

2008 IWOC Writers Conference

Discover Ideas and Information You Need to Take Your Writing Business to the Next Level at IWOC's Full-Day Conference on Saturday, October 25th

- ❖ Have you been thinking of trying the freelance life? You'll see the big picture as well as have an opportunity to talk to people who are living it.
- ❖ Have you newly launched your freelance writing or related business? You'll get solid business advice.
- ❖ Have you been freelance for some time? You'll be introduced to the most up-to-date industry trends and new ways to use the Web to expand your contact base.
- ❖ Whatever your level of experience, you owe it to yourself to spend this day with IWOC.

Registration and Introduction — 8:00 to 8:40 a.m.

Morning Sessions

8:40 Introduction

8:45 *The Zen of Writing*

(In each of the next two time slots, you'll have a choice between simultaneous programs.)

9:55 Panels: *How to Pitch to Magazines* or *The Freelance Life*

11:05 Presentations: *Social Networking* or *The Law of Communications*

Lunch and Conversation — 12:05 to 1:00

Afternoon Sessions

1:00 *Practical Marketing for Strategic Business Development*

2:10 *Cold Calling Bootcamp*

3:20 Panel: *How PR Professionals Can Help Writers*

4:20 Conclusion

Discuss specifics with panelists and presenters during the breaks. All the programs are more fully described on the reverse. There's even more information on our website www.iwoc.org.



Reserve me a seat at 2008 IWOC Writers Conference

Where: National Louis University, 122 S. Michigan Ave., Chicago, IL

When: Saturday, October 25, 8:40 a.m. to 4:20 p.m.

Pay by check made to IWOC and mail to Independent Writers of Chicago, PMB 119, 1800 Nations Drive, Suite 117, Gurnee, IL 60031 **OR** Pay by PayPal at our website: www.iwoc.org.

Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Box lunch will be served. Please choose: _____ Meat or _____ Vegetarian.

**Questions? Call Cathy Dusberger, Seminar Chair at 312-382-1808
Or George Becht at 847-973-2556**

\$99 IWOC Member

\$109 Other Writer's
Group Member

\$129 Nonmember
(All others)

\$40 Student (w/ ID)

(Identify school
or writer group)

PROGRAM FEATURES

The Zen of Writing – Catherine Rategan, an IWOC founder, will conduct a workshop that looks at the job of writing from inside the writer's mind. You'll learn how to do better work, take good care of your clients, and develop a real sense of pleasure in writing well.

How to Pitch Magazines – IWOC's Jennifer Lyng will lead a panel of four magazine editors as they discuss how freelance writers can get article assignments. They'll tell both what to do and what to avoid in dealing with editors.

The Freelance Life – IWOC past president Harry Karabel will lead a panel of four IWOC members in an open discussion of what can be knotty issues including how to get new clients, what's the best workspace and equipment, should you incorporate, and how to handle late payers.

Social Networking – Barbara Rozgonyi, founder of CoryWest Media, will dig into social media sites to show how you can quickly build influential networks that position you as a recognized subject matter expert.

The Law of Communications – Attorney Daliah Saper will present what every writer should know about copyrights and trademarks.

Practical Marketing for Strategic Business Development – Gary Glenn, a seasoned marketing executive and consultant, will show how basic marketing principles can be used to establish a simple and easy-to-follow marketing plan for your business. You'll learn how to apply your plan to your customers, your industry, and your competition as well as to develop your strengths while offsetting weaknesses.

How PR Professionals Can Help Writers – IWOC's Jeff Steele will lead a panel of five outstanding Chicago-area public relations specialists who will discuss how writers can best work with PR pros and what help those PR contacts can provide for freelance writers who are working with their respective organizations.

Cold Calling Boot Camp – IWOC past president Jim Leman will show how he has used cold calling as his most productive marketing tool to generate new business and sell his services. You'll learn all his methods including the number-one technique for generating dollars.

ABOUT INDEPENDENT WRITERS OF CHICAGO

IWOC is a nonprofit professional association of freelance writers who work primarily throughout the Chicago metropolitan area. IWOC members serve large corporations, small businesses, and not-for-profit organizations; together they represent a broad range of writing talents and specialties. To learn more about IWOC, call 847-855-6670 or visit www.iwoc.org

JOIN IWOC [BEFORE](#) OR AT THE CONFERENCE AND PAY ONLY THE MEMBER FEE