

Transcript for the March 22, 2013, Freelance Friday #EFAChat Topic: The Business Side of Freelancing

Note: Extraneous artifacts (times, repetition of #EFAChat, etc.) have been removed as well as profile pictures following their first appearance.



Welcome to March's Freelance Friday! Let us know you're here: Tweet your name and/or Twitter @, and be sure to add #EFAChat to each Tweet. [#EFAChat](#)

This month, we're gathering to discuss the business end of [#freelance](#) [#writing](#) [#editing](#) [#publishing](#) [#indexing](#), etc.

You may want to use <http://tweetchat.com/room/EFAChat>. It appends the hashtag automatically.

Christine Hunt [@ReasonableHope](#) [@TheOrchidMurder](#) is the [#EFAChat](#) hostess today on behalf of EFA's Twitter Team.



[Monocle Editing @MonocleEd](#) This is Barbie Halaby, editor and proofreader from Northern Virginia. Mostly academic books and journals but just started fiction.

[@EFAFreelancers](#) [@MonocleEd](#) Hello, Barbie. How's the fiction editing going?



[Adrienne Montgomerie @sciEditor @rachelleredford](#) If you have time for a break, you might like to join [#efachat](#) on twitter for the next few minutes.

[@EFAFreelancers](#) Good. I approached a self-pub au. I admired and offered to edit her books. On number 2 and we both seem happy.



[April Michelle Davis @EInspirations](#) April Michelle Davis, Richmond, VA, Freelance Editor, Indexer, and Proofreader, working on a variety!

[@EFAFreelancers](#) Tip for answering questions today: Qs will begin with a #, so begin replies with A1, A2, etc. – leaves more room for your answer.

[@EFAFreelancers](#) Using A1, A2, etc. also helps everyone track which answers go with which questions.

[Monocle Editing @MonocleEd @EInspirations](#) Hi, April! I'm enjoying your FB posts.



[InkwellInternational @inkwellintl](#) Nanette Day, joining from another snowy day in Nebraska. I edit academic, corporate, and fiction writing.



[Desiree Dreeuws @DDreeuws](#) Desiree Dreeuws, Los Angeles. Editor, freelance for 2 years. Looking to break into editing for indie authors.

[@EFAFreelancers](#) Include a Q# at the beginning of any question you'd like to ask – this will help our conversation stay untangled.



[M Puskar-Pasewicz @MargaretEdits](#) This is Margaret Puskar-Pasewicz, I'm a freelance editor, indexer, & dissertation coach.

[@EFAFreelancers](#) Our **[#EFAChat](#)** topic today is biggest business challenges and greatest lessons learned in running your freelance trade.



[Teresa Barenfeld @ProfEdit](#) Teresa Barenfeld, Chatham, NY. Technical, copy, developmental editing. STEM, social sci.



[Adrienne Montgomerie @scieditorIM](#) In my 16th year editing educational materials - primarily in sciences, some math & minimal soc studies. Always been FT FL.

[Desiree Dreeuws @DDreeuws](#) Have been editing & proofing for close to 20 yrs., though.



[Marianne Beal Peters @mapeters](#) Marianne B. Peters, Fresh Words, Plymouth, Indiana. Commercial writer & editor, with a specialty in writing re: sustainable living!

[@EFAFreelancers @DDreeuws](#) Hello, Desiree. Welcome. Is it sunny in LA today?

[Adrienne Montgomerie @sciEditor](#) RT **[@EFAFreelancers](#)**: Our **[#EFAChat](#)** topic today is biggest business challenges and greatest lessons learned in running your freelance trade.

[April Michelle Davis @EInspirations @MonocleEd](#) Great to hear

[Monocle Editing @MonocleEd](#) Lesson #1: Never trust "check's in the mail" until it's in your mailbox! I have one client that just can't seem to pay on time.

[@EFAFreelancers](#) Here are some questions to get us started. Feel free to jump in any time!



[Jessica Stidd @JessiTwit](#) Hi everyone! I am a freelance editor and looking for new clients - edit blogs, biographies, travel related and some fiction...

