



Make Your Own Luck
Communication Central's 13th Annual
"Be a Better Freelancer" Conference
Friday, September 21–Saturday, September 22, 2018
with extra session on Sunday, September 23, 2018
Hilton Garden Inn Rochester/University & Medical Center, Rochester, NY

Program Information

Make 13 your lucky number by attending the 13th offering of this event for freelancers at all stages of their careers! Enjoy practical presentations from renowned speakers to help make your freelance efforts more efficient, effective and profitable. Each day includes a continental breakfast and time for networking, two concurrent two-hour morning presentations, lunch (with giveaways, colleagues' books to purchase and more networking time), and two afternoon sets of two-hour concurrent sessions. Group dinner outings will be available (not included in registration fee) or you can dine on your own. An extra Sunday session will feature in-depth information about expanding an editing business with **Nancy Marriott** and **Susannah Noel** of the **Editorial Arts Academy**.

Topics and Speakers

- Setting Up Your Website • The Magic of Macros • Typography 101 • Getting the Gig • Dealing with Difficult Clients
- Freelancer or Freelance Business Owner? • Maximizing Your Online Presence •
- Working with Self-publishing Authors • Organizing Your Business for Greater Success • Marketing Your Freelance Business • Create More Freedom in Your Freelance Biz • Expanding Your Editing Business *and more!*



Brzustowicz • Davis • Hilliard Owens • Kellett • Machate • Margulis • Montgomery • Morton • Siler

• **Victoria Brzustowicz** (www.VictoriaBCreative.com) is an award-winning painter, illustrator, graphic artist and website designer. She is affiliated with the Printmaking & Book Arts Studio of Flower City Arts Center, where she teaches drawing and linoleum block printing.

• **April Michelle Davis** (www.editorialinspirations.com), author of "A Guide for the Freelance Indexer" and "Choosing an Editor: What You Need to Know," is an expert in macros, Word and business-organizing resources.

• **Pamela Hilliard Owens** (Detroit Ink Publishing, Writing It Right For You and Your Business Your Brand Creatively) works with solo professionals, creative freelancers, and businesses and corporations throughout the USA, Canada and 12 other countries, with satellite offices in Dubai, UAE, and Birmingham, England.

• **Ann Kellett** (www.annkellettediting.com) is the author of the upcoming *A Freelancer's Guide to Working with Difficult Clients*. She specializes in copyediting and developmental editing of book-length manuscripts and in ghostwriting in the client's voice. Kellett also writes and edits for university faculty, staff and administrators at teachingresearchandservice.com.

• Book collaborator, award-winning editor and publishing consultant **Ally E. Machate** (www.allymachate.com).

com, www.thewritersally.com) uses her insider knowledge of publishing to help others reach their publishing goals.

• **Dick Margulis** (www.dmargulis.com) focuses on thoughtful editing, appropriate design, expert production and comprehensive project management for publishers of all sizes. He learned to set type at an early age and has been studying and practicing typography ever since.

• **Adrienne Montgomerie** (@scieditor) has been marketing her freelance services for more than 20 years. She launched her business in cottage country and landed some of the largest publishing clients in the Canada. Specializing in nonfiction, she has expanded her client list to individuals, businesses, NGOs and small presses in Canada, the USA and the UK.

• **Chris Morton** has been a B2B/B2C author, editor, proofreader, graphic artist, publisher, instructor, speaker and guerrilla-style self-promoter for over 25 years, and is a valued resource for colleagues seeking to enhance their online presences, especially on LinkedIn.

• **Brenda C. Siler** (@bcscmm) is a writer, editor, PR and marketing professional who has been published in mainstream media, trade journals and industry guidebooks and has led communications programs in national associations and nonprofits, including AARP.



Make Your Own Luck
 Communication Central's 13th Annual
 "Be a Better Freelancer"™ Conference
 Friday, September 21–Saturday, September 22, 2018
 with extra session on Sunday, September 23, 2018
 Hilton Garden Inn Rochester/University & Medical Center, Rochester, NY

Daily program highlights

Registration, continental breakfast, lunch, networking, morning and afternoon concurrent sessions (dinners not included in fee).

