



Professional Development Workshop

Running a Freelance Business

Presented by Julie Harders, Lan Wang, Abigail Nathan, Denise Holden and Lyn Fernance

Wednesday, 7 September 2011, 9.00 a.m. to 4.00 p.m.

Venue: The Star Room (a short stroll from the Dockside Conference Centre, Sydney)

Cost: \$250 for Society members, \$295 for non-members

(includes lunch, and morning and afternoon tea)

To book a place, register online at www.editorsnsw.com/conference2011.htm

Freelancing puts you in the control seat but also poses many challenges. As well as editing expertise you need business nous, marketing skills and the flexibility to work with different—and sometimes difficult—clients. This workshop, presented with input from successful freelancer editors, covers a range of topics of interest to established freelancers or those just starting on the independent path. Participants will be involved in several exercises and have the opportunity to pose questions.

Topics will include:

- Setting up your business
- Marketing, including use of social media
- Managing your workload and your clients
- Taxation and superannuation.

About the presenters:

The workshop coordinator Julie Harders has run her own writing and editing business for more than a decade after working as a senior communication manager for such organisations as the Film Finance Corporation and the Premier's Department. Julie enjoys the challenges presented by new clients and new subject matter. She is passionate about producing high quality communication.

Lan Wang will deliver tips on technology for your home-based business. Lan is Publishing Manager for a government agency and she has worked inhouse and out-of-house in roles ranging from copy and structural editor, to typesetter and designer, to project manager and publishing program manager. Lan has also been a guest lecturer at RMIT and Melbourne universities.

Abigail Nathan will speak on social media as a tool for marketing your freelance business. A copywriter and sub-editor, she is now a freelance editor specialising in speculative fiction. Abigail is the managing director of Bothersome Words Editing and Writing Services and she is a permanent fixture on Twitter: @BothersomeWords.

Denise Holden will tackle quoting and costing your jobs. Denise has survived working freelance since 1997. She works primarily for corporate clients and in the last 14 years has learnt a lot about the pitfalls of quoting on projects. She has an MA in Writing and a Graduate Certificate in Editing & Publishing. She is a past editor of the newsletter Blue Pencil.

Lyn Fernance is keen to help demystify tax and superannuation for small business owners, especially sole traders. Lyn is an accountant specialising in small business and has clients from the publishing world. She is a director with Ken Crossman & Co Chartered Accountants.