



Did You Know?

U.S. businesses are increasingly hiring self-employed professionals over employees.

Every day, more Americans escape their corporate jobs and join the growing crowd of 25 million freelance professionals.

What's happening?

Building a “business of one” can be scary and intimidating, but many experts agree it’s the new career path for the “new economy” of today — as corporate America’s love affair with freelancers keeps heating up.

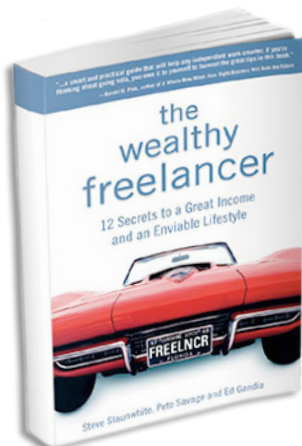


Authors Steve Slaunwhite, Pete Savage and Ed Gandia have each built a successful freelance businesses from scratch – and will share their practical knowledge and tips on “how to get there” with your audience.

This knowledge comes from their own combined 27 years of experience and the stories of dozens of other successful self-employed freelance professionals.

Freelancing is white-hot and a viable solution for stay-at-home moms, burned out corporate go-getters and victims of recent layoffs...

Some freelancers operate thriving businesses that produce a great income and an amazing quality of life. The authors will tell your audience how it’s being done by regular, everyday people.

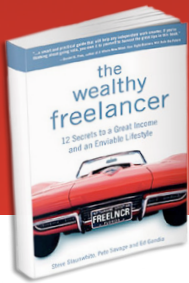


Co-Authors of The Wealthy Freelancer Tell Your Audience:

- How to personally profit as America shifts toward a freelance-powered workforce...
- Why so many businesses in America and around the world increasingly prefer to hire freelancers instead of employees...
- Why freelancing has moved beyond creative fields and into mainstream careers such as engineering, software development, bookkeeping and more than 160 other professions...
- How to “test the waters” and land freelance work now, even if you’re already employed...
- Why losing your job can be the ticket to a happier, more rewarding and balanced life...
- Stories of real-life freelancers who destroy the myth that freelancers barely scrape by...
- How to get started as a freelancer: What’s involved and what does it cost?
- Inspiration and advice for everyone who’s sick of busting their hump for someone else...
- And more

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Visit www.TheWealthyFreelancer.com for more about the book and the authors.



“... chock full of useful, profitable ideas. Written by pros, this book is an excellent tool for anyone who wants better clients and a higher income.”

—Michael Masterson, author of *Ready, Fire, Aim* and *Seven Years to Seven Figures*

Steve Slaunwhite is a marketing speaker, author and coach, as well as being an award-winning expert on writing marketing copy that sells.

His popular books and how-to guides include *The Wealthy Freelancer* (Alpha Books), *The Everything Guide To Writing Copy* (Adams Media), *Start & Run A Copywriting Business* (Self-Counsel Press), *The Complete Idiot's Guide To Starting A Web-Based Business* (Alpha Books), *Pricing Your Writing Services*, and many more. He is also the creator of three highly-successful home-study courses.

Steve's insights into “wealthy” freelancing have been featured in The Wall Street Journal, The Writer, Home Business Report and dozens of other major publications. He is also a regular blogger here at TheWealthyFreelancer.com.

Each year Steve teaches thousands of freelance professionals how to make more money and become more successful through his seminars and keynotes. He draws on his extensive research and his own experience as a six-figure freelancer for more than 15 years.



When not working, Steve enjoys skiing, biking, travelling and just hanging out with his wife and daughter.



Pete Savage is co-author of *The Wealthy Freelancer* (Alpha Books). He's also an accomplished speaker, marketing consultant and coach. His insights have been published by MarketingProfs, the Canadian Professional Sales Association, SixFigureJobs.com, in the World's Best Kept Copywriting Secrets Vol. II and elsewhere.

Pete blogs right here at TheWealthyFreelancer.com, sharing strategies from his decade-long experience with managing clients, most of that time as a freelance marketing consultant and copywriter for companies large and small, including: Motorola, HP, AT&T Wireless, 3M, AOL, Delta Faucet, Sears, Siemens, NCR, and RIM (makers of the BlackBerry®).

