



Independent Writers of Chicago

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**LET'S BE VERY DIRECT:
THERE'S MONEY TO BE MADE IN DIRECT MAIL MARKETING.
INDEPENDENT WRITERS OF CHICAGO (IWOC) HEAR HOW**

You'd think with all the talk of Twitter, Facebook and other Social Media venues of the moment, that a marketing strategy that includes Direct Mail is not exactly *de rigueur*. Yeah, well, think again. Direct Mail still happens to be one of *the* most effective strategies for reaching a target audience – and getting bona fide, measurable responses. Think that spells “J-O-B-S” for freelance writers? You betcha. At the next IWOC meeting on Tuesday, April 8th, Direct Mail experts Brent Brotine and Laurel Johnson will be giving us the goods – the what's, where's and how-to's – on this in-demand marketing tool. And the deep pool of jobs that await therein.

Mention “Brotine” to Chicago's direct marketing professionals, and here's the direct response you'll get: He's tops. An alum of A-List ad agencies including Foote, Cone & Belding and DDB, Brent has been heading up his own shop, Brent Brotine Communications, since 1995, specializing in the financial, credit card and insurance sectors. Among his clients: Motorola., Allstate, Citibank. Ace freelance copywriter of Laurel Johnson Creative Services, Laurel honed her “get-the-sale” skills at such direct marketing biggies as Frankel and Leo Direct. Specializing in healthcare and finance, Laurel now applies those results-driven skills to clients of her own via projects involving Direct Mail, Websites, Blogs and beyond.

Together, Brotine and Johnson will be covering such “must-know's” as:

- Different types of direct mail work, from sales letters and product mailings to email campaigns and targeted web landing pages
- What constitutes good direct response copy
- What separates direct response advertising from other forms of advertising
- How direct response writers use measured results to constantly refine and improve their efforts
- How to break into the field, where the jobs are and what they typically pay
- What skills you should emphasize when seeking assignments

Want to find out about all that – and more? Then we advise you to come to the meeting. Directly!

The IWOC meeting will take place Tuesday, April 8th in Room 4G (4th floor) at the Gratz Center, 126 E. Chestnut St. / 115 E. Delaware, Chicago. We're just west of Michigan Ave., adjacent to Fourth Presbyterian Church. Discounted parking (after 5 pm, with validation) is located at the 900 N. Michigan Avenue garage. Networking begins at 5 p.m. Main program, 6 p.m. Free admission to IWOC members. Nonmembers, \$15. (\$10 if pre-registered at <http://www.iwoc.org/calendar>. Click on “April 8th IWOC Meeting.”) Following the meeting, attendees are invited to go to a nearby restaurant for a buy-your-own dinner to further discuss writing-related topics or to continue networking. For more information, call 800-804-IWOC (800-804-4962) or visit www.iwoc.org.

IWOC is a nonprofit professional association of freelance writers living in the Chicago metropolitan area whose clients range from local to global. Together, IWOC members represent a broad spectrum of writing talents, consultation services, and specialties serving large corporations, small businesses, and not-for-profit organizations.

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