[InkwellInternational @inkwellintl](#) RT **[@EFAFreelancers](#)**: **[#EFAChat](#)** topic today: biggest business challenges and greatest lessons learned in running your freelance trade.

[@EFAFreelancers](#) Q1: Where is everyone from? What type freelancing do you do? -- Seems most have answered that already, but it's always interesting.

[Adrienne Montgomerie @scieditorIM](#) BTW, I'm in Canada (where we are experiencing a snowy spr-inter) but have a couple clients in the US and UK.



[Tammy Ditmore @eDitmoreEdits](#) Tammy Ditmore, variety of mostly nonfiction, finishing an academic catalog & editing theological book today.

[@EFAFreelancers](#) [@MonocleEd](#) Lsn#1 - Have you found anything that helps motivate them to pay?

[Desiree Dreeuws @DDreeuws](#) RT [@EFAFreelancers](#): today is biggest business challenges and greatest lessons learned in running your freelance trade.

[@EFAFreelancers](#) Q2: What have been some of your greatest frustrations with running a freelance business?

[Tammy Ditmore @eDitmoreEdits](#) I'm in southern California; live north of L.A.

[Marianne Beal Peters @mapeters](#) I had to write for a while to figure out what kind of a writer I was, and that was a frustrating time. Still growing skills, tho!

[Desiree Dreeuws @DDreeuws](#) A2: getting clients, especially if you are changing editing focus.

[Monocle Editing @MonocleEd](#) [@EFAFreelancers](#) Lsn#1: Repeated reminders; late fee on invoice (they didn't pay it, but they did pay up). Holding new mss hostage.

[@EFAFreelancers](#) [@eDitmoreEdits](#) Tammy, have you lived in the LA area long?

[Adrienne Montgomerie @scieditorIM](#) A2: isolation RT [@EFAFreelancers](#): Q2: What have been some of your greatest frustrations with running a freelance business?

[InkwellInternational @inkwellintl](#) RE: Q2: explaining what an editor does (and why I get paid to do it) and why writers in all areas need editors

[@EFAFreelancers](#) RT [@EFAFreelancers](#): Tip for answering questions today: Qs will begin with a #, so begin replies with A1, A2, etc

[Marianne Beal Peters @mapeters](#) My husband would always say "Going anywhere today?" And I'd answer, "No! I work at home! If I go somewhere, I'm not working!" Grin

[Tammy Ditmore @eDitmoreEdits](#) A2: Finding time to market my biz, engage in continuing education, and still do the work!

[Monocle Editing @MonocleEd](#) A2: Agreed. Feels like guerilla warfare. RT [@DDreeuws](#): A2: getting clients, especially if you are changing editing focus.

[Teresa Barendfeld @ProfEdit](#) One "secret" of successful FL: build up a good client base. Don't depend on one or two.



[Kristen Leigh @Kris10ly](#) #editorAlert! “[@EInspirations](#): April Michelle Davis, Richmond, VA, Freelance Editor, Indexer, and Proofreader, working on a variety



[Pam Hilliard Owens @wirfy](#) A2: Getting OTHERS to realize that I am running a BUSINESS--I have a "job".

[April Michelle Davis @EInspirations](#) A2: For one client who was over 6 months past due, I had to be a constant nag. I believe if I hadn't I wouldn't have been paid

[@EFAFreelancers](#) [@mapeters](#) It's interesting how many people don't understand we really do WORK at home!

[@EFAFreelancers](#) Q3: How did you find solutions to those frustrations?

[InkwellInternational @inkwellintl](#) [@scieditorIM](#) re:isolation. YES! I never realized how isolated I really was until I started getting more proactive about my business

[Monocle Editing @MonocleEd](#) A2: Getting my kids/family to respect my work time. Trying to teach boundaries. And fitting it all in, as [@eDitmoreEdits](#) said.

[Tammy Ditmore @eDitmoreEdits](#) [@EFAFreelancers](#) Yes, been here almost 19 years. Moved here from Texas when my husband finished grad school

[Desiree Dreeuws @DDreeuws](#) Any tips on what group/org to market to for indie author editing?

