



Example 1:

Local Art Schools Agree: "Students will Eat This Book Up"

*** FOR IMMEDIATE RELEASE ***

Hi {!firstname}

I wanted to share this media release I will be sending out in the next couple of weeks as details are being ironed out. But I wanted to share this good news with you if you are on the fence in deciding if the Being a Starving Artist resources were worth the investment.

Scottsdale, Ariz., February 18th, 2008 --

After receiving copies of the Being a Starving Artist Sucks book, both the art department of Mesa Community College (MCC) and the Art Institute of Phoenix (AIPX) have asked Jeremy Tuber, author of the book, to present an educational workshop for students and recent alumni. MCC will have Jeremy speak in mid April; AIPX will have him speak in mid March.

AIPX said, "Thank you so much for sending a copy of your book. It's been quite a hit with all of the Career Advisors and we've even shared it with a couple of students...you have a lot of pertinent information to share - our students will eat this up!"

And what have your colleagues and friends been saying about the book?

1) "I wanted to take time to let you know how your material has helped me, and what an amazing value it is for the cost".

2) "This book can easily qualify as a new freelancer's bible".

3) "I think Being a Starving Graphic Artist Sucks by Jeremy Tuber is a fantastic resource for both new as well as seasoned graphic artists".

Want to read what else your colleagues have been saying?
Check out <http://www.beingastarvingartistsucks.com/testimonials.htm>

We're almost a quarter into 2008 - how are you doing on your New Year's resolutions? If you know you should be making more, enjoying your business more or finally waiting for the right time to leave your dead-end job - don't just wait for something to happen.

Best wishes,

Jeremy Tuber
Mentor, Resource and Educator to Creative Freelancers Everywhere

PS - Tip for the week: "If you put a small value on yourself (or your freelancing business), rest assured that the world will not raise your price" - Annon. Make sure you have the confidence, the tools and the know-how to be able to raise your prices - your clients won't do it for you.

Example 2:

A quick but powerful tip on how you can instantly impress clients

You know, one of the things freelance designers are always - always looking to do is to impress potential clients. After all, the more clients are impressed with us, the more likely hire us, right?

You're probably looking for extra pointers on how to gain a competitive edge in this area as well - let me share with you a quick but effective way I've learned how to do this...

After you greet them and they start talking, ask, "As we talk a little about your business and what you hope to accomplish, would you mind if I took notes? I want to make sure I don't miss anything." This of course is a rhetorical question, the prospect doesn't care - heck, the prospect wouldn't even know....that's the problem.

Prospects and clients need to know that you're engaged in their conversation and you're truly interested in what they have to say.

What better way than taking notes?

Of course over the phone they never see it, so ask this question. It screams to your prospect, "Hey I am professional, I am organized and I want to make sure I hear and remember everything you've said." If you try this and it works, drop me an email and let me know - I'd like to hear from you. jeremy@beingastarvingartistsucks.com

Hey if you have a friend or colleague who might also benefit from receiving these tips, have them email basas@aweber.com to join the list. This information is to help all designers - share the wealth!

Make success happen today, my friend!

Jeremy
Mentor, Resource and Educator of Creative Freelancers Everywhere
<http://www.beingastarvingartistsucks.com/products.htm>

Example 2:

Riding the internet waves to freelancing success

Hey {!firstname} - wanted to share this quick... and yes, true story with you. You may find yourself in a similar situation or know other freelancers that are.

Through a mutual friend, I met a freelance graphic designer from CA late recently. He was going through some tough times with his design business and just didn't think he would make it. My friend thought I might be able to provide this guy some insights, so I gave him a call.

He mentioned on an average day he gets up and checks out online job postings, visits a few blogs, jumps on the message board and see what's going on there, visits Adobe's site to see if someone's posted some helpful tips and finishes off by checking the local news and sports. "How long do you surf a day?" I asked. He responded with "2.5 hours a day." Wow, that's a lot.

I kept going, "Let me ask you, other than entertainment and a couple of pointers you pick up on blogs, message boards, has any of that time helped you to grow your business?" Silence. Then in an uncomfortable tone he replies, "I don't know,

I suppose it probably has a little bit." The truth is, no it really hasn't helped his business grow much at all - and deep down he knows it. That's the trick with surfing, and looking for free information - it feels like you're doing real work that will grow your business and make you successful, but you're not.

So if selling can grow a business and surfing tends to let money slip away, why do freelancers spend more time surfing on the internet rather than selling to new or existing clients?

- Surfing's more fun and it's easier, and it's not intimidating
- You can surf in your pajamas.
- Surfing feels like working and making progress...although you're really not. You can trick yourself into feeling, "I am investing my time wisely by getting my name out there", or, "I am doing research by reading free articles that will help me be more successful."

***The bottom line about surfing rather than selling:

- If you do more surfing than selling you'll end up starving.
- Surfing isn't work (most of the time), it's playing around, and it's not going to put bread on your table.
- You won't find the secret to success by surfing the web for free information.
- Playing around is fine, after you get your work done.

It's tough to read that if you do a lot of surfing - my goal wasn't to poke fun at any or make them feel badly. I used to do this myself - surf the internet for jobs, helpful hints and the secret to becoming

successful - it doesn't work. I know it, and I want to make sure you know it before you waste a lot of time on it.

If you want to be a successful designer, put the surf board away...

Make success happen today, my friend!

Jeremy

Mentor, Resource and Educator of Creative Freelancers Everywhere

<http://www.beingstarvingartistsucks.com/products.htm>