

Learn to

## **Be a Better Freelancer**

***Take Your Business  
to New Heights***

**at the 2005 national conference of the  
Editorial Freelancers Association**

*Whether you're a polished pro or a hopeful newcomer...*

*Whether your niche is editing, writing, proofreading,  
Web sites, or graphic design...*

*Whether you work with authors, publishers, publications,  
businesses, or organizations...*

*The 2005 EFA conference is the place to learn how to work  
faster, smarter, better!*

**Saturday, October 8  
8:30 A.M.-6 P.M.**

**NYC Seminar and Conference Center  
71 West 23rd Street  
New York, New York**



# EDITORIAL FREELANCERS ASSOCIATION

## Be a Better Freelancer Take Your Business to New Heights

Network with colleagues and pick their brains. Benefit from sessions designed to help you be better at the business side of freelancing—using technology, negotiating fees, finding new markets, marketing yourself, and much more. Space is limited—register today!

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### Program

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**8:30-9 A.M.**

#### REGISTRATION & CONTINENTAL BREAKFAST

**9 A.M.**

#### WELCOME AND ORIENTATION/LOGISTICS

Martha Schueneman, EFA Co-Executive Director  
Ruth E. Thaler-Carter, Conference Coordinator

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**9:15–10:45 A.M.**

#### CONCURRENT SESSIONS, SLOT 1

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##### **1A. Making Friends with Word, I, Hilary Powers**

Word is a fact of life for most editorial freelancers these days, so why not learn to enjoy it, rather than just endure it? Let Word-wrangler Hilary Powers introduce you to some of the ways it can help you do your work WITH your computer, rather than just on it. Computers will be available - or bring your own and take home a set of tools ready to use. Two hands-on sessions, limited to 30 participants each. I: Macro Clinic. Learn what macros can do for you, how easy they are to make, and how easy they are to snag from others and use for your own purposes.

##### **1B. Selling Yourself on Paper, Sheila Buff**

Even in this electronic age, freelancers often have to present themselves on paper, and the traditional résumé just won't work. Is your current résumé an effective marketing tool? Do you even need a résumé? Get a whole new approach to telling potential clients what they need to know about you, using nontraditional résumés and other methods of inexpensive paper marketing, including cover letters, brochures, and business cards.

##### **1C. Getting Published in ..., Christine Frank**

It takes more than a great idea to get your article or book into print, but the national guides to getting published can be overwhelming. Plug into state and regional opportunities that don't necessarily show up in the standard guides. You'll find homes for your ideas that you never dreamed existed and see your publishing success soar.

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**11 A.M.–12:30 P.M.**

#### CONCURRENT SESSIONS, SLOT 2

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##### **2A Strategies for Profitable Pricing, Laurie Lewis**

Whatever your freelance specialty, you'll learn techniques to set prices, evaluate fees/rates set

or offered by your clients, and negotiate profitable pricing. Can you work fewer hours, yet make more money? Watch your income grow when you implement these strategies!

##### **2B. How to Edit for People Who Don't Read and Writers Who Don't Study Grammar, Wendalyn Nichols & Linda Jorgensen**

Find out how the editors of the two leading newsletters in the editorial sector—*Copy Editor* and the *Editorial Eye*—approach the brainteaser of these two realities, which also could be called trends in our world.

##### **2C. Web Sites: The Good, the Bad, and the Ugly, Kat Nagel**

What makes a good Web site? Learn how to analyze Web sites for usability, accessibility, and marketing effectiveness, and participate in a group review of several live sites. Laptops provided. Limit 15 participants. Submit your own Web site for review by sending the URL to Kat Nagel (katnagel@masterworkconsulting.com) by September 25.

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### LUNCH

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Many established freelancers are looking for new niches in which to use their skills, and newcomers need to know what it takes to succeed in various areas of editorial work. Network informally at "topic tables" to find out what it takes to enter a market. Each table will be hosted by a topic captain with expertise in that specialty. (Please indicate your preference on the registration form.)