Pete is also the founder and host of Pete Savage's Ultimate Supper Club (www.UltimateSupperClub.com) a free audio interview series where Pete and guests explore the secrets of success and human potential in business and in life.

Pete lives in Peterborough, Ontario, Canada with his wife, two children and Ringo, the family Weimaraner.

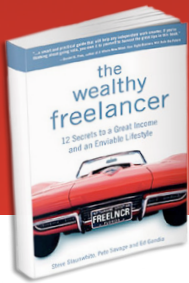
Ed Gandia is a successful freelance copywriter, marketing consultant, speaker, coach and author. An expert on the topic of successfully transitioning from employee to solo professional, he took his part-time freelance business from zero to a six-figure income in only 27 months — without sacrificing his paycheck or putting his family's financial future at risk.

Ed has written copy for more than two dozen clients in the high-tech industry. His advice and insights have been featured in such publications as DM News, AirTran's Go magazine, The Writer and WhitePaperSource, among others.

He is a co-founder of TheWealthyFreelancer.com and co-author of *The Wealthy Freelancer* (Alpha Books). He has also authored two popular how-to guides, *Stop Wishing and Start Earning* and *Foolproof Wine Values*.



Ed is a self-proclaimed wine geek and a proud and active dad. He lives with his wife, son and two dogs in Marietta, Georgia.

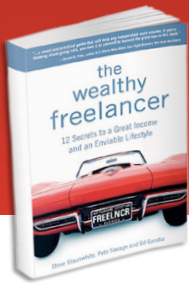


“The Wealthy Freelancer is a clear, practical guide to becoming a successful solo professional.”

—Bob Bly, author of *The Six-Figure Consultant*

Sample Interview Questions: 17 Questions to Ask the Authors

1. So what does it mean to be a freelancer? Define the term for our listeners.
(Answer: < 30 seconds)
2. Why are so many companies hiring freelancers today?
(Answer: 2 minutes)
3. So what kind of work would a company hire someone to do on a freelance basis?
(Answer: 3 minutes)
4. And how do people find these freelance jobs? Do they just call up companies and say, “I’m a freelancer, gimme some work”?
(Answer: 3 minutes)
5. What kind of person would be best suited for freelance work; how would a listener know that this might be for him or her?
(Answer: 1.5 minutes)
6. Your book is called *The Wealthy Freelancer*. But you have a very specific definition of the term “wealthy.” Tell us about that.
(Answer: 1 minute)
7. Can anyone do this? Are you saying I could be a freelance radio host?
(Answer: 1 minute)
8. Isn’t freelancing just a temporary thing? I mean, when someone says, “I’m doing freelance work,” aren’t they really just between jobs?
(Answer: 1 minute)
9. So what if you’ve lost your job; you’re saying you don’t need to go out and find another job; you’re saying consider becoming a freelancer?
(Answer: 2 minutes)
10. Most people would say the safe bet is to just hang on to your current job or, if you’re unemployed right now, go out and find a real job. If you’ve got a family to feed and a mortgage, why take the risk?
(Answer: 3 minutes)
11. What if you have no experience in ever running a business before? Isn’t it an enormous undertaking to launch your own business?
(Answer: 1 minute)
12. What’s involved, in a nutshell, to get up and running?
(Answer: 2 minutes)
13. OK, say you get started and maybe you get some work. Even if you get a little bit of work, there’s no guarantee the work will keep coming, right? What do you do then?
(Answer: 2 minutes)
14. You talk a lot about work-life balance actually being better when you’re a freelancer. Give us an example of that.
(Answer: 1 minute)
15. You also say in the book that it’s more than that, that it’s actually a solution to the corporate grind, but how can running your own business be less stressful or less taxing than holding down a job?
(Answer: 2 minutes)
16. Can someone really make a nice living as a freelancer? What does it take to go beyond the paycheck-to-paycheck lifestyle so many self-employed people find themselves in?
(Answer: 2 minutes)
17. Your book offers 12 secrets to succeeding as a freelancer. If you had to pick three of them, what would they be?
(Answer: 2 minutes)



“... a smart and practical guide that will help any independent work smarter. If you’re thinking about going solo, you owe it to yourself to harvest the great tips in this book.”

