

Stet

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THE NEWSLETTER OF THE INDEPENDENT WRITERS OF CHICAGO

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NOVEMBER PROGRAM

Double dose of insight on getting employee communications work

BY JIM ARDITO

On November 11, get ready for a face-off with a slight twist—it involves only one individual. The engaging David Murray will don two hats, speak out of both sides of his mouth, and provide four-eyed insights on how to get more writing work in employee communications.

How can he do this? Does he have a split personality? No, just a lot of talent and experience working on both sides of the employee communications fence. As editor of *Ragan's Journal of Employee Communication Management* and a columnist for *Corporate Editor and Writer Magazine*, Murray can speak from the perspective of both the independent writer and the hiring employee communications executive.

Get a double-dip of information and the inside scoop on why people hire independents in the first place and in what situations. Interestingly enough, Murray says it's not to save money and it's not primarily to save time. So what is it then? It seems to have something to do with the "Denmark Story" and your unique ability as an outsider to create fresh, provocative copy that is blissfully ignorant of the fact that something is rotten in Denmark and stinking to high heavens. More explanations on this and other revelations to come...

Murray's intent is to provide a real understanding of why employee communications people want to hire you and how you can tailor your pitches better to get jobs in the exciting world of employee communications where, amazingly enough, there actually are independent writing jobs.

As a bonus, Murray is bringing a "product" to the table that you can sell to organizations that want to do a better job of internal communications. Join Dave Murray for a lively, riveting, revealing session that you can put to use to get more business. We promise his talk will be more than worth it. In fact, with Murray and Murray on the dais, maybe we should be charging non-members double. ✍

AND AN EXTRA SPECIAL BONUS!

At 5 PM Barb Rozgonyi of CoryWest Communications conducts a free 45-minute preview session of The WealthyMind™ Experience, the two-day seminar she will present November 13 and 14. See pages 4 and 5.

"Getting Employee Communications Work"
PLUS, preceding the program,
The WealthyMind™ Experience
Free Preview of Seminar 5 PM

Tuesday, November 11
Feltre School
22 West Erie (at State)
Preview 5 PM
Program 6 PM

Professional members FREE
Associate members \$5
Nonmembers \$15

IWOC meets for a program
and networking the second
Tuesday of every month.

For more information,
call the IWOC office at
847/855-6670.

iWOC

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PRESIDENT'S MESSAGE

Why IWOC is THE place to be for freelance professionals

BY JIM LEMAN

Mingle enough with visitors to our monthly IWOC meetings and you'll hear a newcomer or visitor opine, "I wish I'd known about IWOC earlier."

That was my sentiment, too, when I first learned about and attended an IWOC meeting. I'd been slugging it out as a freelancer all by my lonesome for a few years before an advertisement in the *Chicago Tribune* drew me to IWOC.

Finally, here was a group of fellow souls who themselves had taken the plunge into the sometimes unsettling waters of freelance writing—and they appeared to be succeeding at it. I volunteered almost immediately to help Barb Rozgonyi, seminar committee chair at the time, plan and manage IWOC's money-making public seminars.

ONE FREELANCER TO ANOTHER

Other fine organizations, such as the Publicity Club of Chicago or the International Association of Business Communicators, may offer you advice on writing and communication formats, but only IWOC focuses on the particular writing and professional challenges that we, as freelancers, face day to day. In my experience, only a freelance writer can really understand, appreciate, and empathize with another freelance writer's challenges, opportunities, and frequent isolation.

IWOC's challenge is to make monthly IWOC meetings the must-attend event for freelance professionals. We'll do that by continuing to build value into your IWOC membership. Your Board of Directors and its various committee chairs this year are improving and enhancing not only the usability of the IWOC Directory but its marketing to potential clients throughout Chicagoland. We're

looking at new ways to help these potential clients find IWOC—and your particular talents—to help you get more business through your IWOC membership. And we're working to make monthly meeting content even more potent, more pertinent, and more varied. The bottom line? If you miss a program, you will miss valuable insight to help you write a wider variety of communications, sell your services more effectively—and enjoy yourself, too.

We had a number of visitors to our Oct. 14 meeting, and I'll personally be contacting each by e-mail or phone to learn more about how IWOC can help them—and how they can help IWOC. Please let me know of anyone who's pondering the freelance writer route so that together we can encourage their involvement in our fine group.

