

from the editor,

Won't you join us on the flight...

The distance *Freebird* has traveled in one short month is astounding. Exactly 30 days ago *Freebird* was only a name and an idea that rapidly took on a life of its own. *Freebird* is a testament to the power of networking. On March 19, three AWAJ students, one from the U.K., one from the western coast of the U.S. and the other from America's heartland, were virtual strangers to one another. Connected only by the WEB, they were able to mesh a remarkable combination of talents and skills to transform *Freebird* into reality. Student response to *Freebird's* debut on April 2, 2004 was gratifying for the editorial staff who invested so much time and energy to produce an ezine of value for AWAJ students. Today the second issue comes your way, continuing *Freebird's* goal to harness the power of networking for all AWAJ students.

Maria Thompson

The (Sometimes Rocky) Road to Success - Chapter 2

Learning in Spite of Your Education

By Lyn Blair

***"I have never let my schooling interfere with my education."* —Mark Twain**

"OK Class," says Miss Appleton, "Who wants to be a genius? Please raise your hand."

"A millionaire? A famous athlete? An inventor? A creative artist?"

"Thank you for sharing. I'm sorry to tell you, our **Board of Education** school-approved curriculum, doesn't provide learning for any of that. Maybe you can learn it on your own, as a hobby."

Thomas Edison, in 1854, only lasted 12 weeks in a one-room schoolhouse with 38 other students. According to the angry teacher, this 7 year old was too active, with too many questions. So his mother removed him, and home-schooled him. Today's school psychologists would've ruined his mind with Ritalin. Yet under individualized teaching, by age 11, he had discovered the library and thereafter taught himself. By age 12, he was virtually

an adult with several retail enterprises—selling newspapers, snacks, and candy on the railroad, and a separate business selling fruits and vegetables.

Is it any wonder home schooling is gaining such popularity? Any wonder that exorbitant college fees— make parents doubt if the value is worth the price?

Our massive educational system has buried the *individual* and his *purposes*. Our public schools are designed for the masses, not individuals. Grade schools teach to the average student. Advanced students get bored and "slow" students get lost. Colleges just overwhelm everyone with massive amounts of data.

Without a purpose, you don't learn. When I was 11 years old, my parents took me to Mexico. Struggling to communicate and speaking no Spanish *at all*, I vowed— one day I'd return speaking like a native.

Years later, a college professor, astonished at my Spanish speaking ability, wanted to know the secret to my learning. Simple—setting a strong goal and hard work.

However, the same well-intended professor almost buried my purpose in college. She would assign several chapters in Spanish literature for homework. Remember now.... I was the prodigy. If anyone was going to survive college Spanish, I was. But...there was *NO TIME* to look up all the words I didn't understand. *NO TIME* to incorporate them into my vocabulary. It would've taken about 7-10 hours. Other classes were assigning ridiculous loads as well.

Forget about trying to understand. Forget seeing if you can apply it to life! Just have a good memory, and pass the test.

My high school English teacher warned students, "When you go to college you'll have a choice. You can get *good grades*, or *you can learn*."

College is not bad. College is a wonderful stepping-stone for self-discipline and persistence. You learn to be on your own, how to get along with your peers, and you grow up. If you got more than good grades, give yourself credit, and credit to some of your professors who were heroes, bucking the system.

Starting *completely* over isn't possible, for any of us. If we could start over, our choices would likely be different. In fact, when we discovered AWAI courses, we did just that. AWAI courses allow you to move at your own pace, follow your purpose, and really absorb the data. You are provided with excellent guidance and you gain the ability to apply it. AWAI *stands tall* among the home-study courses.

The useful knowledge we're learning is *in spite of our-formal education not because of it*. *Perhaps some day formal education will change. AWAI and other successful home-study programs form the frontier of better learning*. As with many accomplishments and goals, you just can't "run with the herd". Look at all the successful individuals. *Individuals...*strong in their own decisions, courageous in their actions. At some point they all—separated out from the herd— and *took the bull by the horns*. As AWAI students, we're doing just that.

SMART MARKETING: Sew Your Flag and Wave it High

by Linda C. Angér, The Write Concept, Inc.

Here in America, small business employs half the adult workforce. That statistic holds true no matter what part of the planet you inhabit. Multi-national corporations are everywhere, but despite their big presence, they are outnumbered by businesses that employ less than 50 people. Look around you. Small business provides the income that covers the rent, feeds the kids, buys computers and pays taxes for half the population. As a freelancer, you *are* a small business owner, and your national economy depends on your success.