[Pam Hilliard Owens @wirfy](#) A3: I finally moved out of my home into a wonderful co-working space. The energy and synergy is amazing.

[Teresa Barendfeld @ProfEdit](#) A2: Miss the camaraderie of working in an office. Rented one for 5 yrs with assistant, other FLers. Back home now.

[Monocle Editing @MonocleEd](#) A3: Schedule, schedule, schedule! Working at Panera when husband is off. Amazing how much I can do when no dishes, laundry, etc

[@EFAFreelancers](#) [@wirfy](#) If it a shared space, or do you have it to yourself?

[Adrienne Montgomerie @scieditorIM](#) [@inkwellintl](#) Glad we have the internet to help us connect to colleagues now! Nice to meet you.

[InkwellInternational @inkwellintl](#) A3: I joined with other (non-ed) freelancers to offer area workshops on what we do and how we can help others/businesses.

[April Michelle Davis @EInspirations](#) A3: I have a set schedule with hours. I don't work traditional hours, but I have set hours

[Pam Hilliard Owens @wirfy](#) A2: I use [#Freshbooks](#) for my invoicing. Best decision I ever made. Can send progressively more "pay or else" notices.

[Teresa Barenfeld @ProfEdit](#) A3: EFA chapter mtngs, lunch with local colleagues, discussion list, tweetchats.

[Monocle Editing @MonocleEd](#) A3: Email discussion lists help combat isolation, as do TweetChats! ;)

[@EFAFreelancers](#) [@inkwellintl](#) Area workshops sounds like a great idea. Have you had good response?

[Pam Hilliard Owens @wirfy](#) It's not an incubator or accelerator--lots of small bizzes and freelancers who rent a desk in a shared common area.

[Marianne Beal Peters @mapeters](#) Q2 I was not a business major, learning how to run a business (bookkeeping, organizing, invoices etc) has taken a long time.

[Desiree Dreeuws @DDreeuws](#) MT [@inkwellintl](#): Joined with other (non-ed) freelancers to offer area workshops on what we do & how we can help others/businesses.

[Adrienne Montgomerie @scieditorIM](#) A3: internet! Also, searched for other editors nearby and formed a "branch" of the professional org.

[@EFAFreelancers](#) [@EInspirations](#) Do you have boundaries for when you will work beyond those set hours?

[InkwellInternational @inkwellintl](#) [@EFAFreelancers](#) RE: workshops: Lots of interest/attendees; we're now expanding & turning that interest into paying leads (slow!)

[@EFAFreelancers](#) If you're just joining us, welcome to Freelance Friday. Jump in any time! Use the hashtag in your tweets to join the chat

[April Michelle Davis @EInspirations](#) [@EFAFreelancers](#) I only return phone calls during trad. business hours, but clients may receive emails all throughout the night.

[Pam Hilliard Owens @wirfy](#) A3: I work with clients all over globe--they know my timezone.; try 2 keep set hours unless I really need to work "overtime".

[Adrienne Montgomerie @scieditorIM](#) [@inkwellintl](#) I am arranging such a thing. Tips? Maybe we can chat later. Re: offer area workshops with complementary biz

[Marianne Beal Peters @mapeters](#) A3: I follow a weekly schedule so that I know when I'm "off." But I allow myself my own rhythms - if I'm on a roll, I keep going

Pam Hilliard Owens @wirfy A3: I'm naturally a very early riser. Get a lot done between 5-8am. Then can do yoga in mid-day.

@EFAFreelancers Yes, any tips on setting up and establishing the area workshops? What venues do you use?

Monocle Editing @MonocleEd MT **@mapeters**: Q2 I was not a business major, learning how to run a business (bookkeeping, organizing, invoices etc) taken time.

InkwellInternational @inkwellintl **@scieditorIM** Re: workshops: We attended regional biz-related wkshps (by others) and asked to present (non-paid).

