Now that you've joined the EFA, use your professional association to help build your client base and keep the checks coming in! The EFA actively advertises and promotes our services to clients who need to find and hire freelancers. Complete your Member Directory listing and sign up for Job List emails today!

The Member Directory

The Member Directory is a powerful marketing tool, regularly searched by clients looking to hire editorial freelancers. If you haven't already done so, be sure to complete your Directory listing:

1. Log in to the-efa.org, then click on Profile Editor in My Account.
2. Add your bio, photo, or logo, and links to your website, LinkedIn profile, etc. Don't forget the teaser text (preview) to help you stand out in search results!
3. The keyword field in the Directory search looks in the bio field only, so be sure to include terms that clients will be likely to use when they search for freelancers with your skills.
4. The Directory is open to the public to make it easy for clients to find you. Select which contact information you want to make public and which you don't. Read this blog post for tips on staying safe.

"I've gotten a steady stream of work from people who contacted me based on my listing in the EFA membership directory."—a member in New York

Complete your Member Directory listing!
The Job List

Job List ads are posted Monday through Friday between 10:30 a.m. and 5 p.m. ET. We usually post 1 to 3 ads per day; it depends on client submissions.

- Check Yes in your Profile Editor to receive the Job List emails right in your inbox. Ads posted during the last 4 weeks can also be found in the Job List Archive. Note that most jobs fill very quickly; the archive shows what's been posted, not what's still open.
- If you are not receiving the emails within a few business days, check spam, junk, and promotions folders and consider whitelisting the-efa.org with your email provider.

Read This First: Job List Tips

“\textit{I keep track of the jobs I get through EFA referral, and my dues have been paid back almost tenfold in the year and a half I’ve been freelancing.}”—a member in Arizona

Of course, there is no single experience or time frame for landing a job with the Directory or Job List. Success depends on many factors, including your particular skills and background and your ability to respond to ads and keep your Directory listing complete and up to date.

More Resources

- Read advice on responding to job ads \textbf{here} and in the Freelancer.
- “\textit{Twelve Principles of Negotiation}”—and more \textbf{Timeless Tips}—can be found in the News & Blog on the website.
- A note on \textbf{vetting clients} with whom you are not familiar.
- The members-only \textbf{Discussion List} (DL) is an invaluable source of information and insights about soliciting work from clients, setting and negotiating editorial rates, dealing with difficult clients, keeping your business safe from scammers, and other topics. You can view video tutorials on navigating the DL on our \textbf{YouTube channel}.

Questions? See the \textbf{FAQ} or contact the staff in EFA's central office in New York:

\textbf{Susan Patton}, General Manager
\textbf{Sadia Rahman}, Membership Coordinator
\textbf{Rose Fox}, Educational Programs Coordinator
\textbf{Vina Orden}, Events and Communications Coordinator

If you didn't get the previous two Welcome emails, and they're not in a spam or junk folder, contact \textbf{Vina} to have them re-sent to you.
Next week: Contribute to the *Freelancer*, volunteer to staff the EFA booth at industry conferences and book fairs, and make an impact in other ways!

Access all your member benefits and resources.