

@alaltenburg: Since I only freelance part time, I do pass clients on to others when I cannot make the time. #efachat

@CCCopyEditor: @FrugalMarketing If you use a cell phone as your business number, it is yet another tax-deductible expense. #efachat

@EFAFreelancers: @wilcoxediting (from @lieslw) agree on good karma, I work w/ a couple people whose work I know well #efachat

@virtuallori: @LisaLOwens Most of mine wouldn't allow subbing, either. But I'm happy to make referrals.
#EFACHat

@scieditorIM: When I'm swamped, I do outsource formatting and other technical abilities - or math. & I've taken time to coach a couple people #efachat

@wilcoxediting: @virtuallori #EFACHat Do you have an active EFA Chapter in your area?

@FrugalMarketing: @CCCopyEditor Yes, already do that. #efachat

@alaltenburg: @CCCopyEditor @FrugalMarketing Don't you have to use the cell phone ONLY for business and not both? Just curious on that. #efachat

@luluchadora: @EFAFreelancers Sure. My sked fills, I don't offer all services, & sometimes just want to spread freelance karma/help someone out. #efachat

@mattsullivan: RT QR codes are great for business cards #efachat ...When they resolve
@techcommdood:Any tips?

@roundpeginc: RT QR codes are great for business cards #efachat ...When they resolve
@techcommdood:Any tips?

@SVB_Editor: @luluchadora LI groups do remind me there's a lot more editorial pros out there than I see on e-mail groups etc. #EFACHat

@FrugalMarketing: @alaltenburg Not necessarily. #efachat

@jamesfraleigh: Save every possible expense & let accountant decide; better to document/save receipts than to scramble ex post facto/miss out. #EFACHat

@techcommdood: Make the QR code as large as possible and don't skimp on the print quality. Matte better than gloss finish.

@mattsullivan #efachat

@LisaLOwens: @SVB_Editor And there are more of us, freelancing (!), all the time! #efachat

@jamesfraleigh: (in response to alaltenburg @CCCopyEditor @FrugalMarketing query re cell phones)
#EFACHat

@virtuallori: @wilcoxediting There's an Ohio chapter, but has met only 1x I know of. 5+ hr drive RT is a lot for the return. #EFACHat

@FrugalMarketing: How many of you have a blog you regularly update and promote? #efachat

@scieditorIM: Google voice not in Canada, you say? #efachat

@EFAFreelancers: those who have partnered, any tips on where to find other creatives & freelancers to partner with? #efachat

@GreenInkEdits: @FrugalMarketing I have a blog that gets auto-promoted through FB and Twitter.
#efachat

@scieditorIM: MT @jamesfraleigh: Save every possible expense & let accountant decide; better to document/save receipts than scramble & miss out. #efachat

@jamesfraleigh: Have a blog; don't promote/write in it enough, but I do xpost links for new entries to FB, Tw, LI. #EFAChat

@alaltenburg: @FrugalMarketing I try to update my blog 3 times a week and find it has helped with marketing #efachat

@wilcoxediting: #EFAChat One big benefits of starting/participating in a local EFA Chapter is you get to know others to network with, send jobs to and recv

@claritywriter: I want to blog but being in medical field it has confidentiality issue written all over it.n #efachat

@virtuallori: @SVB_Editor And a lot more nonprofessionals who think they're editors. :-) #EFAChat

@alaltenburg: @virtuallori @wilcoxediting I would be interested in the Ohio chapter #efachat

@CCCopyEditor: @FrugalMarketing I have a blog that is my website, only update irregularly. <http://crystalclearcopyediting.wordpress.com/>. #efachat

@Wordslingeuse: @FrugalMarketing Not AT all! I just started up the website, and I am goint crazy! Hoping it's just start-up but I wonder #efachat

@LisaLOWens: @FrugalMarketing I have a blog for my children's writing. "Regular" is relative for me. Depends on the season. #efachat

@scieditorIM: People you know, of course. Ooh, Light-bulb! Networking!! RT @EFAFreelancersany tips on where to find other[s] to partner with? #efachat