@EFAFreelancers Q4: How do you organize accounting requirements – invoicing, tax paperwork, marketing lists?

April Michelle Davis @EInspirations A3: I teach a lot of editing and indexing courses. I really enjoy meeting people!

Tammy Ditmore @eDitmoreEdits **@EInspirations** Re set hours: Do you schedule hours to edit, blog, read email? I'm not always sure what is work and what isn't

InkwellInternational @inkwellintl Workshops: After pos. response, we reviewed most commonly asked questions and built workshops around those.

Desiree Dreeuws @DDreeuws MT Excellent idea **@inkwellintl**: **@scieditorIM** Re: workshops: We attended regional biz-related wkshps and asked to present.

Pam Hilliard Owens @wirfy I can't recommend **#Freshbooks** enough. Just 4 freelancers and very small biz. Integrates w/many other apps. <http://freshbooks.com>

April Michelle Davis @EInspirations A4: Invoices, tax info, clients, projects, etc. are all in 1 place--a database my husband built for me and now leases to companies

Adrienne Montgomerie @scieditorIM A4: In a box. My expenses & invoices are very few: 2/mth. Taxes have to be done quarterly, so I take 2 hrs and spreadsheet them.

Monocle Editing @MonocleEd A4: Honestly, not well! Folders (IRL and virtual), Excel spreadsheets, "Favorites" folder of things to look at later.

@EFAFreelancers Q5: What are your favorite business resources? Learning the bookkeeping, organizing, etc. is time consuming.

Marianne Beal Peters @mapeters I think offering skills classes is a great way to beat isolation - your focus is on serving, not on how lonely you are!



[Andrea Altenburg](#) Just joining now. :)

[Adrienne Montgomerie @scieditorIM](#) A2: Marketing directly to past & potential clients I forget for 18 months at a time until there's a lull. Keeping top of mind, diff

[Pam Hilliard Owens @wirfy](#) A4: [#Outright.com](#) for bookkeeping--unless you have complicated needs. Does your Schedule C and tax computation. EASY

[InkwellInternational @inkwellintl](#) Re: workshops: Contacted towns (rural area), spoke to city admins. We do free intro mtg, then affordable focused mtgs.

[@EFAFreelancers](#) [@inkwellintl](#) Do you ever charge for your workshop? What type venues do you use?

[InkwellInternational @inkwellintl](#) RT [@mapeters](#): I think offering skills classes is a great way to beat isolation--your focus is on serving, not on how lonely you are!

[April Michelle Davis @EInspirations](#) [@eDitmoreEdits](#) It's all work, some it paid, some is not, but it all affects my business.

[@EFAFreelancers](#) RT [@wirfy](#): A4: [#Outright.com](#) for bookkeeping--unless you have complicated needs. Does your Schedule C and tax computation. EASY.

[Tammy Ditmore @eDitmoreEdits](#) A4: Another vote for Freshbooks. Easy to use. Helps me keep it together.

[Adrienne Montgomerie @scieditorIM](#) A5: editing-slanted seminars, mentors, subcontractors // fav business resources for learning bookkeeping, organizing, etc

[Monocle Editing @MonocleEd](#) Have to step out now to pick up a child from school. Thanks for great start and I'll read the rest later

[Marianne Beal Peters @mapeters](#) Has anyone tried Evernote? I'm attempting to integrate it, but a plain old Excel spreadsheet seems to work well for my stuff.

[InkwellInternational @inkwellintl](#) [@EFAFreelancers](#) Use community bldgs, libraries; free intro, charge for in-depth training (provided immediately after intro)

[Pam Hilliard Owens @wirfy](#) A4: [#Freshbooks](#) is so important to me, I almost never use any biz apps that DON'T integrate with FB. Period.

[@EFAFreelancers](#) Q5B: Where do you turn to find solutions for your business questions?

[Teresa Barendfeld @ProfEdit](#) A4: I use Excel

[Andrea Altenburg @alaltenburg](#) I use Excel to track invoicing. It has worked so far so I have not looked for another way.