Whether you have a dozen full-time staff members or a part-time workforce of one, how you market your services plays a role in your success. Practice these five steps and you're on your way.

They Have to See You to Believe You – Make Yourself Visible

No one will come knocking on your door in the beginning. It's up to you to make yourself visible, prove yourself capable, and build credibility. It won't happen overnight, and it won't happen without being clear about what you offer and its value to the people who hire you – in terms they understand. Your job is to *serve* your clients – to make them look good, feel good and make money. Build your marketing strategy on responding to their needs, not your desire for a new sports car. Make yourself visible, but also make sure you present a picture that is compelling to your target market.

Net Worth Starts with Net Work – Get Connected

Yes, we all want to dance with the stars, have a long string of zeros in our bank balance and impressive names on our client list. The good news is that it's totally possible. The bad news is that there are a lot of rungs on the stairway to heaven, and some are slippery. The people with whom you've developed relationships – your connections – are a critical tool in your marketing strategy. Ask for their help in giving you work or introducing you to other decision-makers. Personal introductions are invaluable.

Business Network International (BNI), the largest networking organization in the world, operates on the philosophy "Givers Gain." Give business to the people in your network. Ask for their business and their referrals. A personal introduction and recommendation carries weight because it gives you instant credibility with a prospect – particularly when you don't have a strong portfolio to flash around. Your net worth is tied to your 'net-work,' so get connected, start giving and learn relationship-building skills.

Join organizations such as your local Chamber of Commerce, Rotary, or BNI. People involved in these organizations are small business owners, looking for ways to keep themselves and their employees working. They represent the businesses that keep your country alive. Make their success your priority. Get involved. Talk to strangers. Build relationships.

Invest in Yourself

Don Mahoney wisely recommends that you make sales – get cash flowing – before you spend money. Brochures are *not* a necessity. Neither are business cards, although they are standard fare in most circles. The point is you can start a business on a shoestring. If you have only \$50 - \$500 for start-up costs, spend it wisely. Check out your options and choose the one that works best for you, strategically and financially.

In the copywriting course, we've learned the importance of a strong headline. In many networking groups, including BNI, each member is allowed 30 seconds to present a "commercial" about his business. Your commercial – sometimes called an "elevator speech" – is the networking equivalent of a headline, and they are useful in any business situation. Use them at parties, on airplanes, in line at the bank – use them anytime people ask, "What do you do?" At 30 seconds, they are long enough to express important aspects of your business, but short enough to maintain interest. Target one aspect of your business in each commercial, breaking your business down into digestible chunks. You might have one commercial in which you focus on writing dynamic sales letters, and another in which you highlight website content.

In her book 6 Steps to Free Publicity, PR maven Marcia Yudkin reports on a woman who introduced herself to a man in an elevator because she didn't see any sense in wasting 10 floors-worth of time. "Hi, my name is Anne," she said. "I do career management and networking. What do you do?" It happens that he was affiliated with an international meeting planners association. One year later, she gave the keynote address at their annual convention. Make your commercials sing like Pavarotti, and play them everywhere you go.

Before you hand out a single card, or deliver your first commercial, answer this question: Would you invest in a company that didn't invest in itself? Would any sane business owner invest in *your* services if it were clear that *you* haven't invested in you? Every bit of your self-promotion is a reflection on the quality of your work. Think strategically.

Prove the Value of your Service

Another thing about the stairway to heaven – you start out climbing in the dark and have to prove your capability/credibility. Testimonials and samples are priceless. If you don't have them, offer to do a job on trade for a respected business owner in your community. You could trade for an advertisement in the newsletter they send to their 10,000-name mailing list. Exposure builds credibility. If they like your work, ask for a testimonial letter and permission to use it in your promotions. Bingo – you've got the beginnings of a portfolio, and some free advertising to boot.

Study and Repeat

In our copywriting and design classes, we're charged with studying the best examples of our craft and applying tested principles to our work. The same practices serve you in starting and marketing your business. Join a networking group like BNI and get cozy with the business consultant in the group. Buy lunch in exchange for advice, and put what you learn into practice.

About the Author

AWAI 6-Figure Copywriting student Linda Angér is President of The Write Concept, Inc., a 5-year old copywriting service in Rochester Hills, Michigan. Her clients include DaimlerChrysler Corporation, Lucid Business Strategies (www.lucidbusiness.com) and Industrial Visions Company (www.industrialv.com). Linda is a member of Business Network International, the National Association of Women Business Owners, the Rochester Regional Chamber of Commerce, and Detroit Working Writers. Visit The Write Concept, Inc. at www.thewriteconcept.com.