Sunday morning, September 23: Special workshop —

"Beyond Copyediting: Expanding Your Business to Include Developmental and Line Editing" (separate fee)

Fees

	Colleague* <i>By August 15</i>	Other	Colleague* <i>August 16–September 10</i>	Other	Colleague* <i>September 11–onsite</i>	Other
<input type="checkbox"/> Friday only	\$150	\$175	\$200	\$250	\$250	\$300
<input type="checkbox"/> Saturday only	\$150	\$175	\$200	\$250	\$250	\$300
<input type="checkbox"/> Friday & Saturday	\$250	\$300	\$350	\$375	\$400	\$450
<input type="checkbox"/> Sunday only	\$75	\$100	\$100	\$125	\$125	\$150

Total — enclosed by check or sent via PayPal : \$ _____

*A **colleague** has participated in a previous **Communication Central** program or is a member of a professional association listed below. One discount per person. (If your organization is not listed, contact **Communication Central** at conference@communication-central.com or **585-248-0318** to see if it qualifies for a discounted **colleague** rate.)

Name _____

Address _____

Phone _____ Fax _____ E-mail _____

Colleague — Attended **Communication Central** event

or member of: ACES AIIP AMA ASI AMWA AWC CE-L EAC EFA fbb GWA IABC
 MWA NABJ NAIWE NWU PWAC RPCN SfEP SPJ STC WAB Other _____

Payment may be made by **check** to **Communication Central**, 2500 East Avenue, Suite 7K, Rochester, NY 14610 (include this form). Credit cards accepted via **PayPal**, payable to conference@communication-central.com (please **fax** this form to **585-248-3638**).

Registration is complete only when payment is received. **Discounts apply only when payment received by dates shown.**
Refunds: Cancellation received by **August 30**, 50% refund; **September 1–10**, 25% refund; after **September 10**, no refund.

Accommodations: **Hilton Garden Inn Rochester/University & Medical Center** (30 Celebration Drive, Rochester, NY 14620; 585-424-4404). **\$124/night** (+ taxes) for room with 2 double-sized beds. **Wi-Fi:** Included. **Parking:** Free! For reservations, go to www.rochesteruniversity.hgi.com/; look for "Add Special Rate Code"; under Group Code, enter **COM1**.

Rochester offers lots of great **activities for spouses and kids** while you enjoy the conference! For details, go to <http://www.communication-central.com> and look for **Rochester attractions**.



Make Your Own Luck
Communication Central's 13th Annual
"Be a Better Freelancer" Conference
Friday, September 21–Saturday, September 22, 2018
with extra session on Sunday, September 23, 2018
Hilton Garden Inn Rochester/University & Medical Center, Rochester, NY

Program/Schedule

Friday, September 21

8–9 a.m. **Registration/Continental breakfast/Networking**

9:15–9:30 a.m. **Welcome, *Ruth E. Thaler-Carter, Owner, Communication Central***

9:30–11:30 a.m. **Concurrent sessions**

Session A

Get Your Website Live in Two Hours Flat, Victoria Brzustowicz

A freelancer needs a website to be found and show what you do, but the technology, process and costs can seem overwhelming. Enjoy a low-tech, hands-on session with a graphic artist who designs websites for tips on what to include, what does and doesn't work, and how to create an ideal site. If you have a website, this session will make it better. If you still wonder about how to create and manage one, this session will show you how.

11:30 a.m.–1 p.m. **Lunch and giveaways!**

1:15–3:15 p.m. **Concurrent sessions**

SEO as Your Star Editorial Omnipresence, Chris Morton

Are you loathe to perform outbound sales? Want more over-the-transom (inbound) sales? Succeeding in today's gig economy means giving prospects a compelling reason to engage your services. Why does being detail-oriented and having an advanced degree/certificate make you any different from everyone else describing themselves in the same way? Of equal importance is being easily discoverable on the Internet. You need more than just a passive LinkedIn, Twitter or Facebook account — or even your own static website; you need to know how effective search engine optimization (SEO) pulls it all together to do the selling for you. Learn about the tools you need to be an SEO star and let your business promote itself.

3:30–5:30 p.m. **Concurrent sessions**

Organizing Your Freelance Business for Greater Success, April Michelle Davis

A successful freelance is an organized freelance business. Gain invaluable insights from a versatile (writer, editor, indexer, blogger, speaker — and mother of three children) colleague who has developed practical tools to make it easier to organize and manage a freelance business, no matter what skills and services you provide. Learn about the EZRA program that she and Ben Davis created to generate invoices, run reports on income earned and projected, prepare for tax filing, and more.

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

Session B

Getting the Gig by Writing Your Life, Brenda Siler

There are two ways of doing freelance writing: getting assignments and finding your own stories to cover. Learn how to build a freelance writing business your way by covering events and topics that matter to you and have meaning in your daily life — programs hosted by your alma mater or alumni association; charitable and nonprofit organizations representing causes you care about; concerts, books and performances that you enjoy; family activities; political opinions; and more.