[InkwellInternational @inkwellintl](#) [@EFAFreelancers](#) We do small town half-day mtgs/coffee clatches (popular here) and regional full-day workshops

[Pam Hilliard Owens @wirfy](#) [#Evernote](#) is my other MUST HAVE app. I keep EVERYTHING there. On all devices, flawless sync, easy to use.

[@EFAFreelancers](#) [@inkwellintl](#) Very good ideas. Adds community service involvement, name recognition, etc

[Pam Hilliard Owens @wirfy](#) You get a dedicated email address w/[#Evernote](#). That's where all of my "subscriptions" go to keep them out of my email box

[Teresa Barendfeld @ProfEdit](#) [@mapeters](#) I'm interested in learning Evernote. Any good resources/tutorials?

[Marianne Beal Peters @mapeters](#) [@wirfy](#) I like that you can put anything on there - pics, notes, even videos. Pretty cool.

[@EFAFreelancers](#) [@inkwellintl](#) What are some sample topics for your day-long workshops?

[InkwellInternational @inkwellintl](#) [@EFAFreelancers](#) Name recognition is a big one for us b/c we are a group of female freelancers. Education of clients is key.

[Teresa Barendfeld @ProfEdit](#) [@wirfy](#) can you recommend resources/tutorial for learning Evernote? Total Evernote newbie.

[Pam Hilliard Owens @wirfy](#) [@ProEdit](#): [#Evernote](#) has complete tutorials, videos, almost free books, etc. Most important thing is 2 use 4 your notes.

[Pam Hilliard Owens @wirfy](#) [@ProfEdit](#): go to <http://Evernote.com>. You'll find everything you need to learn the app there

[Marianne Beal Peters @mapeters](#) [@ProfEdit](#) RE: Evernote - I have seen some good blog posts on it with helpful hints. Google evernote - writing blog. Yay Google!

[Adrienne Montgomerie @scieditorIM](#) A5: I did take a bookkeeping course, but it was WAY more than I needed to run my biz. Hire a tutor to learn what you need.

[Pam Hilliard Owens @wirfy](#) [#Evernote](#) can be free, but the premier service is only \$5/month or \$45/year. Well worth it.

[@EFAFreelancers](#) We are half-way through today's [#EFAChat](#). If you haven't introduced yourself, yet, please do!

[Teresa Barendfeld @ProfEdit](#) Can you only use Evernote if online? Confused about accessing notes, etc.

[Marianne Beal Peters @mapeters](#) [@wirfy](#) [@ProfEdit](#) Thanks!

[April Michelle Davis @EInspirations](#) A5: I took a course on company types, and that's when I decided to become an LLC.

[@EFAFreelancers](#) [@scieditorIM](#) Where might someone find a tutor for something like bookkeeping if they don't know an accountant or bookkeeper?

[InkwellInternational @inkwellintl](#) [@EFAFreelancers](#) Topics: self-pub to help biz people become industry names, social media, unified brand msg; editing at every step

[Teresa Barendfeld @ProfEdit](#) [@wirfy](#) Thanks!

[Pam Hilliard Owens @wirfy](#) If you're a freelancer with few/no employees and no inventory, etc., all you need is an app like

[Andrea Altenburg @alaltenburg](#) My name is Andrea and I freelance as a side business for the past three years. Marketing my business is not my strong suit yet.

[Andrea Altenburg @alaltenburg](#) I tried Outright but after it always disconnected from my accounts I stopped wasting my time. They might be better now.

[Pam Hilliard Owens @wirfy](#) [@ProfEdit](#): Evernote can be used on every device you have. You can also save/make notes offline that'll sync when you go online.

[@EFAFreelancers](#) [@alaltenburg](#) Welcome, Andrea. You're right - marketing is difficult for many freelancers. What have you found that's helped?

[April Michelle Davis @EInspirations](#) [@alaltenburg](#) Marketing wasn't my strong suit either, but I just kept at it, and it has gotten easier.

[Pam Hilliard Owens @wirfy](#) I guess I'm never really "offline"...I made sure my iPad could use 3/4G just in case...