- L-1, Business of Freelancing**
- L-2, Cookbooks/Food Writing**
- L-3, Copyediting**
- L-4, Custom Publishing**
- L-5, Education**
- L-6, Freelance Writing**
- L-7, Graphic Arts/Design**
- L-8, Indexing**
- L-9, Medical**
- L-10, Newsletters**
- L-11, Proofreading**
- L-12, Tech Writing/Editing**
- L-13, Travel**
- L-14, No Topic**

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## 2:30–4 P.M. CONCURRENT SESSIONS, SLOT 3

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### 3A. *Breaking into New Markets, Ruth E. Thaler-Carter*

Get practical tips on how to find and break into new editorial markets, whether you want to write about different topics or offer new services that require new skills.

### 3B. *Your Web Site as a Marketing Tool, Kat Nagel*

It seems as if everyone in editorial freelancing needs or wants a Web site. Find out how to make your site an effective marketing tool that shows up in search engines and brings in the work.

### 3C. *Making Friends with Word, II, Hilary Powers*

See Session 1A. II: Template Temptations. Learn how Word can keep track of your clients' preferences, so you can work without worrying about who wants what (assumes vague familiarity with macros).

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4:15–4:45 P.M.

## CLOSING REMARKS—NETWORKING MAGIC

**Ilise Benun**

You've enjoyed a full day of learning and interacting with EFA colleagues. Now let Ilise Benun show you how to go forth and maximize what you've learned today!

## 5–6 P.M. CLOSING RECEPTION

Enjoy one last opportunity to network and get to know your colleagues at a wrap-up wine-and-cheese reception.

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*The EFA office is located in the same building as the conference and will be open all day as a service to participants. EFA publications, member publications, and other resources will be available for purchase. Have a cup of coffee, check messages, or leave your conference packets for later pick-up!*

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## FEATURED SPEAKERS

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- **Ilise Benun** is an internationally recognized expert on self-promotion and marketing for freelancers, creative professionals, and small-business owners. She is the author of *Self Promotion Online* and *Designing Web sites for Every Audience*. Through her one-on-one coaching program, Marketing Mentor, she teaches the "marketing mindset." Benun is a national speaker who has been featured in magazines such as *Inc.*, *HOW*, *Self*, *Essence*, and *Working Woman*.
- **Sheila Buff** is a writer specializing in health, nutrition, and medicine. As the volunteer chair of the EFA JobList, she knows what employers want from editorial freelancers.
- **Christine Frank** is the author and publisher of *Getting It Published in...Missouri*, the first in a series of regional guides for freelance writers.
- **Linda B. Jorgensen** has edited the *Editorial Eye*, EEI Communications' monthly subscription newsletter for

writers, editors, designers, journalists, trainers, and project managers, since 1992. She is manager of the EEI Press; teaches EEI's "Style Summit" and "Editing Stronger Magazines" seminar; conducts magazine coaching sessions; oversees "Eye Exam" publication critiques; develops and edits handbooks and textbooks for editors and writers; and is a frequent speaker at editorial boot camps and conferences.

- **Laurie Lewis**, a freelance medical editor and writer for 20 years, is the author of *What to Charge: Pricing Strategies for Freelancers and Consultants* and one of the EFA's most popular trainers.
- **Katherine "Kat" Nagel** is the owner of MasterWork Consulting Services, a technical communications company offering writing, editing, Web development, and computer coaching services for high-tech manufacturers, software developers, small businesses, community arts organizations, and individuals in private professional practices. She has served as webmaster for nonprofit organizations, and designed Web sites for colleagues and clients.
- **Wendalyn Nichols** is the editor of *Copy Editor* newsletter and a freelance lexicographer, editor, and book doctor. She taught remedial English and composition for several years before entering publishing, first as a freelance researcher, writer, and editor; then as a lexicographer and editor with the Longman Group; and finally as the editorial director of Random House Reference and Information Publishing. She has been featured as a language expert on radio and television, and was a regular contributor to The Mavens' Word of the Day Web site.
- Well-known to colleagues for coming up with answers when Word misbehaves, **Hilary Powers** has been doing freelance copy editing and developmental editing since 1994, almost entirely onscreen, with only four of 400-plus projects on paper. She draws on her whole background—journalism BA cum laude from Stanford University, followed by management analysis and audit for government agencies, EDP audit and computer security for an insurance company, and presidency of a nonprofit historical society with branches around the world—to create her mindset and vast fund of tips.
- **Ruth E. "I can write about anything!"™ Thaler-Carter** is an award-winning freelance writer and editor who has succeeded in more than 25 years of full-time freelancing by expanding from journalism into proofreading, editing, newsletters, annual reports, desktop publishing, public speaking, and related projects for associations, organizations, and publications. She is the author/publisher of *Get Paid to Write: Getting Started as a Freelance Writer*, a booklet based on her seminars for regional and national writers' organizations.