Study and follow the proven leaders – not just proven writers or designers, but proven *businesspeople*. Then become one of them, and go on to teach others. Remember... it's not just your bank balance at stake – it's your national economy.

Coming Soon

Linda C. Angér's
30 Second
Commercials

Why You Need'em
How You
Construct'em
When You Use'em
What to Avoid

A Professional Web Site – Made Easy

By Frauke Nonnenmacher

Part 2 – Text Formatting and Images I

(If you've missed part 1, you can get it in Freebird issue 1 [here](#))

In this issue we're looking at basic text formatting and images. The most important text formatting methods are emphasis and headings. Fortunately, HTML makes both methods very easy. Take the following HTML excerpt, for example:

```
<p>
Frauke's Home Page
</p>
<p>
This is my wonderful copywriting page. Hire me!
</p>
<p>
Really! My work is great, and it's dead cheap!
</p>
```

Let's say you want the first paragraph as a heading., In the next line, you want to emphasise the words 'Hire me!'. You also want to **strongly** emphasise the words 'great' in the last line and really go overboard when pointing out that your work is 'dead cheap!'. You need three new tags for that. The <h1> header tag, the (for emphasis) tag and the (strong emphasis) tag. As always, make sure the tags don't cross over and that the closing tags start with a backslash character!

Headings: There are six heading styles, from <h1> to <h6>. H1 is the strongest and normally used for headlines. H2 to H6 can then be used for subheads. Of course, if the H1 heading is too prominent for your taste, you can use a lesser heading tag. Play around to see which style you like best.

The heading tags replace the paragraph tags, so our new heading would change from:

```
<p>
Frauke's Home Page
</p>
to
<h1>
Frauke's Home Page
</h1>
```

Emphasis: The and tags are used within the paragraph tags, and they can be used inside one another (as long as they don't cross over!). In our example, the new HTML code would read:

```
<p>
This is my wonderful copywriting page. <em>Hire me!</em>
</p>
<p>
Really! My work is <strong>great</strong>, and it's <em><strong>dead cheap!</strong></em>
</p>
```

Images – a quick introduction: To insert images into a HTML document, you need a new (you guessed it) tag. The tag is different from the ones we've looked at so far in that it needs what's known as an "attribute" to tell the web page which image to use. Also, an tag needs no closing tag! But before we go into this, we first need an image to insert, so please do the following:

- In the directory where you've stored your 'index.htm' page last time, create a subdirectory called 'graphics'. (It's always a good idea to keep your graphics in a separate place)
- Store an image in this directory (a .gif or .jpg is preferable) and make a note of the file name.

Next, insert the following tag into the body of your home page:

```

```

Substitute 'image.xxx' with the correct file name of your image and preview the page. If you've done everything correctly, you should now have an image on your home page!

Homework:

Add headings, subheadings and other text formatting to your web site. Decide what images you want on your home page and insert them into your code. Don't worry about text flow – that's covered in the next issue.

Solution to last issue's homework problem:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">
<p>
Frauke's Home Page ] This paragraph should be inside the <body> tags
</p>
<htm> - Should read <html>, not <htm>
<head>
<title>Welcome!<title> - This is a closing tag and should read </title>
<body> ] These tags were swapped around. The <head> tag must
</head> ] close before the <body> tag opens.
<p>
This is my wonderful copywriting page. Hire me!
</p>
<p>
Really! My work is great, and it's dead cheap!
] - There's no closing tag. A </p> is missing here.
</body>
</html>
```

And this is how the HTML code should look.

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">
<html>
<head>
<title>Welcome!</title>
</head>
<body>
<p>
Frauke's Home Page
</p>
<p>
This is my wonderful copywriting page. Hire me!
</p>
<p>
Really! My work is great, and it's dead cheap!
</p>
</body>
</html>
```

Coming in the next issue: More about images and file names.

