



Stet

Independent Writers of Chicago

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NOVEMBER MEETING PREVIEW

Adwords: Use Facebook/Google to Promote Your Biz

Have you been thinking of advertising on Facebook and Google but you're not sure they are right for your business? Or maybe you want to try them but you're not quite sure how to proceed?

Join us as IWOC webmaster (and past president) Roger Rueff shows how to advertise your products or services via Facebook and Google Adwords. The presentation will include overviews of ad operations on Facebook and Google — and live, step-by-step demonstrations of how to create, manage, and monitor your ads.

Roger is a long-time advocate of Facebook and Google advertising. He initially developed these skills in the creation of a successful ad campaign for his book, *Discovering the Soul of Your Story*. Then he informally coached IWOC friends in publicizing their books; they found it so helpful that they encouraged him to share his expertise with the entire group.

Playwright, Screenwriter, Book Author, Engineer, Inventor

Roger is an award-winning playwright and screenwriter whose works have been produced around



the world and translated into seven languages. His best-known plays include *So Many Words* and *Hospitality Suite*, which he adapted to create the screenplay for *The Big Kahuna*, starring Kevin Spacey and Danny DeVito.

He provides business communications services through Write Now Inc., dedicated to providing clients with affordable, high-quality services that are on target, on time,

and on budget. He is a senior advisor for Business Solutions Europa in Brussels, Belgium.

He served as the lead writer for the European Union Health Programme animated Web series Boys & Girls and is the author of *Fifty Things I Want My Son to Know* (Andrews-McMeel), a collection of poetic proverbs written for and dedicated to his son.

In addition to his writing achievements, Roger is a Ph.D. research engineer and the sole named inventor on two U.S. patents. It is this unique creative/technical background that has enabled him to create the fresh, innovative approach to story development that forms the basis of *Discovering the Soul of Your Story* and serves as the foundation of the Soul of Your Story Academy.

Roger lives in Chicago with his wife and fellow IWOC member, Jennifer Lyng and cruises the back roads on his Harley whenever he can.

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Thanksgiving Time



The holiday season begins this month, and although there is much to enjoy and celebrate, I hope all of us will take a moment to engage with the spirit of Thanksgiving. It may have accreted football and the launch of the Christmas acquisition season, but Thanksgiving remains largely unchanged in purpose: a gathering of family and friends to renew social bonds and appreciate our advantages. Two recent events reminded me of what to be thankful for this year.

One was an e-mail from a former newspaper colleague who a few years ago left daily journalism for a communications job at a college. He had been lured back to work one day per week at a newspaper. The job means extra money for his family, but he discovered a different outlook. No longer is he a subservient employee bowing to every capricious pronouncement from upper management. As a contract worker he feels he has leverage, and he likes the feeling.

The other was a conversation with a freelancer friend. He doubts his long-term prospects with a large client because a faction within the company would like to exert more control by doing away with experienced contract writers. Good thing we're pitching some new clients next week, he said.

Both of these conversations reminded me to be thankful for freedom and choice. We may complain regularly to ourselves or friends about cheap clients, a lack of clients, clueless clients, and the other annoyances that come from dealing with human beings, but look at what we have. As an independent writer you can do work you like, and you can work with smart and interesting people, and that makes for a much more pleasant life than hoping for a new angle for your 15th Fourth of July parade story assignment.

Be thankful for relationships too. An example is the mixer we had in October with members of the Chicago Creative Coalition. It was a pleasant evening of meeting some of those smart and interesting people I mentioned. More than that, it was an opportunity to learn, and maybe one of those connections will lead to a really interesting project. Another example is the IWOC members you meet online or in person at one of our monthly programs. These are the people who understand you like no others because, unlike non-writers, they have been there and done it. Want another cliché? They have felt your pain. Next month we won't have a program but will have our annual holiday party. Please make time to stop by for a dose of understanding and a



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President's Column CONTINUED FROM PAGE 2.

couple of doses of holiday cheer.

As life slows a bit for the holidays, take a moment to compile your own list of benefits

*Be thankful for problems. If they
were less difficult, someone with less
ability might have your job.*
—Jim Lovell

you're thankful for. I guarantee that if you take time to do this, and keep the list in mind, your attitude and productivity will improve. What's on your list? Feel free to open a discussion on our Facebook page. You may find more support than you thought you had. ■

Shots From October IWOC-C3 Mixer



And a good time was had by all.

