

from: BIG IDEA MAGAZINE, June 2005

BIG IDEA – your connection to the Communication Arts: links people who buy communication arts products and services with those who provide them.

Published by BIG IDEA MAGAZINE, 2145 Crooks Road #208, Troy, MI 48084. 248-458-5500

# THE FREE TEAM

## HIRED GUNS OF THE CREATIVE WORLD

By Scott Greenberg • Illustration by Frank Snowgold

They walk among us. They look and act like everybody else. They have families and do all of the things that regular people do ... well, almost.

Look closely and you'll see the differences. They may sleep in late, work into the wee small hours and may not shower until late in the afternoon. They're not a daily presence at rush hour, let alone the watercooler. They're not bound by time clocks, mission statements or third-quarter projections. Meet the freelancers.

Freelance – the word just sounds glamorous. You set your own hours, the pay's good and, in most cases, you have direct access to the client.

However, freelancing is not for everyone. It's good work if you can get it – and no work when you can't. Perks provided for employees by a company don't automatically follow when you launch yourself into the world of freelancing. You're responsible for your own health benefits, as well as setting aside a little something-something for Uncle Sam. Being your own boss also means being your own accountant, receptionist, publicist and custodian.

This month, we take you deep inside the heart of darkness and profile half a dozen of these creative mercenaries we call freelancers.

Frank Snowgold : 248.585.6198

### LINDA C. ANGÉR

The assignment must have a mixture of intellectual challenge and creative intrigue to land this high-profile freelancer. Named Small Business Owner of the Year for 2004 by the Rochester Regional Chamber of Commerce, Linda Anger and her team of copywriting professionals at The Write Concept are armed with excellence in writing.

**Where Linda punches the clock:**

In-home office

**Previous agency experience:**

None

**Would consider an agency job if...**

"I won't say 'never,' but I will say 'probably not.'"

**Survival secrets of the freelancer:**

"Excellence in your craft is only part of the equation – and even excellence means little if you don't know how to network, sell and negotiate effectively. I also believe that creatives need to stop thinking of themselves as 'freelancers' and start believing in themselves as entrepreneurs."

**What Linda likes best about freelancing:**

"It is important to me to engage in work I find meaningful and interesting – I refuse to do dull work or work that doesn't challenge me intellectually or creatively."

**Could you have done this 10 years ago?**

"There's a gutsy place you have to come to inside yourself, and I wasn't there 10 years ago."

**Linda on why more folks are freelancing:**

"There's a satisfaction for me in NOT knowing what will happen next, and freedom in the knowledge that it's my own intention, drive and willingness to take a calculated risk."

**Career destiny or accidental freelancer?**

"Both. I had thought and dreamed of it for a very long time, but it wasn't until the second corporate 'downsizing' in three years that I decided it was time to take things into my own hands. I haven't a shred of regret – it was the wisest, coolest decision I've ever made."



Copywriter  
Rochester Hills, MI  
[www.thewriteconcept.com](http://www.thewriteconcept.com)