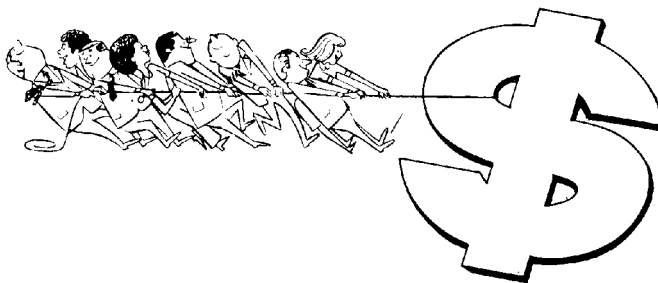
NEED A SHOT IN THE ARM?

I don't know about you, but I often get in a mental funk that requires a long respite on the office couch. For those all-too-common occurrences, the upcoming seminar with Barb Rozgonyi sounds like the jolt I could use to get back on track. Rozgonyi's seminar can help me identify and eliminate hidden blocks that prevent me from achieving true wealth and success. (See pages 4 and 5.)

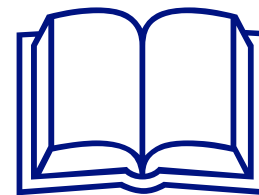
Need more inspiration? Jim Kepler and Esther Manewith's October program, "You Ought to Write A Book" is now available on audiotapes. (See page 3.)

Finally, as we head into the holiday season, please note that the IWOC Holiday Party is planned for Dec. 9. Mark your calendar now. We'll have more details shortly.

Until our next monthly meeting, Nov. 11, keep writing and making money! ✍



There's more than one way— and many reasons—to publish a book



BY MARILYN HOPKINS

So you think you want to write a book? Well, chew on these tough statistics:

- ✍ 65% of Americans admit they haven't read a book since leaving school.
- ✍ Over 70% of Americans would like to write a book.
- ✍ There are only five traditional "royalty" publishers left in the U.S.
- ✍ The rejection rate for submissions is 98%.

This is the harsh picture that Bob Robbins, senior publishing consultant with the Jenkins Group Inc., of Traverse City, Michigan, painted of the publishing world at IWOC's October 14 monthly program.

But the view is considerably brighter for independent or private publishers, according to Robbins, filling in for his boss, Jerrold Jenkins, who was called out of the country.

The Jenkins Group, Inc., which was founded 15 years ago, serves a number of markets: it creates new books or customizes existing ones for use as marketing tools by businesses; it helps authors or organizations develop, produce, and market their books; and it specializes in selling books through non-traditional channels such as mass markets, direct sales, catalogs, and book clubs.

The company produces about 60 books a year. About 80% of the company's projects consist of a completed manuscript that it then works with the author to refine for publication. About four or five books a year are ghostwritten by authors chosen by its staff. Last year, for example, The Jenkins Group helped Archer Daniels Midland produce a book in honor of the company's 100th anniversary. Jenkins hired the writer—

who had just 45 days to research and write it, luckily with full access to the company's rich archives. The head of a public relations firm produced a book on crisis management with help from Jenkins, and a country inn in Michigan produced a cookbook that it sells to diners.

REASONS TO WRITE AND PUBLISH

Robbins says his company's authors write books to establish themselves, or their companies, as authorities in their fields. They use books to explain their product or services at length and in a context of their choosing. And some write simply because of their passion for the subject.

Motivational speakers are frequent clients, said Robbins, because by writing a book, they can establish themselves as experts in their field. They then can sell the book as part of their seminar package.

Robbins said his job is to meet with prospective authors or companies to find out what kind of book they want to write and why. According to Robbins, if you're an author and want to write a book to make money, the most important question to ask is: Who cares? Who will want to read this book?

CLIENT OPPORTUNITIES

Robbins suggested that IWOCers think about which of their clients could benefit from authoring a book. As far as writing opportunities go, the Jenkins Group usually works with a small group of freelance writers, but is currently seeking ghostwriters for two projects, one a financial planning guide. You can reach Bob Robbins via e-mail at brobbins@bookpublishing.com. ✍

LEARN MORE ABOUT THE PRIVATE PUBLISHING MARKET WITH "YOU OUGHT TO WRITE A BOOK!" AUDIOTAPES

Did you miss our October 4 seminar, "You Ought to Write a Book!" where participants learned the insider secrets for writing non-fiction books, pitching their ideas to publishing companies, and generating publicity for their works? Or did you leave the October meeting, "The Private Publishing Market" wanting to learn even more about this exciting field?