SELLING IS MARKETING
BUT MARKETING
IS NOT SELLING

Bye, Bye PDF *Stet*

This is the last issue of *Stet* in the PDF format. Next month it will be an e-newsletter. The board feels that will be a better marketing tool for us, and part of our job as an organization is to help our members find work. An e-newsletter gets picked up by search engines, so those whose names appear in an issue — either as an author of or a subject of — an article will get some visibility as will IWOC itself. So think about writing for *Stet* as a marketing tool you can use for yourself. Or give me suggestions for articles you'd like to see. I'll see that you get accreditation.

I personally was not in favor of this change, but then if it were up to me, women would probably still be wearing bustles, so I will do my very best to make the new *Stet* a success. ■

— The editor

Six Steps to Successful Online Marketing/Sales

Use your website to market and sell your services. The website offers the potential of providing far more potential clients than any other method. Marketing and selling are two steps of the same process, but they're not the same *thing*. The process starts with a potential client who doesn't know who you are. (Here's where the marketing kicks in.) It ends with the client's buying your services (the sale). But when does the marketing end and the selling begin?

Both marketing and sales are based on psychological premises. There are six steps to clinching the deal, and the first four involve marketing; only the last two rely on sales.

STEP ONE: Make the client **aware** of who you are and what you write. You can do this through a blog of your own, guest blogging, or some other means of getting visibility.

The object is to lure the prospect to your website.

STEP TWO: Cultivate **interest**. Once the prospect hits your landing page, you can add him/her to your mailing list and begin to build a relationship to increase interest. You can do this through a newsletter, e-mailing tips or relevant news appropriate to the client's needs, giving something for free, etc. Developing the relationship could take weeks or even months.

STEP THREE: If you've done the first two steps well, the client will begin to **comprehend** the value of your services. He or she may not need what you offer at any given time, but the client is likely to think of you when that time comes.

STEP FOUR: When the client does need the kind of writing you do, he/she is almost sure to **evaluate** what you offer. You've already built up

some trust; you appear to be reliable, and you've been generous with tips or other pertinent info. So your evaluation should be high.

STEP FIVE: Now you're on the home stretch. What you need here is an excellent sales page that will **convince** the client that you're the right person for the job.

STEP SIX: Take particular care with the sales page because that's what will motivate the client to **take action**. You've built up a solid case by this time, so making the sale should be relatively easy and painless.

Taking time to do the initial marketing before trying to make the sale has proven to result in a better conversion rate than most other methods. Don't skip any of the steps because your potential client will mentally move through them all whether you ignore some or not. ■