—Daniel H. Pink, author of *A Whole New Mind: How Right-Brainers Will Rule the Future*

Controversy, Arguments and Stuff That Just Ain’t True... About Freelancing

Point

CounterPoint

(All points below will be elaborated on; these are just the lead-ins...)

Freelancing is risky/unstable work compared to being an employee.

Job “security” is a complete illusion. The recent economic collapse has finally shattered this illusion...

Freelancers are “starving artists.”

Some are, but **NOT because there is a lack of opportunity for freelancers out there...**

Freelancing is a fad.

No. People often use the label “fad” to downplay the fact that **a major shift is happening — a shift they’re not ready to embrace...**

You can’t make as much as a freelancer versus as an employee.

Completely untrue. This is a common myth. The truth is, you can, in fact, match or exceed your salary but actually work fewer hours...

What about the problem of large organizations that hire people under freelance status but treat them exactly as employees in every other respect, except that they get to avoid paying employee benefits?

It’s a rogue practice. It gets attention — as it should — because it’s unjust. But it got some media attention, like many things, because it’s a black eye on the system ... it needs attention, it needs to be fixed, but one black eye doesn’t mean the system is unhealthy...

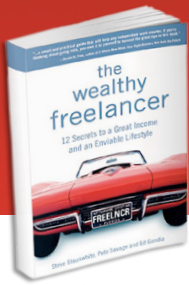
Freelancing is running a business. And most small-business owners/entrepreneurs complain of having to sacrifice family/leisure time and that they have no work-life balance.

It is similar to running a small business, but it’s a “business of one.” **It’s not like the typical entrepreneurial story** you read about where the operations of running the business consumes your entire life...

Freelancers are only freelancers because they had no choice; they got fired or laid off and can’t find another job.

Absolutely not true. In North America, at least, studies repeatedly show that most people are unsatisfied and unfulfilled at work. Most people either dislike or downright hate their job!

But no one would give up a good job, let alone a great job, to become a freelancer.



“... companies want a workforce they can switch on and off as needed,”

—Ravin Jesuthasan, a compensation expert at *Towers Perrin*
The Rise of Freelance Nation, CNN Money.com 06.12.09

Freelancing Is a HOT Topic in Major Media

The New York Times
Expect the World®

Enlisting a Global Workforce of Freelancers

Freelancers increasingly are taking on assignments like customer service, data entry, writing, accounting, human resources, marketing, payroll, accounting — and virtually any “knowledge process” that can be performed remotely.

Some businesses even are hiring freelancers to set up and manage their corporate profiles on social networking sites like Facebook or Twitter.

Using these platforms does not necessarily mean going overseas. In many cases, they are used for “homeshoring” to freelancers in the United States for services like graphic design, writing, sales or customer service. The research firm IDC says homeshoring is growing by 18 percent a year. (Excerpt. 06.24.09)

THE WALL STREET JOURNAL

Temporary Workers and the 21st Century Economy

“Today, demand for high-end temporary business talent is not focused on cost-cutting projects, as some might suspect. Instead, firms use temporary executives to drive innovation. In uncertain times, firms are simply more comfortable with deploying talent on a flexible basis. Temporary work also boosts economic efficiency because not all executive roles require permanent staff.” (Excerpt 11.30.09)

CNN Money.com
A Service of CNN, Fortune & Money

The Rise of Freelance Nation

“Today about 30% of the U.S. job market - roughly 42 million workers - is made up of independent contractors, part-time or temporary staffers, and the self-employed.

By the end of the next decade... will have grown to about 40%...

This trend is also expected to spread beyond traditional bastions of freelancing to professions such as accounting, engineering, health care, law and sales. All are already starting to rely more heavily on contract work. (Excerpt. 06.12.09)

BusinessWeek

Are Freelancers Workers or Small Business Owners?

Freelancing is a permanent condition of our economy...

Freelancing has been on the rise for decades. Demographers have predicted it for some time. (Excerpt 08.20.09)



Seth Godin: Hire a Manager of Freelancers

Freelancing has become so important that bestselling marketing author Seth Godin recommends companies create the position “Manager of Freelancers.”