IWOC has the resource for you! With the gracious permission of our "You Ought to Write a Book!" instructors, Jim Kepler and Esther Manewith, we had the full event professionally recorded. For details about ordering the tapes (which come with all seminar handouts, including a full-length book proposal and sample press releases), contact Jenny Hamby at 815-254-4939 or jhamby@seminarmarketingpro.com.

SEMINAR INFORMATION

Not achieving the success you want? The problem may be in your head.

BY JENNY HAMBY

Are you working and working to achieve greater writing success—without ever seeming to make any progress?

According to IWOC Member Barbara Rozgonyi, President of CoryWest Communications, the problem may be rooted in your mind. Specifically, you may have subconscious beliefs about money and wealth that are limiting your success.

“Your most important asset in achieving wealth—in all sectors of your life—is your mind,” Rozgonyi says. “When you’re in conflict, even unconscious conflict, or when you’re unclear about your heart’s desire, creating what you want is difficult. But when you’re truly congruent about achieving something, it comes effortlessly.”

In short, the secret to creating wealth and success isn’t to work smarter ... or even harder. The secret is to condition your mind to effortlessly attract everything you want into your life.

ARE YOU IN CONFLICT? TAKE THIS QUIZ TO FIND OUT

According to Rozgonyi, following are just a handful of the self-limiting beliefs many writers have:

- “Writers don’t make much money.”
- “You should write because you love writing, not because you want to make money.”
- “Wanting to make more money is ‘bad.’”
- “You have to work hard to make money.”
- “Money is for other people. It’s not for me.”
- “Money is hard to manage.”
- “It is difficult to make a lot of money.”
- “You need money to make money.”
- “I’ll never be rich!”
- “No matter what I do, I will never have enough money.”
- “I can’t charge more. I’m not worth it and my clients won’t pay.”
- “I can’t afford to invest in self-development programs.
I need to spend my money on my business.”

Another way to gauge your comfort with achieving wealth and success is your reaction to the following questions. Answering “Yes” to one or more of these questions indicates some level of discomfort.

- | Yes | No | |
|-----------------------|-----------------------|--|
| <input type="radio"/> | <input type="radio"/> | Are you ever uncomfortable quoting your fee? |
| <input type="radio"/> | <input type="radio"/> | Do you get mad at yourself because you don’t ask for what you’re worth ... or you back down when clients challenge your fee? |
| <input type="radio"/> | <input type="radio"/> | How often do you put off making cold calls because you don’t want to be rejected? |
| <input type="radio"/> | <input type="radio"/> | Do you lack confidence in your ability to perform the job you’re hired to do? |
| <input type="radio"/> | <input type="radio"/> | Do you fear not having enough money to retire? |
| <input type="radio"/> | <input type="radio"/> | Do you ever dream of giving up the freelancing life in favor of a “safe” corporate job? |

continued next page

The WealthyMind™ Experience— November 13 - 14

CONDITIONING YOUR MIND TO ATTRACT WEALTH

On November 13 and 14, at the Hilton Suites in Oakbrook Terrace, Rozgonyi is leading a hands-on workshop, The WealthyMind™ Experience, to teach writers and other professionals how to create the attitudes, behaviors, and ways of thinking that allow you to consciously create the life you want.

Created by Kris and Tim Hallbom, world-renowned NLP trainers and founders of the NLP Institute of California (www.nlpca.com), The WealthyMind™ Experience was developed through years of scientific research and the forging of powerful and practical new Neuro-Linguistic Programming (NLP) processes.

NLP is the science of studying the patterns of excellence in the world's most successful people ... identifying the processes that produce their amazing results ... and then "re-programming" the software of your mind to replicate their successes.

During the workshop, you'll learn five empowering processes for evaluating your attitudes about money, aligning your goals with your values and, most importantly, changing your subconscious limiting beliefs into a new empowering belief.

You will also learn the 9 Key Attractors, which will enable you to reach financial success. You will leave The WealthyMind™ Experience knowing what you have to do to attract wealth NOW!