— Joen Kinnan

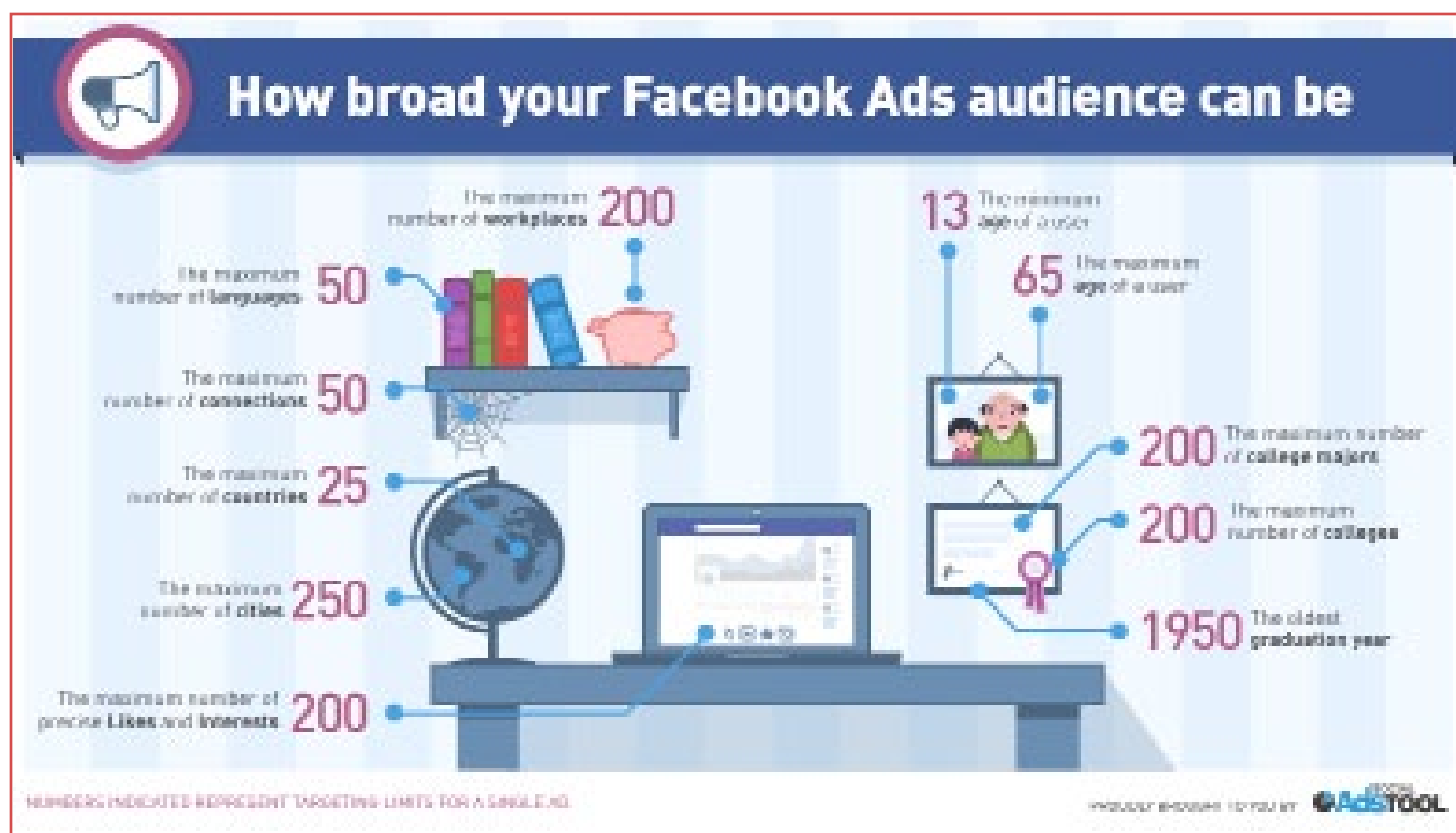
Go Beyond a Facebook Page Presence with Facebook Ads

At the November 11th IWOC meeting, speaker Roger Rueff will take members through the many reasons to advertise on Facebook. It's a presentation not to be missed by any IWOC member or visitor hankering for more writing business.

paid Facebook ads. This means of reaching customers and prospects lets you target exceptionally narrow niche markets. That makes it a crucial advertising medium.

To get started on a Facebook advertising campaign, take a look

In some sense, your Facebook ad campaign will be like a typical ad campaign. One area that will set it apart is its ability to zero in on very narrow niches. You can use target variables like geographic location, age, gender and an array of interests and preferences.



With more than 1.28 billion active users, and more than 800 million active daily, Facebook continues to rank as the largest social network by a large margin. That means it is an essential marketing tool for anyone selling a service like writing. But seeing Facebook as a marketing channel is no longer enough.

These days, you simply must boost your page presence with

at your current marketing and where it is falling short. This will help you determine goals for your Facebook ad initiative.

You may want to boost the number of clicks to your website. You may want to increase your fans or accelerate your book sales. You may want to enhance engagement with your customer base. These are all possible with Facebook's abundant selection of options.

Experiment with varying blends of these variables and track the results. This will help you fine tune your advertising endeavors.

Prioritize the following considerations as you put together your Facebook ad campaign and get it rolling. Your Facebook ad should have as clear a call to action as any other advertisement you create. Appearing in blue text at the top of the ad, the Facebook call

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Did you know...



As writers, we trade in words. We need to know how to string them together to make pretty sentences, yes. But we also should be pronouncing them correctly to our clients, lest we appear unprofessional or even (gasp!), uneducated. Here are a few of the more commonly mispronounced words.

Accessory: While you are tying your tie or putting on your earrings, try to remember the first syllable has a hard /K/ sound. Pronounced /ak-sess-or-y/, not /ass-ess-sor-y/.