[M Puskar-Pasewicz @MargaretEdits](#) Q6: For acwri editors, do you do any direct marketing on college campuses?

[@EFAFreelancers](#) Have a question you haven't seen an answer to yet? Don't forget to add the [#EFAChat](#) tag to your Tweet!

[@EFAFreelancers](#) [@EInspirations](#) What made the biggest difference in marketing getting easier for you?

[Andrea Altenburg @alaltenburg](#) Interacting on twitter and commenting on other blogs has helped get my name out there.

[Andrea Altenburg @alaltenburg](#) I developed a sales letter ready to send but not sure best way to go about getting it out.



[Mari Lynch @MariLynch](#) [@EFAFreelancers](#) [@scieditorIM](#) Nolo books!

[April Michelle Davis @EInspirations](#) [@EFAFreelancers](#) I try it all, and whatever seems to work I continue with, what doesn't work for me or my company gets dropped

[Adrienne Montgomerie @scieditorIM](#) [@EFAFreelancers](#) To find a tutor to learn accounting/bookkeeping, ask an accountant/bookkeeper or call a professor.

[@EFAFreelancers](#) Q6: How do you organize multiple projects? Keep yourself clear on the next steps needed for each one?

[Pam Hilliard Owens @wirfy](#) Writer, editor, copywriter, publisher, marketing consultant HQ'd in Detroit MI. Manage of team of six; clients in 12 countries

[InkwellInternational @inkwellintl](#) [@MargaretEdits](#) re: mktg on campus: I use my acad networks to spread word of mouth rather than direct.

[April Michelle Davis @EInspirations](#) [@EFAFreelancers](#) I do a lot of marketing, and I am always trying out new ideas.

[Mari Lynch @MariLynch](#) [@EFAFreelancers](#) Hi, [@KOKEdit](#) & all. Introducing myself: First time on [#EFAchat](#). Full-time professional editor and writer since 1981.

[@EFAFreelancers](#) Q7: About how many hours/week do you spend marketing your business?

[Pam Hilliard Owens @wirfy](#) A6: Came back to [#Basecamp](#)--after it revamped, LOVE IT. My whole team is on it. Can you tell I LOVE apps?

[Adrienne Montgomerie @scieditorIM](#) Any whacky ideas to share? I've seen sandwich bd RT [@EInspirations](#): I do a lot of marketing, and I am always trying out new ideas.

[Andrea Altenburg @alaltenburg](#) Q6 I use google calendar to set up each project and give goal dates for each step. Helps develop my schedules and pace myself.

[April Michelle Davis @EInspirations](#) Q6: Sometimes I keep notes for each project, or emails to myself, other times I just use my brain--it needs a good workout.

[InkwellInternational @inkwellintl](#) A6: I use Google tools, Dropbox to keep everyone involved (incl. me) on task for multiple projects.

[@EFAFreelancers](#) [@MariLynch](#) Welcome! Glad you're here. Did you have a question or observation?

[Pam Hilliard Owens @wirfy](#) A7: 2hrs/day minimum. But all of my social media is also marketing for me. Most of my clients come from SM and referrals now.

[Mari Lynch @MariLynch @EFAFreelancers @KOKEdit](#) Biggest challenge I find is the many extra hours of online tasks that once didn't exist--including OSM! ;)

[April Michelle Davis @EInspirations](#) Q7: I don't have a set number of hours, but a little bit every day and more when I have the time and am in the mood.

[Adrienne Montgomerie @scieditorIM](#) A6: I dislike juggling projects unless for the same client. I keep a to do list in a Word doc & notes to self at top of each MS

[InkwellInternational @inkwellintl](#) A7: never enough, it seems ;) Q7: About how many hours/week do you spend marketing your business?

[M Puskar-Pasewicz @MargaretEdits](#) For organization, I use mind mapping software like Freeplane & Mindmeister.