Bartering: Gold Nuggets for Your New Business

By Bonnie Lowe

“To barter,” means to exchange goods or services without money. Who would want to do that? Don’t we all want to get paid cold, hard cash for our services? Of course! But finding clients who are willing to hire and pay a student copywriter or beginning graphic designer can be quite a challenge -- especially in a market where we face tough competition from seasoned professionals with demonstrated track records. **It’s that old Catch 22: you can’t get hired because you don’t have experience; you can’t get experience because you can’t get hired!**

Barter To Minimize Cash Outlay

Getting paid cash for our services can be tough, when we’re just starting out. Then there’s that other problem with cash — not having enough of it to get your business going! Starting a business isn’t cheap. Costs can include educational and skills-development materials (as AWAI students, we know), business license fees, business cards and other promotional materials, website construction & advertising, computer hardware & software, office supplies, and much more. To minimize your cash outlay, look for ways to barter.

For example, if you’d like an eye-catching logo for your business cards and letterhead, you might be able to barter with a graphic designer looking for someone to write her sales letter.

Benefits of Bartering

My first bartering experience happened by accident. I attended an Internet Marketing Seminar in November. All of the speakers were great, but one impressed me more than others with his incredible passion and enthusiasm. I sent him an email after the seminar describing how his presentation inspired me. He responded with a proposition: Would I be interested in writing summaries of an 8-session, 15-hour “Telebootcamp” on traffic conversion (how to convert website visitors into buyers) in exchange for free attendance? The registration fee for the Telebootcamp was \$495! By saying “Absolutely!” I received 15 hours of valuable training in exchange for about 3 hours’ worth of writing.

But wait, there’s more!

One of the participants in that Telebootcamp desperately needed help with a website sales letter. I offered to rewrite the letter for free, if she would:

- note her current sales statistics
- track new statistics after switching to my letter
- provide a testimonial with specifics on how my letter improved her sales.

I also received a free copy of her ebook (necessary for me to rewrite the letter).

Then a website owner read my post in the AWAI Forum about that website sales letter barter, and sent me an email. She had an outstanding product and was attracting lots of visitors to her site, but sales were disappointing. She knew her sales letter needed help, and was searching for copywriting information, when she found the AWAI Forum and read my post. We agreed to an exchange. I would rewrite her sales letter. If it was successful, she would give me a strong testimonial for my future copywriting business website. In addition, she provided me with a professional and very valuable critique of my website’s newsletter.

As you can see, writing sales letters for clients -- even those who don’t pay you in cash -- can be very beneficial.

Here are the golden nuggets you’ll gain from bartering:

1. Experience
2. Portfolio samples of your work
3. Testimonials
4. Referrals from satisfied “clients”

As you build your freelance business, you’ll discover that all four of those nuggets are priceless. They will provide the solid foundation you’ll need to obtain paying clients in the near future!

So start bartering!

As you read junk mail (excuse me — direct mail) or look at websites while surfing the 'net, ask yourself if you could make improvements. If so, offer your services in exchange for something other than cash.

Within our AWAI community, for example, writing and graphics students can exchange services to help build each other's websites, sales letters, promotional materials, business cards, and more.

I've written an ebook that's nearly ready to market from my website. When I'm ready for a graphic of an ebook cover design, guess where I'll look?

Use your creativity and imagination. Discover how you can build your business through bartering.

FOOTNOTE: According to the IRS, the fair market value of any goods or services delivered by barter may have to be reported as income. The following links provide additional information:

<http://www.irs.ustreas.gov/businesses/small/article/0,,id=113437,00.html>

<http://www.irs.gov/taxtopics/tc420.html>

<http://www.nrvtoday.com/taxes/archive.php?show=month&month=April&year=2003>

<http://www.popeconsultinginc.com/barter.html>

<http://www.thelaboroflove.com/forum/dollar/37.html>

http://www.1099.com/c/ar/ta/bartering_t033.html

Why MS Outlook is THE Mail Management System

By Lyn Blair

Planning is the essence of effective management

So...I hear you're starting your new freelance business. Are you thinking BIG... imagining your business booming? It won't start out that way, but now is the time to plan ahead.

To manage a thriving business, you'll need to put tools in place to deal with all the "traffic" and communications you're going to generate. You'll need to keep track of your daily tasks, phone appointments, in person appointments, and e-mails that require your response. You'll need to prioritize, listing tasks in the order of importance and time requirements. Efficient management of your business comes down to planning. There is only one mail system that gives you the tools to do this—MS OUTLOOK!

Yes folks, MS OUTLOOK is not just about e-mails...it's about organizing your days and weeks—setting up a schedule that balances self-marketing with production—whether your business is copywriting, graphics design, resume writing or travel writing.

MS Outlook has a multitude of features that help you organize. In the last issue you learned how to set up a Database and build a Distribution List. In this issue of Freebird, you'll learn how to keep track of appointments.