Working with Challenging Clients, Ann Kellett

Sooner or later, we all encounter them: the bully ... the one who changes direction midstream ... the cheap-skate ... and other difficult clients. Learn from a colleague who has gathered stories from other freelancers and identified four broad categories of such clients: the manipulator, the rule changer, the procrastinator and the willfully ignorant. Hear the stories (and how freelancers resolved the problems and what they wished they had done instead) and get advice from psychologists, life coaches, human resources professionals and other experts.

Book Typography 101, Dick Margulis

Freelancers today are often asked to put together or critique book-form projects, or help self-publishing authors make smart decisions about typography for print and electronic book projects. Even if you don't offer desktop publishing as a service, it can help your freelance business to understand the essential basics of readability and clarity in typography so you can give your clients good advice — and make your own documents look their best as well.



Make Your Own Luck
Communication Central's 13th Annual
"Be a Better Freelancer" Conference
Friday, September 21–Saturday, September 22, 2018
with extra session on Sunday, September 23, 2018
Hilton Garden Inn Rochester/University & Medical Center, Rochester, NY

Saturday, September 22

8–9 a.m. **Registration/Continental breakfast/Networking**

9:15–11:15 a.m. **Concurrent sessions**

Session A

Freelancing as a True Business, Pamela Hilliard Owens

Many editorial professionals are happy and productive as sole proprietors, while many others would like the ability to tackle more and larger projects that being part of a team with a more company-structured setup, rather than remaining a one-person shop, would offer. Find out what it takes to build an editorial company with employees or subcontractors, how to structure and manage your team and your company, the kinds of projects a company can take on (including international ones), and more.

11:30 a.m.–1:15 p.m. **Lunch with giveaways!**

1–3 p.m. **Concurrent sessions**

The ABCs of the Self-Publishing Process, Dick Margulis

As editing opportunities shrink in traditional publishing, they continue to expand rapidly in self-publishing. Learn how you can work with and guide independent authors in a way that is fair to them and worthwhile for you. The session will be an overview of the independent publishing process, including ethical, financial and practical considerations. Figure out where you can fit into the process in a way that works best for you.

3:15–5:15 p.m. **Concurrent sessions**

Marketing Your Freelance Business, Adrienne Montgomery

Having mad skills and great experience is not enough to make your freelance business a success. You need active and passive marketing strategies to catch the attention of your target clients in a way that suits them as well as you. Explore the ways that freelancers market themselves and provide the beginnings of your own plan to generate leads, create buzz and make fruitful contacts. Find out where to find clients in person and gauge whether you have to use social media, which platform(s) will reach your clients and how you will use it(them).

7 p.m. **Dinner on your own — group outing will be arranged**

Sunday, September 23

9 a.m.–12 noon (*Hotel restaurant private dining room; breakfast on your own*)

Beyond Copyediting: Expanding Your Business to Include Developmental and Line Editing, Nancy Marriott and Susannah Noel, Editorial Arts Academy

The founders of the **Editorial Arts Academy** (www.editorialarts.com) will provide a detailed path to adding new, more in-depth services to an editorial business. The session will cover how developmental and line editing differ from copyediting and proofreading; differences between fiction and nonfiction, and how to be ready to handle both; how to coach and support authors at the beginning stage; assessing the job: determining the level of work needed, pricing and drawing up contracts; setting schedules; when to say no to a job or hand it back to the author; and how to find projects.

Session B

Make Your Own Luck: Fire Up Your Marketing, Chris LaForest

Most freelancers are uncomfortable with selling and marketing their writing, editing, proofreading, indexing, graphics and related services, even though we know that being active in sales is essential to making a decent living. This upbeat motivational presentation will help you fire up your enthusiasm for sales and marketing your business, no matter what kind of freelancing you do. Be prepared to embrace new ways of promoting your freelance business — including visual and audio tools you may never have considered!

The Marvel of Macros: Working More Efficiently and Effectively, April Michelle Davis

We all need ways to work more efficiently to make our freelance businesses more profitable. One of the best ways of doing this is by using macros in writing, editing and proofreading a variety of projects, but doing so can seem daunting, especially for those who don't consider themselves as tech-savvy. Find out how to create your own macros and use those created by colleagues, and watch your productivity — and profitability — soar!

Create More Freedom in Your Freelance Biz, Ally Machate

Not enjoying as much freedom as you dreamed of when you went freelance? A systems geek and 14-year freelancer will introduce tools and tactics to keep your business humming along even when you're out having fun. Learn about ways to make your business life easier, smoother and more efficient, with a special focus on how certain tools and processes can mean less time on admin and marketing, location independence, or just traveling more.