[Marianne Beal Peters @mapeters](#) A6: I keep an Excel spreadsheet with client/project/next steps/due date. I post monthly writing goals and calendar all deadlines

[Teresa Barendfeld @ProfEdit @EFAFreelancers](#) marketing: I decided to enjoy keeping in touch & making new contacts rather than dreading it

[April Michelle Davis @EInspirations](#) A7: Also, my database houses the project info for me, including date received and date due.

[Tammy Ditmore @eDitmoreEdits @MargaretEdits](#) I took editing test and was placed on resource list for a grad school. Students look at list when they need eds.

[Adrienne Montgomerie @scieditorIM @lisa_coria](#) Thanks for the link to tutorsville. Intriguing!
<http://bit.ly/Z08K5q>

[Pam Hilliard Owens @wirfy](#) If I only marketed when I "had time", wouldn't get done. Learned long time ago: "keep the pump primed" and "funnel full".

[@EFAFreelancers](#) Q8: What have been some humorous moments in dealing with all the required paperwork? Sometimes laughter stirs creative juices.



[Tim Sohn @editortim @EFAFreelancers](#) A7: define marketing

[Teresa Barendfeld @ProfEdit](#) Marketing: I have current, past, & potential clients on spreadsheet, w/date contacted, next contact date, other info.

[M Puskar-Pasewicz @MargaretEdits @eDitmoreEdits](#) Who did you initially contact re: editing test & resource list?

[Adrienne Montgomerie @scieditorIM @wirfy](#) Good advice: always be building your business and your craft. MAKE the time.

[Marianne Beal Peters @mapeters](#) I AM my business, so I am always marketing. But I use social media, go to local Rotary, volunteer & pro bono work, blog and chat

[Pam Hilliard Owens @wirfy](#) Also must recommend Men with Pens: <http://menwithpens.ca>.

[Pam Hilliard Owens @wirfy](#) She started a writing business from scratch as a single parent of a teenager and no backup plan. GREAT training/info articles.

[Tim Sohn @editortim @EFAFreelancers](#) A1: I write about social media, media and edtech

[@EFAFreelancers @editortim](#) A7: Marketing -- any type of promotion spreading your name and services provided.

[Adrienne Montgomerie @scieditorIM](#) A7: Was told to spend min 10% on the BIZ. I include skills & subject upkeep in that. Q7: hours/week spent marketing your business?

[Tim Sohn @editortim @EFAFreelancers](#) A2: Balancing pitching, marketing, writing, billing

[Marianne Beal Peters @mapeters](#) platform is such a trendy word, but solidifying mine has helped me tremendously with marketing - clarified my "mission."

[April Michelle Davis @EInspirations](#) RT [@mapeters](#): I AM my business, so I am always marketing.
// So true

[@EFAFreelancers @mapeters](#) What steps did you take in deciding what your 'platform' actually is?

[Tammy Ditmore @eDitmoreEdits @MargaretEdits](#) I checked grad school website & found the resource list & contacted the office that had created the list.

[Tim Sohn @editortim @EFAFreelancers](#) A6: I make to do lists

[April Michelle Davis @EInspirations @mapeters](#) Yes, I hired someone to redesign my website and logo, and we had to really nail this down beforehand.



[Ruth Thaler-Carter @WriterRuth](#) It helps to set a certain day - mo'ly, wkly, whatever - for mktg. I also consider LinkedIn, EFAlist, CEL all as mktg efforts.

[Marianne Beal Peters @mapeters](#) A8 - I always (temporarily) misplace the book I'm supposed to be reviewing. And have nightmares about calling my editor to confess!

[Ruth Thaler-Carter @WriterRuth](#) My platform evolved naturally - organically as cliché is these days - fr wide-ranging interests & experience, need for variety.



[Shawn Wilson @shawnvw](#) How does one get that first job?

[Pam Hilliard Owens @wirfy @WriterRuth](#) Me, too. I "focus" on academic and business clients, which is everyone! I love the variety of my client work.

[M Puskar-Pasewicz @MargaretEdits @shawnvw](#) Through a contact on FB

[@EFAFreelancers @mapeters](#) I've had that happen, too. Those are the times I'm glad I work alone.