Here are the steps for scheduling an appointment:

Make a Calendar Shortcut in MS Outlook

1. On the left side of the program, there's a column, called the Outlook bar. At the top of the column it says "Outlook Shortcuts". Point the cursor on the background of the column. Right click and a pop up window will open.
2. Select **Outlook Bar Shortcut**. Another window will pop up offering you choices. Select the "calendar" icon with **Calendar** written beside it.
3. Click **OK**.

You have created a shortcut for your calendar. If you look in the Outlook bar (the column entitled "Outlook Shortcuts"), your shortcut will appear as a calendar icon with "Calendar" written beneath it.

Click on the Calendar icon.

Suppose you need to call a client on April 20th at 10:00 a.m.

Schedule An Appointment

1. On the **File** menu point to **New** and click.
2. An appointment card (with "Untitled-Appointment" written across the top) will open.
3. In the white entry area beside "Subject:" type in the name of your client i.e. Peter Williams.
4. Below where it says, "Start time:" there is a white entry area with an arrow to the side of it. Click on the arrow. (A calendar will appear.)
5. Click on the date, in this case April 20.
6. Suppose you want to be reminded at 9:30 a.m. about your 10:00 a.m. appointment. Next to the date entry, there is another white entry box with a time entered in it. Click on the arrow to the side of the box and select 9:30 a.m.
7. In the area below, next to "End time:" you'll see that April 20th automatically appears as the date, and that 10:00 a.m. appears in the box beside it. The dates and times in these boxes are also adjustable.
8. Look beneath "End time". There is a bell with a small white box beside it. "Reminder" is written on the other side of the box. Click in the small white box and a check mark will appear in it.
9. To the right of "Reminder" is a larger white box with an arrow to the right side. Click on the arrow and set the minutes for how often you would like to be reminded. The default time is every 15 minutes.
10. To the right, beside the reminder minutes, there is an icon of a speaker or megaphone. Click on it and a pop-up box will open. You'll see "play this sound" with a small white box beside it.
11. Click in the small white box; a check mark will appear in the box. Click "OK" and close the pop up box. When the appointment reminder window pops open, your computer will also make a sound.
12. In the large white box, which fills most of the appointment card, you can type in any important notes for your appointment.
13. Click on Save and close.

MS OUTLOOK will remind you about the appointment and your appointment information will be at hand. Now you're one step closer to getting organized!

The Tool Box

Your source for handy Internet tools

In the **Tool Box** you'll find information and downloads for handy Internet tools. Our current pick for the toolbox is **leSpell**, a free Internet Explorer browser extension. leSpell is a tool that spell checks text input boxes on a web page. Anyone who does a lot of web-based text entries will find lespell particularly useful. The message entry box on the AWAI Forum is one place you'll want to use lespell. Once you've typed the text for a post in the forum message screen, click on the IE taskbar, click on Tools, and then click on leSpell. Your text will be checked in a flash. Use leSpell to check your text for web mails, blogs, diaries and other forums.

Even if your web application already includes a spell-checking function, you still might want to install this utility. leSpell is much faster than a server-side solution. Plus, you can store and use your personal word list across all your applications, instead of maintaining separate ones on each application. To download click here: [lespell](http://www.lespell.com).

Use STAR to Make Your Resume Sparkle

By David P. Miller, President & Founder,
Eagle Career Development Services

One of the best ways make your resume stand out from the rest, is to show and prove how effective you are. To do this, try using one of the acronyms frequently used by professional resume writers : **STAR or PAR.**

Several university career development centers, including the University of Arizona, recommend **STAR**, the acronym for **Situation, Tasking, Action, Results**. When using the STAR approach, first describe a situation you or your company faced. Then describe the tasks you developed to solve the situation. Next, describe the actions you took and conclude with the results you achieved.

Noted career expert Joyce Lain Kennedy, famous for her syndicated career column and her "... for Dummies" books, recommends the PAR approach. **PAR** an acronym for **Problem, Action, Results** is much the same as STAR, minus the tasking step.

The method you use doesn't matter. It will make a difference, however, to prove that you were effective by showing the results of your actions. Let's take a closer look at exactly how STAR can add sparkle to your own resume.

For example, if you are a nurse looking for a nursing supervisor's job, you might look at your prior experience and be disheartened. "Gee," you think, "All I did was take care of my patients. Nothing special."