Espresso: If the barista at your favorite coffee shop has been smirking at you as you place your order, you now know why. There is no /ex/ sound in the first syllable. Say /ess-press-o/, not /ex-press-o/.

February: Almost everyone except my mom forgets that first /R/ sound. Say /Feb-roo-ary/, not /Feb-oo-ary/.

Height: It's the height of indecency to say this word with a /th/ sound at the end. Pronounced /hite/, not /hith/.

Et cetera: I could go on and on, etc., etc., but many add an /ex/

sound to the first part of this Latin phrase. Incorrect. Say /et-cet-er-a/, not /ex-cet-er-a/.

Miniature: Read the small type. Four syllables. Pronounced /min-i-a-ture/, not /min-a-ture/.

Mischievous: This word has three syllables, not four, and the accent is on the first. Really. I double dog dare you to look it up. Say /MIS-chi-vus/, not /mis-chee-vee-us/.

Precipitation: Expect a stern chastising from Tom Skilling if you say this word with a /per/ for the first syllable. Pronounced /pre-cip-i-ta-tion/, not /per-cip-i-ta-tion/.

Pronunciation: Is it too meta to include this word? This word is a noun and is derived from the verb pronounce, but forget about that verb when you are saying it. Say /pro-NUN-ci-a-tion/, not /pro-nouce-i-a-tion/.

Wintry: You'll jinx us with another snowmageddon if you say this word with three syllables; it only has two. Say /win-try/, not /win-ter-y/. ■

— Katherine Mikkelsen

Testimonial

"IWOC is responsible—both directly (via my directory listing) and indirectly (via contacts I've made by getting involved)—for a substantial percentage of my income as a freelance writer. I am not exaggerating when I state that over the last ten years, I have profited enough via IWOC to pay my membership dues for the next 600 years." ■

Roger Rueff

**Blessed are those
who can give with-
out remembering
and receive without
forgetting.**
— Unknown



**IWOC HAS
MEETING
PODCASTS**

Missed a meeting?
Want to hear the
program again?
'Click this pic.

November Meeting Preview

CONTINUED FROM PAGE 1.

Guidance in creative writing

In *Discovering the Soul of Your Story*, Roger applies his perspective as a scientifically trained creative writer to tease out the potent secrets that lie at the core of great stories. He shows how to transform them into groundbreaking principles that any writer can use to understand his or her story at its deepest level.

With the launch of his [Soul of Your Story Academy](#), he provides in-depth, hands-on instruction in applying these concepts to students' own creative writing work. Each course is a self-paced learning

program with one-on-one instructor guidance to help apply the concepts to a current work-in-progress.

See you on November 11

Networking, with snacks and beverages, begins at 5:00 p.m., followed by the program at 6:00 p.m. The meeting is free for IWOC members. Nonmembers pay \$10 with online preregistration and payment or pay \$15 at the door.

All attendees are invited to join IWOC members at a buy-your-own dinner at a nearby restaurant after the meeting. ■

— Diana Schneidman

“At the end of the day, your ability to connect with your readers comes down to how you make them feel.”

— Benjamin J. Carey

In the next issue. . .



- **December 9: IWOC Holiday Party:** Put on your best bib and tucker and join us for the annual winter holiday bash at Star of Siam. Santa, a book exchange, and more. Same price as last year. Further details to come.
- **President's column:** Always a must-read, check out what's on our prexy's mind.
- **Helpful tips on software, hardware, and/or just plain biz practices, and much more.**

Facebook Ads

CONTINUED FROM PAGE 5.

to action should be three or four words long, and ideally should boast the marketing firepower of great action words.

In your campaign's early stages, test varying versions of your ads with different copy points and images, as well as ads aimed at different audiences. Keep in mind that ads appearing in the Facebook News Feed enjoy greater engagement, making them a better beginner's choice than those on the right sidebar. Link them to your Facebook page to ensure they appear in the News Feed.

Finally, track your ads' performance through the Ads Manager dashboard. Or gauge its success via campaign tracking in Google Insights.

Checking off all these line items may not win you a luncheon with Mark Zuckerberg. But it should help send you on your way to a successful Facebook ad campaign, and all the new business and profits that campaign promises. ■

— Jeff Steele