[Ruth Thaler-Carter @WriterRuth](#) First job often comes fr contacting past employers or doing cold queries, but belonging to EFA w JobList can make the difference.

[April Michelle Davis @EInspirations @shawnvw](#) I got my first client/job from networking and being persistent.

[Pam Hilliard Owens @wirfy @Shawnvw](#): I recommend getting your biz setup FIRST, then market. I spent full month 4 setup. Then 1st client w/in 1 week.



[Melissa Vagi @writebrainedits @EFAFreelancers](#) style sheets & excel spreadsheets

[Ruth Thaler-Carter @WriterRuth](#) Sometimes that first job has to be pro bono, but not always.

[Marianne Beal Peters @mapeters @EFAFreelancers](#) Took a class with teacher Christina Katz. I had to look truthfully my passions, skills and potential audience

[Andrea Altenburg @alaltenburg](#) I got my first job on twitter by following other editors and found one day someone asked for helpers with too much work.

[Ruth Thaler-Carter @WriterRuth](#) I keep a to-do list to track current projects and folders in desk & on computer w ideas for mktg - stories, contacts.

[Andrea Altenburg @alaltenburg](#) RT [@EInspirations: @shawnvw](#) I got my first client/job from networking and being persistent

[Ruth Thaler-Carter @WriterRuth @alaltenburg](#): Great to see that Twitter involvement can lead to real work!

[@EFAFreelancers](#) Q9: Any suggestions for future chat topics?

[Pam Hilliard Owens @wirfy](#) Advice: Work your business as a BUSINESS. I see too many ppl "playing" with being "in business" and of course struggling.

[Ruth Thaler-Carter @WriterRuth](#) Got my 1st freelance writg clip by sending something over the transom to a national magazine; now do queries rather than spec

[Marianne Beal Peters @mapeters](#) [@WriterRuth](#) I think platforms are organic! They reflect who we are, how we work, who we want to write "to" or who our clients are.

[Desiree Dreeuws @DDreeuws](#) A9: Editing for indie authors, including businesses who want to publish ebooks, etc.

[Pam Hilliard Owens @wirfy](#) This is my 1st time on [#EFAChat](#). Thanks! Loved it and learned a lot!

[@EFAFreelancers](#) It's 3:00 and time for us to wind down today's [#EFAChat](#). Thank you to all of today's participants for sharing some great insights.

[Ruth Thaler-Carter @WriterRuth](#) Must have business perspective. Can't shrug off biz issues w "I'm a creative person, I don't do business processes."

[Marianne Beal Peters @mapeters](#) [@EInspirations](#) That was a painful process for me! Putting it into the right words. I like marketing for other people, not myself!

[@EFAFreelancers](#) [@wirfy](#) This is my 1st time. - Thank you for joining us and for sharing from your experiences. You have been very helpful

[@EFAFreelancers](#) Thanks so much for joining us today for our Freelance Friday virtual [#watercooler!](#)

[Marianne Beal Peters @mapeters](#) [@EFAFreelancers](#) Thank you, everyone. This was fun!

[@EFAFreelancers](#) A transcript of today's chat will be available on the EFA website.

[@EFAFreelancers](#) We hope that in the weeks and months ahead your business will benefit from today's [#EFAChat](#).

[Shawn Wilson @shawnvw](#) Anyone willing to be a mentor to this struggling freelance editor?

[@EFAFreelancers](#) Feel free to keep chatting with the [#EFAChat](#) hashtag, however the transcript of today's chat will be ending here.

[M Puskar-Pasewicz @MargaretEdits](#) Thanks for the great chat & helpful advice!

[@EFAFreelancers](#) [@shawnvw](#) Shawn, I think most people have probably signed off by now. If you are a member of the EFA, consider posting a CHAT msg.

[Teresa Barendfeld @ProfEdit](#) [@wirfy](#) Yes, taking work seriously as a business, not just "freelancing." Being very organized has worked well for me.

[April Michelle Davis @EInspirations](#) [@shawnvw](#) What kind of help do you need? Have you taken any classes?

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