@jamesfraleigh: I wish I could make it to NYC EFA meetings more often; the Sat meeting in April was perfect. Weekdays are rough from NJ. #EFAChat

@luluchadora: @SVB_Editor For sure. That IS great. There also seems to be at least one overseas printer available for each of them... #efachat

@FrugalMarketing: Just debating the benefits vs. time costs. If it has not helped gain new clients, not sure if it would be worth time to maintain. #efachat

@virtuallori: @alaltenburg Where are you? #EFAChat

@alaltenburg: It's that time for me to scoot out. Thanks for the chat! #efachat

@EFAFreelancers: @wilcoxediting joining/starting local EFA chapter also good for getting speakers/workshops on "continuing educ"-type topics #efachat

@alaltenburg: @virtuallori @alaltenburg NW Ohio - Toledo area #efachat

@jamesfraleigh: CCCopyEditor @FrugalMarketing Ditto on my blog being the website. Felt WordPress blog was sufficient; bought domain name; dunzo. #EFAChat

@SVB_Editor: @virtuallori Being a nonprofessional editor is in the eye of the beholder (of obvious errors)! #EFAChat

@jamesfraleigh: Holy cats, was that an hour?! #EFAChat

@CCCopyEditor: @EFAFreelancers @wilcoxediting benefits of local EFA chapters: There are so many! I love helping new ones get off the ground! #efachat

@virtuallori: @FrugalMarketing My poor neglected blog is more personal than business. #EFAChat

@EFAFreelancers: here's info on our chapters + how to start one in your area: <http://the-efa.org/chp/> #efachat

@Wordslingeuse: GOING crazy, not goink. Child, nosebleed = distracted editor hit send! #efachat

@EFAFreelancers: @jamesfraleigh time sure does fly! #efachat

@LisaLOWens: @Wordslingeuse No worries. You are among friends. :) #efachat

@wilcoxediting: @virtuallori Maybe there could be chapter teleconferences or a live-streamed chapter event. Using tech can bridge those miles. #EFAChat

@jamesfraleigh: Sometimes wonder if a northern NJ chapter would fly. Lots of former NYC pub-biz workers who have gone solo, local med publishers. #EFAChat

@luluchadora: File under "my biz goals this year." "MT @jamesfraleigh: better to document/save receipts than scramble & miss out. #efachat"

@EFAFreelancers: Thanks so much for joining us today for our July Freelance Friday #EFAChat! #efachat

@GreenInkEdits: @Wordslingeuse A guy corrected one of my tweets the other day. I was equally annoyed with him and myself. #efachat

@EFAFreelancers: A transcript of today's chat will be available later -- more details will be available soon. #efachat

@virtuallori: @wilcoxediting That would be quite helpful. Ohio's a biiiiiig state. #EFAChat

@LisaLOWens: @jamesfraleigh If you start it, people will come to meetings. #efachat

@jamesfraleigh: thanks for hosting! great to chat with you all! #EFAChat

@CCCopyEditor: @jamesfraleigh You know where to find me if you want to explore starting a NJ EFA chapter. #efachat

@EFAFreelancers: Feel free to keep chatting with the #EFAChat hashtag, but the transcript of today's chat will be ending here. #efachat

@FrugalMarketing: So no EFA chapters in GA? #efachat

@usmannaem: @techcommdood @mattsullivan Does glossy make a difference #efachat

@virtuallori: Thanks for hosting, @EFAFreelancers! Great to chat with everyone! #EFAChat

@wilcoxediting: @virtuallori Just getting going with that kind of thing in AZ. Have one audio recording and one video to post for all #EFAMembers. #EFAChat

@EFAFreelancers: @jamesfraleigh you're welcome! come back next month too! #efachat

@luluchadora: #EFAChat ok, back to the #editing. TGIF, everybody, and nice to meet you!

@CCCopyEditor: @virtuallori We had an Ohio EFA chapter at one point, contact me if you'd like to help start it up again. #efachat

@EFAFreelancers: Thank you again for joining in the #EFAChat today! #efachat