**REGISTRATION FORM**  
**Be a Better Freelancer—Take Your Business to New Heights**

The 2005 national conference of the Editorial Freelancers Association  
 Saturday, October 8; 8:30 A.M.-6 P.M.  
 NYC Seminar and Conference Center, 71 W. 23rd Street, New York, NY

**Please print or type.**

Name \_\_\_\_\_  
 EFA member? Yes  No   
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

**Fees**

- EFA member, by September 16 .....\$140
- Nonmember, by September 16 .....\$165
- EFA member, after September 16 .....\$165
- Nonmember, after September 16 .....\$190
- Onsite/at the door .....\$200

Not an EFA member? Double your savings—join EFA when you register and take advantage of the member conference rate, and we will waive the usual \$25 membership processing charge as well.

**Membership:**

- Resident, \$115/year (reside in area codes 201, 203, 212, 347, 516, 609, 631, 646, 718, 732, 845, 856, 860, 908, 914, 917, 973)
- Nonresident, \$95/year
- EFA JobList, \$25/year additional

(For more about EFA membership benefits and options, please see our Web site, [www.the-efa.org](http://www.the-efa.org))

If paying by check or money order, please make payable to Editorial Freelancers Association and send to

Editorial Freelancers Association  
 71 W. 23rd Street, Suite 1910  
 New York, NY 10010-4181.

Early-bird registrations by mail must be postmarked by September 16. Early-bird payments by credit card must reach the EFA office by 5 P.M. on September 16 and may be faxed to (212) 929-5439; toll-free, (866) 929-5439.

To register online, go to [www.the-efa.org](http://www.the-efa.org).

**Amount enclosed: \$** \_\_\_\_\_

- Check/money order (must be postmarked by September 16)
- Credit card
- Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

**Please indicate the sessions you plan to attend. We will accommodate as many first choices as possible.**

**Concurrent sessions, Slot 1**

- |                                                           |                          |                          |
|-----------------------------------------------------------|--------------------------|--------------------------|
| <b>1A.</b> Making Friends with Word, I, Hilary Powers..   | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>1B.</b> Selling Yourself on Paper, Sheila Buff .....   | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>1C.</b> Getting Published in ..., Christine Frank..... | <input type="checkbox"/> | <input type="checkbox"/> |

1st choice  
2nd choice

**Concurrent sessions, Slot 2**

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|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| <b>2A.</b> Strategies for Profitable Pricing,<br>Laurie Lewis .....                                                                 | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>2B.</b> How to Edit for People Who Don't Read<br>and Writers Who Don't Study Grammar,<br>Wendalyn Nichols & Linda Jorgensen..... | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>2C.</b> Web Sites: The Good, the Bad, & the<br>Ugly, Kat Nagel                                                                   |                          |                          |

**Lunch table topics, Slot L**

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|-------------------------------------------|--------------------------|--------------------------|
| <b>L-1,</b> Business of Freelancing ..... | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>L-2,</b> Cookbooks/Food Writing .....  | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>L-3,</b> Copyediting .....             | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>L-4,</b> Custom Publishing .....       | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>L-5,</b> Education .....               | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>L-6,</b> Freelance Writing .....       | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>L-7,</b> Graphic Arts/Design.....      | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>L-8,</b> Indexing .....                | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>L-9,</b> Medical .....                 | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>L-10,</b> Newsletters .....            | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>L-11,</b> Proofreading .....           | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>L-12,</b> Tech Writing/Editing .....   | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>L-13,</b> Travel .....                 | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>L-14,</b> No Topic.....                | <input type="checkbox"/> | <input type="checkbox"/> |

**Concurrent sessions, Slot 3**

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|---------------------------------------------------------------------|--------------------------|--------------------------|
| <b>3A.</b> Breaking into New Markets,<br>Ruth E. Thaler-Carter..... | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>3B.</b> Your Web Site as a Marketing Tool,<br>Kat Nagel .....    | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>3C.</b> Making Friends with Word, II, Hilary Powers              | <input type="checkbox"/> | <input type="checkbox"/> |