Oh? What about all those times you raced down the hall to provide emergency care for a patient, who suddenly had something go wrong? "That was just my job," you say.

No, It was more than that. You faced an emergency that required immediate action. It was a situation where you were required to determine the necessary tasks, take action, and produce a positive result. You might add a paragraph like this to your resume:

Responded to more than two-dozen life-critical in-patient emergencies. Summoned appropriate specialists, coordinated activities of arriving personnel, and performed emergency actions before and after physicians' arrival. Patients had 100% survival rate.

Doesn't that sound better than, "Cared for thousands of patients over the last seven years?"

The point is, even with only everyday duties, you can make your resume sparkle. Just remember STAR.

1. Show the **situation** faced by the company.
2. Describe the **tasks** you assigned others or the tasks you undertook to deal with a situation.
3. Describe the **actions** you took to solve the problem. Describe the actions you directed others to take.
4. Finally, show the **results**. Prove that you made a positive impact for the company in this situation. Show proof by giving numbers wherever possible, such as percentage improvement, a dollar amount, or a comparison.

With practice, research, and some diligent work, you can use STAR to make your resume come to life!

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Score With PAR

Borrow **PAR** from the resume writer's tool bag. Use **PAR** to score on your self marketing promotions. When describing your successful projects don't just say,

"Developed a marketing strategy for Alpha Beta Mortgage Co. Prepared a sales letter, full color brochure and designed a web site.

- State the **problem** the company faced,
- Describe the **action** you took.
- Show the **results** you achieved.

Problem: Company's marketing strategy not generating a steady stream of new clients. The company web site was not converting visitors to clients.

Action:

1. Prepared a strong sales letter; mailed to one million target prospects in the Atlanta metro area.
2. Wrote an informative brochure to explain benefits of dealing with Alpha-Beta Mortgage Co.
3. Brochure sent as a follow-up for prospects responding to the sales letter.
4. Designed a web site incorporating persuasive architecture.

Results:

1. Sales letter produced a 5% response rate.
2. New web page design converted 30% of visitors to clients
3. The overall new marketing strategy generated \$5 million in sales.

The World of Graphic Design

A chat with Dennis Rome

In February 2004 Dennis finished the AWAI Graphics Design course. We talked with Dennis this week and asked how he got his graphic design career into first gear. He explained, "I knew that I would need a mentor of some kind as I entered a totally different field in which I had no experience. I signed up for a course, offered by Bob Bly, called "Selling Yourself." The course is a mentoring program that consists of 6 audio CD's and unlimited e-mail questions for Bob Bly.

Dennis took advantage of the email inquiry part of the course. He had plenty of questions for Mr. Bly. "One day, out of the blue, Bob Bly called me", said, Dennis. "I almost dropped the phone!" Bob Bly had a business proposition. He asked Dennis to prepare the graphic design for an e-book. "Bob liked the first design so much," added Dennis, "that he called again to ask, if I would do six more just like it!" Currently Dennis is working on the Bly projects. Like Dennis, you may find that opportunity comes your way, when you least expect it.



Creativity finds its home in your imagination. To fuel your imagination with more ideas, here is a template that was designed for a client

Click on the image to see a full-sized version

About the Designer

Dennis M. Rome is a former IT professional. He completed the AWAI Graphic Design course and now specializes in direct response graphic design. He is owner of Rome Graphics Design, Prairieville, Louisiana. His client list includes Bob Bly, master copy writer and marketing professional. Visit Rome Graphics Design at www.romegraphics.com

Co-op Connections

Web sites with job opportunities: The DMA

Everybody in the field of copywriting should be familiar with the Direct Marketing Association. It's the largest trade association in the field of direct marketing. DMA member companies are from the United States and 53 other nations on six continents. Members include distance marketers from every business-to-consumer and business-to-business sector imaginable. More importantly for freelance copywriters and designers, however, is that the DMA also caters to companies that supply services to direct marketing firms.

The DMA web site is a prime example. Visit their job bank at <http://www.the-dma.org/jobbank/>. You'll find a searchable job bank, a salary wizard, advice on job interviews and many articles that can be of great value to any freelancer. And it's FREE!

The job search engine is clear and easy to use. While there might not be as many jobs as you could find on other freelance sites, the DMA job bank has the considerable advantage of being moderated by a respectable organization that will not expect freelancers to work for peanuts.

Even if you're not looking for a job, visit this site, if only for the wealth of information about the direct marketing industry. No AWAI student, who wants a successful freelance career, can afford to miss this site.