Special Offer for IWOC Members: Rozgonyi is offering a \$100 discount to IWOC members who want to participate in The WealthyMind™ Experience. Your \$495 registration fee (the regular price is \$595) includes beverages and lunches, as well as a 45-page participant workbook.

Your participation will also help raise money for IWOC - Rozgonyi will be donating at least \$100 per participating member to the association.

SMALL CLASS SIZE FOR ONE-ON-ONE INTERACTION

To ensure each participant gets lots of one-on-one instruction, Rozgonyi is limiting the class size to 12 people. To reserve your seat, call her at 630-942-9542 or send your name, address and a check made payable to CoryWest Communications to CoryWest Communications, 407 Turner Ave., Glen Ellyn, IL 60137-5020.

Rozgonyi will be conducting a free 45-minute preview session of The WealthyMind™ Experience before the November 11 meeting. To participate, be at the Feltre School at 5 p.m.

FYI

MEMBERSHIP DIRECTORY DEADLINE

Have you returned your renewal and updated your listing for the IWOC Writer SourceBook?

November 14—The directory closes.

No additional listings or changes are accepted.

MARKETING AND PROMOTION VOLUNTEERS WANTED

Lynn Sanders is putting together a volunteer project to market and promote a one-of-a-kind school—one that helps deaf and hard-of-hearing children achieve full literacy through Cued Speech. It's the most comprehensive Cued Speech school in the country, where children are mainstreamed with normal hearing children, and can read as well as their hearing peers. (In comparison, an average child learning Sign Language achieves an average of a 4th grade reading level.)

If you are a writer/publicist who might be willing to volunteer with Lynn in publicizing the READ Educational Center, which sponsors the Alexander Graham Bell Montessori School in Mt. Prospect, contact Lynn Sanders at 847-501-2867 or e-mail: park994@aol.com.

CALL FOR SUBMISSIONS

The editor of the book series *A Cup of Comfort* is seeking nonfiction submissions from IWOC members. The series, published by Adams Media, a division of F&W Publications, includes a volume devoted to spirituality, with a submission deadline of Dec. 31, and a volume on the theme of mothers and sons, with a Jan. 31, 2004 deadline. Stories should be 1000 to 2000 words long. Selected writers receive a monetary fee, and a grand prize of \$500 is awarded to one story in each anthology. For guidelines, e-mail Colleen Sell, the editor of *A Cup of Comfort*, at wordsinger@aol.com or visit their Web site at www.cupofcomfort.com.

✍ E-mail your announcements to map133@aol.com.

Please refer to "Stet" in the subject line.

**For information about IWOC,
call the IWOC office
at 847-855-6670.
Check out
IWOC's Web site at
www.iwoc.org**

Calendar

November 11 (2nd Tuesday)

IWOC monthly meeting: "The Employee Communications Job Market," featuring David Murray. At The Feltre School, 22 West Erie, Chicago. For information about parking, please call the IWOC office. Free seminar preview of **The WealthyMind™ Experience** at 5 PM; program at 6 PM. Professional members free, associates \$5, nonmembers \$15. Come and check it out!

November 13 - 14

The WealthyMind™ Experience: A Wealth and Success Workshop for Professional Writers. From 9:30 AM to 5:30 PM, Nov. 13 - 14, at the Hilton Suites, 10 Drury Lane, Oakbrook Terrace. To register, call Barb Rozgonyi at 630-942-9542.

November 14

Final IWOC Directory deadline. No changes accepted after this date.

December 9

IWOC Holiday Party. Location and details to be announced.

The monthly food and networking get-togethers listed below meet at the same time and place each month unless otherwise noted. The groups welcome nonmembers.

November 6 (1st Thursday)

IWORP monthly breakfast. Join the Rogers Park IWOC contingent for breakfast at 9 AM at the A&T Grill, 7036 N. Clark St., Chicago. For more information, call Esther Manewith at 773/274-6215.

To Be Announced

IWOOP monthly lunch: Contact Barb Dillard at 312/642-3065 for the holiday schedule for the West Suburban group meeting in Oak Park.

November 18 (3rd Tuesday)

Far North monthly breakfast: At 9:00 AM at Egg Harbor, 300 Village Green, Lincolnshire. For more information, call 847/821-1515. Contact Carrie Suarez, carrie.suarez@worldnet.att.net.